

Annex II – Additional grant for “equity shares”

Commercial partners that choose an equity FSM may receive additional financial support up to a maximum of €59,500. The selected proposal will undergo an additional evaluation that will determine whether additional support funds will be allocated. This second evaluation will be performed by an external evaluator and an EIT Urban Mobility evaluator. The final decision will be taken by a Selection Committee made up of EIT Urban Mobility experts. If the startup/SME receives a positive evaluation, an additional grant may be allocated. The cost incurred from implementing the additional sub-grant must be reported on a real cost basis. For information on the eligibility of costs of your project’s budget, please refer to the document Eligibility of expenditure published on the Call webpage.

The additional activities to be implemented in the framework of additional financial support will depend on the maturity phase of the startup and on the result of the overall internal evaluation stemming from the final reviews. However, they should cover:

- **the development of new** products/services/solutions serving urban and suburban mobility ecosystems, or
- **the significant improvement of** existing products/services/solutions for expansion into a new industry sector or a new geographic area.

The startup should have the following characteristics.

- Operations, products and/or services should contribute positively to at least one of EIT Urban Mobility’s Core Sustainable Development Goals (SDGs): SDG3 (Good health and well-being), SDG7 (Affordable and clean energy), SDG8 (Decent work and economic growth), SDG9 (Industry, innovation and infrastructure), SDG11 (Sustainable cities and communities) and SDG13 (Climate action).
- Ideas should demonstrate commercial prospects and the track record.
- Management and technical expertise should be available.
- Special focus: companies must meet the requirements in any of the following four areas:
 1. Companies that have achieved the Seal of Excellence (or equivalent national high-quality label awards).
 2. Deep-tech: companies whose technology is based on tangible engineering innovation or scientific advances and discoveries applied for the first time as a product, especially those that address critical societal and environmental challenges for the first time.
 3. Female-led companies: EIT Urban Mobility strongly supports gender equality. A key factor in evaluating companies is the quality and experience of the founding team. A significant strength is a team that maintains gender-balanced representation.
 4. RIS countries: EIT Urban Mobility is particularly interested in companies from underrepresented startup ecosystems. Companies operating from RIS counties where entrepreneurial opportunities are less common will be prioritised in our evaluation process.

- EIT Urban Mobility will prioritise the provision of financial support to urban mobility companies in pre-seed and seed stages.

Startups should focus on providing deliverables and outputs linked to the project plan proposed in the subgrant agreement. The **minimum core deliverables expected** from a project are shown in the table below. This provides the list of mandatory deliverables to be submitted by the end of project implementation. Minor additional deliverables may be needed, depending on the product/service/solution.

Mandatory deliverables	Description	Due date
Financial report	Cost reporting for subgrantees	At the end of project implementation
Activity report	Activity reporting for subgrantees	At the end of project implementation

In addition, activities funded under fast-track mechanisms can contribute to one or more of the following KPIs.

KPI code	KPI title	KPI definition
EITHE02.1	Innovations launched on the market	Number of all innovations introduced on the market during the project duration or within three years after completion. Innovations include new or significantly improved products (goods or services) sold. Innovations introduced on the market must be directly linked with the KAVA and reported in the year when they reached the first revenue (but not later than three years after completion of the project).
EITHE02.4	Marketed innovations	Number of innovations introduced on the market with a sales revenue of at least €10,000 documented. Innovations include new or significantly improved products (goods or services) and processes sold. Innovations introduced on the market must be directly linked with the project and reported in the year when they reached the first revenue.
EITHE06.1	Investment attracted by KIC-supported startups and scale-ups (in million euros)	Total amount in euro of private and public capital attracted within year N by supported startups/scale-ups that have received KIC business creation services support of a total duration of at least two months, within a maximum of three years following the last received KIC project support activity.

More information on the project's life cycle (implementation, monitoring and reporting phases) is included in the document *EIT Urban Mobility Project Implementation Handbook 2023 – financial support to startups*.

Evaluation criteria

Applicants who were successfully selected for the Targeted 4 Open Call 2025 call and who chose “equity shares” as their financial sustainability mechanism will undergo an additional evaluation stage. If they receive a positive evaluation, i.e. a score of at least 21/30, an additional grant may be allocated up to the same amount as originally awarded in the call. Below is the list of criteria assessed during this phase.

Step 1 – First assessment

Evaluation criteria	Description	Max. score
Implementation	<p>Solution – Product fit</p> <ul style="list-style-type: none"> - Analyse the alignment between the customer’s needs and/or pain points and the solution. Assess whether the solution is unique and effectively solves the problems it is intended to address. 	5
	<p>Market/sector added value</p> <ul style="list-style-type: none"> - Examine the degree of novelty embedded in the core business line, benchmarking the offering to the industry/sector champions. - Examine the timing: is the product’s market entry too early/just right/too late? - Reflect on the unique selling proposition (USP) and expected market advantage of the product/service/technology offered. 	
	<p>Market opportunity size</p> <ul style="list-style-type: none"> - Examine the scale of the market, considering the financial ability (purchasing power) to buy products and services in the targeted communities/buyer personas, as the predictions are overly optimistic. Assess average growth from competitors, aiming to recognise challenges (Political, economic, socio-cultural and technological - PEST) that reveal opportunities and potential threats early on. 	
	<p>Time-to-market (costs, risks)</p> <ul style="list-style-type: none"> - Examine the relationship between TTM and the TAM/SAM/SOM. For example, late product introduction can decrease the window of opportunity for revenue generation and accelerate the product’s obsolescence. - Reflect on the costs and risks associated with market launch or expansion related to the sector/industry that the prospect is targeting. 	
Scalability	<p>Product</p> <ul style="list-style-type: none"> - Deeper explanation of the TRL level described in the application (e.g. pilot projects, customer feedback on these, and the trajectory of product development) - Business model: presentation of the business approach (B2B, B2G etc.) in combination with the sales approach - Sales and financials: number of users, customer pipeline volume, customers (including e.g. CAC, CLV, margin, churn), revenue development and projections 	5

	<p>Fundraising: current round and future roadmap</p> <ul style="list-style-type: none"> - Current round: reason why EIT Urban Mobility should become an investor; status of soft and hard commitments of co-investors; planned milestones if startup receives funding - Future roadmap: how will runway be stretched to the maximum; exit scenario: who will eventually buy EIT Urban Mobility's shares and why? 	
Impact	<p>Impact: SDGs</p> <ul style="list-style-type: none"> - A positive contribution to one of the core SDGs has been presented convincingly. 	5
	<p>Core KPIs</p> <ul style="list-style-type: none"> - Presentation of positive/negative impact contribution to EIT Urban Mobility's strategic KPIs: contribution to societal infrastructure, jobs and taxes; contribution to greenhouse gas and non-greenhouse gas emissions. 	
Excellence	<p>Team</p> <p>Evaluate the founders' experience to prevent biases impartially. Assess stress adaptability as a key trait for successful entrepreneurs. Ensure that diverse management teams mirror the demographics of the target markets/segments:</p> <ul style="list-style-type: none"> - Technical and business-oriented co-founders, strengths and complementary skills of the <u>management team</u>. - Team has a unique advantage or edge (e.g. serial entrepreneurs, other unique traits): in-depth expertise in the sector, previous track record and industry experience, etc. - Diverse and gender-balanced team 	5
Total		20

Step 2 – Second assessment

Evaluation criteria	Description	Max. score
Strategic fit	The application is in line with Impact Ventures Financial Support thesis	5
	The application is in line with the EIT Urban Mobility Strategic Objectives	
Portfolio fit	- Business model, Hardware/Software integration, vertical balance (portfolio enrichment)	5
	- Cannibalisation of existing portfolio (direct competition in the region)	
	- EU dimension and pan-European impact/balance	
Total		10