

SME Market Expansion call 2025: Financial Sustainability Guidelines

The following document provides further details on the three types of Financial Sustainability Mechanisms (FSM) available in this Call for Proposals.

Sales pathway (Option 1)

Eligibility

Companies that have not received investment from EIT Urban Mobility at the time of the application. The commercial partner identified in the proposal must be a legally established company in a EU Member State or [Third country associated to Horizon Europe](#).

Service packages

Companies, generally SMEs and startups, going through the sales pathway FSM option will have access to the following services:

Package	Service	Description	Duration (months)	Pricing (€)
Basic Sales Support	Visibility package	Position your solutions and best practices in the EIT Urban Mobility Marketplace .	12/6/3	10,000/5,000/2,500
	Webinars	Invitation to curated webinars with relevant topics that can help your company grow.		
	IP consultations	Access to our IP expert for consultations on the optimal IP strategies for your organisation		
	Commercial Readiness Level (CRL) evaluation	An objective assessment of your company's maturity to track progress and facilitate improved planning for your business's future steps.		
Learn How to Build a Sales Pipeline	Sales coaching	Each company will participate in onboarding sessions tailored to their specific needs including two mandatory sessions from the following three options: 1. B2B Management & Sales. 2. Pricing and Value Proposition (B2B/B2G.) 3. Predictable and Scalable Forecasts and Sales Process.	2	5,000
Sales Enablement	Lead generation	Market prospection aimed at generating Sales Qualified Leads (SQL).	12	25,000
	Tender scouting	Tailor-made scouting of tenders and open innovation calls for proposals.		
	Events booster	Enhance SME presence at events with our expert assistance.		

	Consortia matchmaking	Introductions for SME to potential consortia to apply to European R&I funding programmes.		
	Events representation	Our Innovation Advisors will represent the SME at trade events.		

Investment pathway (Option 2)

Eligibility:

- Startups that are part of EIT Urban Mobility equity portfolio.
- Startups that meet the EIT Urban Mobility investment thesis requirements and are willing to contribute with equity. EIT Urban Mobility investment theses entails:
 - Geographic focus: EU Member State or [Third countries associated to Horizon Europe](#).
 - Target equity: 1-3%
 - Target holding period: 5-7 years
 - Follow-on investment: 60% of the budget (up to 500,000€)
 - Target stage: Early stage (post-product, early revenue)
 - Pre-money valuation: Up to 20M€
 - Exit optionality: preferred access to corporate acquirers and secondary sale transactions to existing shareholders
 - Thematic focus: Product/services applicable to urban mobility industries; innovative component with high scalability potential; complementary, industry-knowledgeable and diverse teams; social and environmental impact.

Startups that are part of EIT Urban Mobility equity portfolio will negotiate an equity-increase agreement.