

# EIT Urban Mobility Call Info Session

Call for Proposals on Impact Ventures for the  
Investment Readiness Programme (IRP) 2024-25



Co-funded by the  
European Union



# Agenda

1. Investment Readiness Programme Introduction
2. Eligibility Criteria and Common Questions
3. Call calendar and Evaluation Processes
4. How to apply
5. Q&A

# 1. Investment Readiness Programme

The Investment Readiness Programme (IRP) is designed to prepare entrepreneurs to receive funding from early-stage investors and other sources of funding. It targets mobility entrepreneurs as they contribute to solving pressing social and environmental challenges across Europe.

The IRP call seeks applicants with a proven track-record in the following areas:

- Delivering training, mentoring, and coaching programs for early-stage mobility companies
- Extensive experience in the European venture capital industry, including startup assessments, impact assessments, performing company valuations, startup investments, divestment strategies and investor reporting
- Knowledge and experience working with other European organisations to provide financial support to early-stage companies, such as the European Innovation Fund (EIF), the European Investment Bank (EIB), and the European Innovation Council (EIC)
- Proven track record in successfully supporting companies to secure funding through the EIC Accelerator (and former programmes), European Investment Bank (EIB), and other European funding mechanisms, to be demonstrated through contracts, agreements, and similar documentation

# 1. Investment Readiness Programme (II)

## Specific requirements:

EIT Urban Mobility aims to become the reference impact investor in Europe for urban mobility startups. Sustainability, team diversity and core Sustainable Development Goal (SDG) business values are the cornerstones of our investment thesis that focuses on early-stage companies.

The Impact Ventures thematic area currently leads activities related to investments and programmes that support startups in general.

One of the main objectives of Impact Ventures' activities is to help business ventures become successful. The Investment Readiness Programme (IRP) call aims to further strengthen EIT's action in this direction.

It looks to fund a programme that can provide startups with support and training focused on being **prepared to attract investors**.

**A strong network within the European early-stage investor community** (impact investors, seed funds, business angels' networks, venture capital funds, etc.); and **deep knowledge of the urban mobility space and its underlying technologies** are also required.

# 1. Investment Readiness Programme (III)

## Scope of work:

To achieve the call objectives, proposals submitted to this call must have a clear workplan that covers the following activities:

- Scouting, selecting and recruiting European impact mobility ventures
- Delivering an effective training programme for the recruited startup
- Effectively connect the trained startups with potential investors, by organising an investors' day, demo day or similar
- The proposals must include a plan that foresees three rounds of startup scouting and training. The first round, to be executed in 2024, should support a minimum of 13 startups. The second and third rounds, to be executed in 2025, should support a minimum of 15 startups each.



# 1. Investment Readiness Programme (III)

## Expected outcome:

- The minimum of 43 supported startups will be asked to contribute to EIT Urban Mobility's financial sustainability mechanism by allocating 1% of their equity stake to EIT Urban Mobility (via donation or an equivalent instrument) on successful graduation, following the Demo Day of each of the three rounds.
- The selected startups will be required to sign a Simple Participation Agreement outlining the details of the agreement. This will be compulsory for any recruited startup to benefit from the training and support offered through the programme.

→ Contribution to EIT Urban Mobility's financial sustainability mechanism.

## 2. Eligibility Criteria and Common Questions

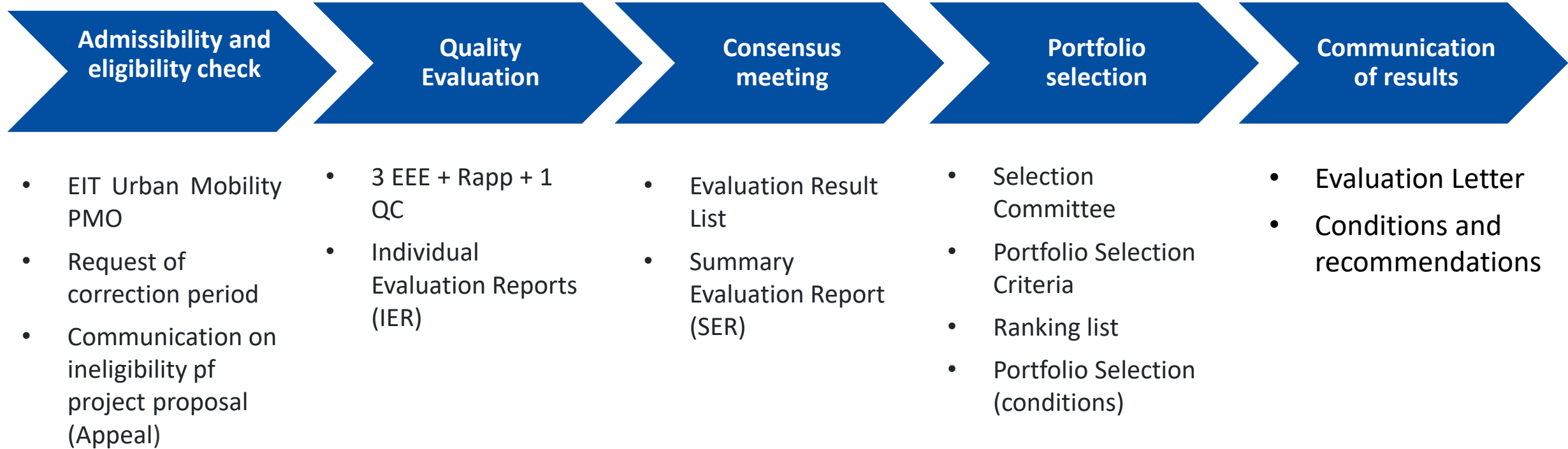
- This open call for proposals is open to all legal entities established in **Member States of the European Union (EU) and/or in third countries associated with Horizon Europe**, including in the United Kingdom
- These legal entities may be small and medium enterprises (SMEs), universities, research and technology organisations, cities or large businesses, among others
- All proposals must be composed of **at least two independent legal entities** established in two EU Member States and/or third countries associated with Horizon Europe
- Proposals involving one partner only (i.e. a proposal for a **mono-beneficiary project**) can be accepted exceptionally, under the condition that the applicant can demonstrate wide, consolidated European outreach
- **Swiss entities:** in duly justified cases, entities established in Switzerland are entitled to receive EIT Urban Mobility financial support (up to a cumulative amount of €59,000 across the Business Plan 2023–2025 period) provided that their impact on EU countries is directly or indirectly proven in the application

### 3. Call Calendar





### 3. Evaluation Process: Main Principles



Read carefully the [Call Manual](#)



### 3. Evaluation Process: Strategic Fit (II)

The strategic fit evaluation consist of 3 questions with a total score of 15 points

Evaluation criteria	Description	Max. score
Strategic fit	<ul style="list-style-type: none"><li>The application contributes to the EIT Urban Mobility Strategic Objectives, especially the ones emphasized in Section 2.1.2.</li></ul>	<b>5 points</b>
	<ul style="list-style-type: none"><li>The application is aligned with the call specific requirements as indicated in Section 3.</li></ul>	<b>5 points</b>
	<ul style="list-style-type: none"><li>The proposal provides a credible strategy for financial sustainability and contributes to achieve EIT Urban Mobility's vision to become an impact investor in urban mobility startups.</li></ul>	<b>5 points</b>
<b>Total points</b>		<b>15 points</b>

Only applications with a total score equal or above **nine points** (threshold) can be considered for the next steps, i.e. the full proposal evaluation.



### 3. Evaluation Process: Full process (III)

It consist of assessing the excellence, impact, implementation and overall quality of the proposal that passes the strategic fit.

The proposal is evaluated and scored against 3 criterion:

1. **Excellence:** novelty and innovation: 25 points
2. **Impact:** social, economic, financial and general sustainability: 25 points
3. **Implementation:** planning and sound financial management: 25 points



### 3. Evaluation Process: Portfolio Selection (III)

The EIT Urban Mobility Selection Committee will select the portfolio and pre-selected proposal considering also these factors (up to 15 points)

- **Business Intelligence:** Track record and issues or concerns highlighted: 5 points
- **EU Dimension:** Pan-European outreach in the scouting process: 5 points
- **Portfolio Fit:** Complementarity of the proposal within the current/past portfolio of the Thematic Area and/or the EIT Urban Mobility: 5 points



## 4. How to apply

Guidance for applicants:

- how to register in the EIT UM NetSuite platform;
- how to create and submit an Application Form

**[→ BP23-25\\_IRP-2024-2025\\_Guidance-applicants.pdf \(eiturbanmobility.eu\)](#)**



Business Plan 2023–2025

Open Call for Proposals

**Investment Readiness Programme  
(IRP) for Impact Ventures –  
Guidance for Applicants**



## 4. How to apply

### STEP 1 (PIC)

register in the [EU Funding & Tender Portal](#) and obtain a **valid PIC number**

→ **The registration will take max 10 minutes**

→ **Having a PIC number is mandatory to fill-in and submit the PIF (STEP 2) – ie. is an eligibility criteria**

### STEP 2 (PIF)

register in the new [EIT UM NetSuite platform](#), by submitting the **Partner Information Form (PIF)**

→ **After the PIF submission the EIT UM service desk will validate your registration and send you the login details**

→ **If your organisation is already registered in PLAZA, write an e-mail to [servicedesk@eiturbanmobility.eu](mailto:servicedesk@eiturbanmobility.eu): they will provide you with the credentials to access the new NetSuite platform**

# 4. How to apply

## STEP 3 (search for the IRP open call and apply)

→ [NetSuite - Customer Login](#)

The screenshot shows the NetSuite Customer Login interface. At the top, there are logos for 'eit Urban Mobility' and 'Co-funded by the European Union'. Below the navigation bar, a 'Menu' dropdown is open, highlighting 'CALL FOR PROPOSALS' and 'OPEN CALLS'. Below the menu, there is a 'Quick View' section with a 'Hide KPIs' button and an 'Outstanding Balance' indicator. The main content area displays 'All Running CFP Programs: Results' with a 'Learn about NetSuite Analytics Warehouse' link. A table of results is shown with columns for 'APPLY', 'CFP PROGRAM NAME', 'DESCRIPTION', 'CALL URL', 'CALL LAUNCH DATE', 'CALL CLOSURE DATE', and 'STATUS'. Two rows are visible, both with 'Running' status. The 'APPLY' column for both rows contains a red circle icon.

APPLY	CFP PROGRAM NAME	DESCRIPTION	CALL URL	CALL LAUNCH DATE	CALL CLOSURE DATE	STATUS
	CFP Program #2	This call is launched for testing purposes		14/07/2023	10/08/2025 6:00:00 AM	Running
	TEST CFP Program	description of the call	<a href="https://www.eiturbanmobility.eu/">https://www.eiturbanmobility.eu/</a>	14/07/2023	10/08/2025 6:00:00 AM	Running

# 4. How to apply

## STEP 4 (fill in the application form)

Six sections:

1. Main information: project title and abstract; project start and end dates → earliest start date 1 September 2024 – maximum end date 31 December 2025 (max 16 months)
2. Partner information: consortium composition and description of the partners → for this call mono-beneficiary exceptionally accepted, under the condition that the applicant can demonstrate wide, consolidated European outreach
3. Project scope: IRP call specific questions (excellence, impact, implementation) → experience and knowledge of the partnership; project impact; content and quality of the actions to be implemented





## 4. How to apply

### STEP 4 (fill in the application form)

Six sections:

4. Work Plan: project structure (work packages, deliverables, Key Performance Indicators, outputs and milestones) → maximum 3/4 work packages; KPIs automatically pre-assigned; 4 mandatory deliverables
5. Budget: allocation of budget according to work packages and cost categories → section created based on the work packages created under the work plan
6. Supporting documents: proofs, such as contracts, service agreements and similar documentation of having successfully supported companies that have secured EU funding instruments → don't upload big attachments, only relevant information

# 4. How to apply

## SUBMISSION DEADLINE

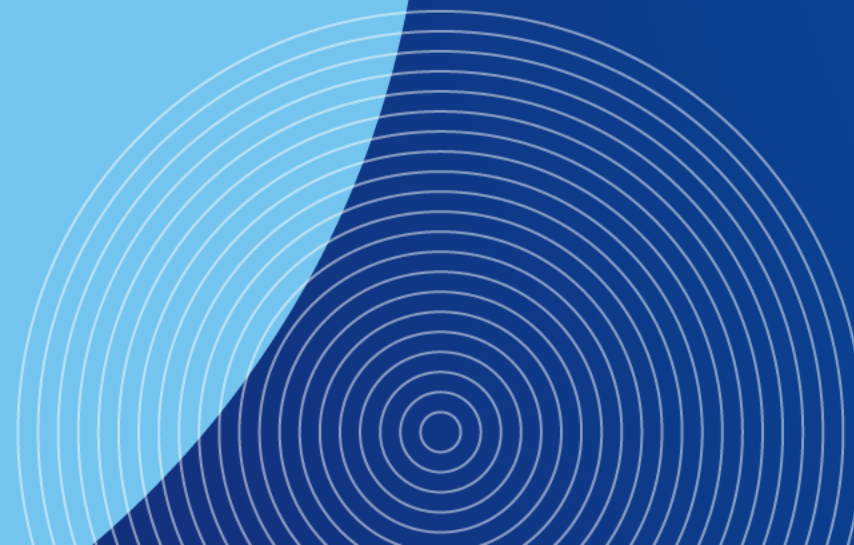
**19 June 2024 at 17:00 CET**

- Applications submitted after the deadline will not be considered**
- Do not wait the last day/minute to submit your proposal**
- Proposal submission possible only one time (multiple submission not allowed)**
- Save often the Application Form**
- Contact [pmo@eiturbanmobility.eu](mailto:pmo@eiturbanmobility.eu) if you experience any technical issue**





# Q & A



# Thank you!

For more information

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[eiturbanmobility.eu](http://eiturbanmobility.eu)

