Targeted Open Call 2025

SAMPLE application form

*NOT TO BE SUBMITTED*

*This document serves as a sample to provide an overview of the fields and information required for the application process.* ***The official application form must be filled out and submitted through the NetSuite platform. Applications via email will not be accepted.*** *Please note that this template is for informational purposes only, and additional fields or instructions may appear in the official online application.*

*Side notes:*

* *Please make sure all partners are registered on NetSuite early on, but latest one week before the submission deadline. Each Partner needs to have a PIC number from the* [*Funding & Tenders Portal*](https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/how-to-participate/participant-register) *and be registered on NetSuite by submitting the* [*Partner Information Form (PIF)*](https://6740820.extforms.netsuite.com/app/site/hosting/scriptlet.nl?script=1509&deploy=1&compid=6740820&h=3636500049a47dba1f43)*[[1]](#footnote-2).*
* *Create your application on the NetSuite platform and familiarise yourself with the system. Especially if it is your first time submitting on NetSuite, make sure you understand the different functionalities.*
* *Always Save as a draft when switching between different tabs.*
* *Submit a day in advance to avoid technical issues due to many people submitting.*
* *Indicated character count includes spaces.*
* *For technical assistance, please contact EIT Urban Mobility at* *pmo@eiturbanmobility.eu* *as soon as possible to ensure we have enough time to assist with any issues you may encounter. Expect at least 2 hours response time during working hours (Monday – Friday 09.00 - 17.00 CEST).*

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## General Information

**Topic Challenge**

Choose a topic according to the Call Manual.

**Project Title**

|  |
| --- |
| Please enter a descriptive title of your project (max 140 characters). |

**Project acronym**

|  |
| --- |
| Please enter a short title or acronym for your project (max 25 characters). |

**Project starting date**

Click or tap to enter a date.

**Project closing date** *(cannot be later than 31 December 2025)*

Click or tap to enter a date.

**Executive summary (max 1000 characters)**

|  |
| --- |
| Please describe the problem being addressed and why existing solutions do not address the need. Describe your proposed solution/product/service along with the value proposition and its market opportunity. Describe how and where you intend to validate the solution (demos) and the expected impact (short/medium/long term). This information should be accessible to the general public for dissemination. NB: This field should not contain jargon, acronyms, and confidential, or sensitive information.NB: This field should not contain jargon, acronyms, and confidential, or sensitive information (max 1000 characters). |

## Partner Information

Partners roles and contribution

**Project Leader (EN) – *automatically prefilled with the name of the person who creates the proposal***

|  |
| --- |
| Please indicate the Lead Partner organisation for the proposal. This person will create, edit and submit the proposal. |

**Project Leader main contact person e-mail – *automatically prefilled with the email of the person who creates the proposal***

|  |
| --- |
| This is the Project Leader's e-mail address as provided in the system at the time of the first registration. |

**Project leader description**

|  |
| --- |
| Describe the specific role and differentiated contribution of the partner to the project. Explain how the partner has the right expertise and skills to carry out the specific role and tasks in the project. |

**Partners involved in the project**

|  |
| --- |
| If any, indicate all organisations included in the consortium, including any Affiliated Entities by using their PIC number (assigned by the [EU Funding & Tenders Portal](https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/how-to-participate/participant-register-search?isExactMatch=true&type=ORGANISATION&order=DESC&pageNumber=1&pageSize=50&sortBy=lastModified)) |

**Partner description**

|  |
| --- |
| If positive answer in previous question, describe the specific role and differentiated contribution of the partner to the project.  |

Direct links between partners

**Existence of direct links between participants in the current proposal**

|  |
| --- |
| Two participants (legal entities) are dependent on each other where there is a controlling relationship between them:\* A legal entity is under the same direct or indirect control as another legal entity;or\* A legal entity directly or indirectly controls another legal entity;or\* A legal entity is directly or indirectly controlled by another legal entity.Control: Legal entity A controls legal entity B if: \* A, directly or indirectly, holds more than 50% of the nominal value of the issued share capital or a majority of the voting rights of the shareholders or associates of B, or \* A, directly or indirectly, holds in fact or in law the decision-making powers in B. The following relationships between legal entities shall not in themselves be deemed to constitute controlling relationships: (a) the same public investment corporation, institutional investor or venture-capital company has a direct or indirect holding of more than 50 % of the nominal value of the issued share capital or a majority of voting rights of the shareholders or associates; (b) the legal entities concerned are owned or supervised by the same public body |

**Description of participants with direct link**

|  |
| --- |
| If positive answer in previous question, please describe.  |

**Co-editors**

|  |
| --- |
| If a co-editor is selected, they have full access to your proposal. Please ensure that the consortia agree on the content of the proposal before making the submission. ***Co-Editors can be added by using their email address witch with they are registered on NetSuite.*** |

## Project Scope

**Project main objectives (max 2000 characters)**

|  |
| --- |
| Please describe in a concise form what the project intends to do and how it will lead to concrete outcomes and results. Make sure your objectives are SMART - Specific, Measurable, Achievable, Realistic and Time Bound. |

**Scope of the project (max 3000 characters)**

|  |
| --- |
| Explain how your proposal aligns with EIT Urban Mobility Strategic Objectives and the scope of the topic selected. Please explain how it addresses a new sector, business model, technological advances or market demands. |

**Outcomes and impact ( max 2000 characters)**

|  |
| --- |
| Explain how your proposal is aligned with the expected outcomes and impacts of the topic selected as well as with the proposed KPIs. Describe this at a quantitative and qualitative level. State the potential social, environmental and economic impact generated by the successful delivery of your project. This should include impacts on cities, business ecosystems, specific end-users and society in general. |

**Workplan (max 12000 characters)**

|  |
| --- |
| Concisely outline the work planned for the project's entire duration. This description should provide sufficient information on work packages, key tasks and milestones to be achieved, their timeline and related Objectives, KPIs and expected outcomes (Deliverables, Outputs). Use a logical or chronological ordering. |

**Market Need (max 1000 characters)**

|  |
| --- |
| What is the customer need that you are addressing and how you have verified it is a true pain point? (Mandatory) Include a Business Model Canvas as a supporting document |

**Proposed Solution (max 2000 characters)**

|  |
| --- |
| Describe the product/service/solution you envision and the core sub-elements (components, modules and functionalities to be developed) as well as its scalability potential. |

**Technology Readiness Level (max 1000 characters)**

|  |
| --- |
| Specify the technical characteristics that justify a starting TRL of 6-7. Identify any background work or projects. List major milestones that need to be achieved to take the solution towards a TRL8-9 and their timeline. Identify the responsible partners for these milestones and make sure this is aligned with the proposed workplan and partner roles. |

**State-of-the-art (max 1000 characters)**

|  |
| --- |
| Describe the core innovation/technology that is fundamental to the solution you intent to provide. Please explain how it represents a step forward regarding current state-of-the-art innovation. |

**Addressable market (max 2000 characters)**

|  |
| --- |
| Include a brief description of the customer who will buy the product or service and the addressable market that these customers represent. |

**Unique selling points and competitive advantage (max 2000 characters)**

|  |
| --- |
| What are the competitive alternatives and how does your solution compare to them? Please compare key features of your offering to that of competitors on the market and in development. |

**Business model and commercialisation strategy (max 2000 characters)**

|  |
| --- |
| How will the solution be delivered to the customer? Describe your commercial strategy (pricing, placement and promotion). |

**Startup created (if applicable) (max 2000 characters)**

|  |
| --- |
| In case you contribute to KPI EITHE04.4, please describe the company that you would be creating (e.g. company set-up, country of registration, timeframe, shareholders, capitalisation and growth plan). Present a credible and robust strategy for creating a startup and support its growth after the project implementation. |

**1st city demonstration/pilot/living lab (max 2000 characters)**

|  |
| --- |
| Describe the demo requirements, key metrics to be achieved (e.g. target number of users, scale of the testing area, duration) and its future scalability and transferability. State the level of commitment of the demo host and describe how the project aligns with the demo host strategic priorities. |

**Additional city demonstration/pilot/living lab (max 2000 characters)**

|  |
| --- |
| Describe any other demonstrations you plan to implement during the project. |

**Project Management Structures and Procedures (max 1000 characters)**

|  |
| --- |
| Please explain how you will manage the project to ensure effective and professional delivery of the project outcomes. |

**Communication and Dissemination Plan (max 1000 characters)**

|  |
| --- |
| Please describe the dissemination plan to be carried out during the project implementation, including actions for each target group. The communication plan should align with the commercial strategy. |

**Gender and diversity (max 1000 characters)**

|  |
| --- |
| Please describe how gender and diversity are considered in the design/development of the project outputs and the measure in place to promote a mixed team with women and under-represented groups taking an active role in the project implementation. |

**Knowledge Triangle Integration (KTI) (max 1000 characters)**

|  |
| --- |
| Please describe how your project facilitates collaboration between the knowledge triangle (businesses, research, education) and cities to solve the most pressing mobility challenges. |

**Intellectual Property Rights (IPR) and Exploitation of Results (max 2000 characters)**

|  |
| --- |
| Provide a description of the main IP assets, how are they currently or planned to be protected to ensure future commercialisation.Describe how the IP strategy is aligned with the business goals and the planned commercialisation strategy. (Optional) Include an initial Freedom to Operate (FTO) as a supporting document. |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Risk Category** | **Title** | **Risk Likelihood** | **Risk Impact** | **Description** | **Mitigation** |
| Choose an item. |  | Choose an item. | ***Describe*** |  | ***Describe*** |
| Choose an item. |  | Choose an item. | ***Describe*** |  | ***Describe*** |

 Risk Management and Contingency Plan

*Copy/paste additional lines if necessary*

Financial Sustainability

**Commercial Partner**

*Add additional lines if necessary*

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Responsible partner** | **Financial Sustainability Mechanism** | **Number of employees (in payroll)** | **Turnover T-1 (€)** | **Turnover T-2 (€)** | **Balance Sheet Total liabilities + shareholder equity T-1 (€)** | **Balance Sheet Total liabilities + shareholder equity T-1 (€)** | **Results to be commercialised** | **Description** |
|  |  |  |  |  |  |  |  |  |

Ethics and Security

**YES/NO**

**Is the Project incurring any Ethic or Security Issues?**

|  |
| --- |
| If yes, please explain any Ethic or Security issue and please select from the list any ethics of security area your project may have an impact on:1. Human Embryonic Stem Cells and Human Embryos2. Humans3. Human cells/tissues (not covered by element 1)4. Personal data5. Animals6. Non-EU countries7. Environment & Health and Safety8. Artificial Intelligence9. Other Ethics issues |

## Workplan

**WORK PACKAGES**

**Define your work plan for the project's entire duration. When you create a Work Package the description should provide sufficient information on the main activities and objectives to be achieved. Use a logical or chronological order. Once you create a Work Package, you will be able to define the Deliverables, Outputs and Milestones linked to it. Some Calls for proposals require mandatory deliverables and a maximum of additional deliverables (please refer to the Call Manual).**

*Copy and paste as many tables as required*

|  |  |
| --- | --- |
| **Work Package Name (WP1)** |  |
| **WP start date** |  | **WP end date** |  |
| **WP leader** |  | **WP contributors** |  |
| **Role of partner** |  |
| **Description of WP** |  |

|  |  |
| --- | --- |
| **Work Package Name (WP2)** |  |
| **WP start date** |  | **WP end date** |  |
| **WP leader** |  | **WP contributors** |  |
| **Role of partner** |  |
| **Description of WP** |  |

|  |  |
| --- | --- |
| **Work Package Name (WP3)** |  |
| **WP start date** |  | **WP end date** |  |
| **WP leader** |  | **WP contributors** |  |
| **Role of partner** |  |
| **Description of WP** |  |

**Deliverables**

Deliverables can only be added once the Work Packages are created and must be added directly to the assigned Work Package.

*Copy and paste as many tables as required*

|  |  |
| --- | --- |
| Deliverable Name |  |
| Deliverable Description |  |
| Deliverable achievement date |  |

**Output**

Please create the major outputs to be achieved within the duration of your project, in line with the defined work plan.

*Copy and paste as many tables as required*

|  |  |
| --- | --- |
| Output name |  |
| Output description |  |
| Output achievement date |  |
| Responsible partner |  |
| Contributing Partner |  |

**Milestone**

Please create the major outputs to be achieved within the duration of your project, in line with the defined work plan.

*Copy and paste as many tables as required*

|  |  |
| --- | --- |
| Milestone name |  |
| Milestone description |  |
| Milestone achievement date |  |
| Responsible partner |  |
| Contributing Partner |  |

**KPIs**

Please create the major outputs to be achieved within the duration of your project, in line with the defined work plan.

*Add values only for the KPIs relevant to your proposal – in Netsuite add 0 to irrelevant years.*

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **KPI code** | **KPI Title** | **KPI Description** | **Target value 2025** | **KPI achievement date** | **Responsible Partner** | **Contributing Partner** |
| EITHE02.4 | **Marketed****Innovations** | *Automatically filled* |  |  |  |  |
| EITHE04.4 | **Start-ups****created of/for****innovation** | *Automatically filled* |  |  |  |  |
| EITHE01.1 | **Intellectual Property Rights** | *Automatically filled* |  |  |  |  |
| KSN01 | **# Innovation pilot scaling** | *Automatically filled* |  |  |  |  |
| KSN02 | **# Demonstrations/ pilots/ living labs within a project that actively involve citizens and/or local associations** | *Automatically filled* |  |  |  |  |
| KONHE31 | **Tested Engineering Innovation** | *Automatically filled* |  |  |  |  |

## Budget

*Work packages must be created first. For each work package created, one column will appear. For each partner involved in the project, a separate table must be filled. The total project budget will be calculated automatically on Netsuite.*

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| BUDGET PARTNER A | WP1 | WP2 | WP3 | Total | Description |
| A.1 EMPLOYEES (OR EQUIVALENT) | € 0 | € 0 | € 0 | € 0 |  |
| A.2 NATURAL PERSONS UNDER DIRECT CONTRACT | € 0 | € 0 | € 0 | € 0 |  |
| A.3 SECONDED PERSONS | € 0 | € 0 | € 0 | € 0 |  |
| A.4 SME OWNERS | € 0 | € 0 | € 0 | € 0 |  |
| B SUBCONTRACTING | € 0 | € 0 | € 0 | € 0 |  |
| C.1 TRAVEL AND SUBSISTENCE | € 0 | € 0 | € 0 | € 0 |  |
| C.2 EQUIPMENT | € 0 | € 0 | € 0 | € 0 |  |
| C.3 OTHER GOODS, WORKS AND SERVICES | € 0 | € 0 | € 0 | € 0 |  |
| D.1a FINANCIAL SUPPORT TO THIRD PARTIES (SUBGRANTS) | € 0 | € 0 | € 0 | € 0 |  |
| D.1b FINANCIAL SUPPORT TO THIRD PARTIES (PRIZES) | € 0 | € 0 | € 0 | € 0 |  |
| D.2 INTERNALLY INVOICED GOODS AND SERVICES | € 0 | € 0 | € 0 | € 0 |  |
| E. INDIRECT COSTS (AUTO CALCULATED: 25% on A. and C. cost categories) | € 0 | € 0 | € 0 | € 0 |  |
| Total | € 0 | € 0 | € 0 | € 0 |  |
| EIT funding | 0 % | € 0 |  |
| Partner own funding | 0 % | € 0 |  |

## Supporting documents

Upload in PDF and Excel only.

MANDATORY

Business Model Canvas

OPTIONAL

Freedom to Operate study (recommended)

Declaration from the city/municipal government (if applicable)

Other supporting documents

Optional Video Link (URL starting https://)

1. For organisations that are already registered in the PLAZA platform, do not submit the PIF form but contact the EIT Urban Mobility Service Desk servicedesk@eiturbanmobility.eu: you will be provided with the credentials to access the new NetSuite platform. [↑](#footnote-ref-2)