Business Plan 2023 – 2025
Open Call for applications
Financial support to start-ups
Call Manual

EIT Urban Mobility - Mobility for more liveable urban spaces

EIT Urban Mobility

Barcelona| First version 14 October 2024

eiturbanmobility.eu

History of changes

Version	Publication Date	Change
1.0	14.10.2024	Initial version

Contents

Abbreviations

BP	Business Plan
CfA	Call for Applications
EEE	External Expert Evaluator
HE	Horizon Europe
KIC	Knowledge and Innovation Community
MGA	Model Grant Agreement
RIS	Regional Innovation Scheme
SA	Strategic Agenda
SER	Summary Evaluation Report
SO	Strategic Objectives
TA	Thematic Area

Glossary

Project Leader	The Project Leader is the central contact point for EIT Urban Mobility from the application submission stage to the end of the project implementation. The Project Leader represents the project and the consortium partners (the other partners participating in the project) towards EIT Urban Mobility, and has also the responsibility for creating and submitting a application. For mono-beneficiary grants, the mono-beneficiary (the single legal entity involved in the project) also has the Project Leader role.
Call for Applications	The Call for the applications is the instrument used to allocate funding by EIT Urban Mobility to third parties to support the deployment and development of the Strategic Agenda through projects. EIT Urban Mobility uses 3 different types of calls following the provisions included in the specific rules for EIT KIC actions in HE MGA Annex 5: (1) Regular Open Calls (2) Calls for partners (3) Permanently Open Calls/Permanently Open Calls for partners.
Call Manual	The Call Manual is the document where the terms, conditions, and criteria of any call for applications are defined and stated according to the principles of transparency, equal treatment, open competition, and sound procedural management.
Deliverable	Deliverables are tangible or intangible good or service produced at a given moment during the project implementation. Deliverables chart the path to reach project objectives and could be a report, a document, a software product, a course, an event or any other building block of a project. The deliverables specified need to fully demonstrate the achievements of the activity and judicious use of public funds.
Evaluation Process	Process by which EIT Urban Mobility examines the quality of an application to decide if it should be selected to receive EIT funding.
Evaluation Panel	Group of external expert evaluators (EEEs), usually 3 EEEs and 1 rapporteur, with specific expertise in a specific area/segment of the call, aiming to evaluate a set of eligible applications submitted to a call. In the case of Calls with applications below 60.000 EUR of EIT funding allocation, the evaluation panel is composed of at least one external expert evaluator.
Evaluation results list	List of applications in order of scoring, based on the quality evaluation process results.
Horizon Europe Model Grant Agreement	The Horizon Europe Model Grant Agreement (HE MGA) sets out the rights and obligations and terms and conditions applicable to the grant awarded.
Knowledge triangle integration	EIT Urban Mobility aims to gather close-knit partnerships of European education, research and business entities (knowledge triangles) and also involves cities, either in the composition of the members of the projects or in the expected impact of the projects' results.
Ranking list	List of applications in order of scoring after the selection committee assessment.

Summary Evaluation Report	A single and final Summary Evaluation Report (SER) per application is produced by the Rapporteur after the consensus meetings. This document summarizes the final score, the strengths, weaknesses, risks, and potential recommendations of an application.

Introduction

Urban mobility is undergoing one of the most transformational shifts of a generation. A successful strategy in the industry requires the adoption of a comprehensive and coherent approach, centred on innovative ventures that are disrupting this landscape.

This drastic global transformation may account for the potentially disruptive long-term impacts, where the new pace of living, consuming, and behaving in cities create a new paradigm for mobility companies to develop products, services, and technologies in all facets: collective, individual, and goods transport.

While the pandemic has taken a heavy toll on the economy, the crisis has also encountered major opportunities for innovation and investments. Examples of drivers underpinning this ongoing transformation are mobility companies with high financial, environmental impact and growth potential.

In pursuit of leading positive change and business prosperity, EIT Urban Mobility is granting financial support up to 2 Million Euro per company in mobility ventures to accelerate their journey, to continue critical innovation and to ultimately transform the European urban mobility landscape.

We look forward to receiving your applications for inclusion in the Business Plan 2023-2025.

Maria Tsavachidis

CEO

EIT Urban Mobility

1. Call summary

Call for Applications Main Features[1]	
Key dates of the call calendar	*Call opening:* 14 October 2024 *Call closure:* 10 January 2025 at 17:00 CET *Eligibility and admissibility check*: January 2025 *Evaluation of applications*: February/March 2025 *Communication of result*: April 2025
Total EIT Funding allocated to this call	**The total EIT funding allocated to this call is 10M EUR* **** *Out of which up to 2M EUR dedicated to support start-ups from RIS countries only. Under this call, RIS countries are considered the ones underrepresented in EIT Urban Mobility Portfolio: Bulgaria, Croatia, Czechia, Estonia, Greece, Italy, Cyprus, Latvia, Lithuania, Hungary, Malta, Poland, Portugal, Romania, Slovenia, Slovakia, Montenegro, North Macedonia, Serbia, Türkiye, Ukraine. All other eligible countries (see chapter 2.2.1), will be covered by the non-RIS budget. **The total amount could be increased based on the budget availability of the Impact Ventures Area.
Link to the submission portal	The EIT Urban Mobility AwardsForce Platform will be available as of 14 October 2024
List of documents to be submitted	Application form is available on the EIT Urban Mobility AwardsForce Platform.
List of documents to take into consideration	• Call Manual • EIT Urban Mobility Strategic Agenda 2021-2027 • Eligibility of expenditure • • Project Implementation Handbook • Horizon Europe Model Grant Agreement (specifically Articles 16 and 17)
Short summary of the topics to be addressed	EIT Urban Mobility – Impact Ventures Financial Support Programme grants financial support to start-ups offering innovative urban mobility solutions to create a more social and healthier environment in cities. As an impact investor, EIT Urban Mobility supports solutions that contribute positively to at least one of the Sustainable Development Goals (SDGs) related to sustainable cities and communities, clean energy, and climate action.

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[1] Please note that this calendar is indicative. Dates might be subject to slight changes.

	Furthermore, EIT Urban Mobility encourages inclusive and gender-balanced teams to apply for this funding on green mobility. To stimulate the talent and entrepreneurial mindset in all of Europe, EIT Urban Mobility pays special attention to start-ups incorporated in the Regional Innovation Scheme (RIS), where conservative and risk-avoiding policy-making can slow down change and innovation. EIT Urban Mobility supports innovators and entrepreneurs in early stages, starting at the earliest at TRL 3 down to TRL 9. The support aims at bringing their innovations, products and services to market deployment and scale-up. The Financial Support Programme offering to start-ups, includes real product-market fit as well as access to enter international markets faster.
Evaluation criteria applicable to all the topics	For the *initial evaluation*: • Strategic fit For the *applications assessment*: • Quality and efficiency of the implementation, including sound financial management • Excellence, novelty, and innovation • Impact and financial sustainability Alignment with EITUM vision For the *online live-pitches assessment*: • Excellence, novelty, and innovation • Impact and financial sustainability Alignment with EITUM vision • Quality and efficiency of the implementation, including sound financial management For the *final selection*: • Portfolio fit

2. General requirements

2.1 EIT Urban Mobility strategic focus and objectives

Start-ups applying to this Call for applications must be aligned to EIT Urban Mobility's vision and mission and substantially contribute to tackling our strategic objectives (SOs). Applications need to demonstrate how the activity will contribute to specific SOs, as stated in the **Strategic Agenda 2021-2027** (SA).

The evaluation and selection of the submitted applications will be highly dependent on their contribution to the strategic elements as outlined below.

2.1.1 Vision and Mission

At EIT Urban Mobility, our mission is to accelerate change towards a sustainable mobility model for liveable urban spaces. As the leading European innovation community for urban mobility, we foster integration by bringing together the key players across the whole value chain of mobility. We facilitate collaboration between cities, industry, academia, research and innovation and put the challenges facing cities at the centre of all our activities. We aim to develop and deploy solutions for the mobility of people and goods that solve problems and create impact for cities and citizens. All activities of EIT Urban Mobility serve the purpose of achieving three societal impact goals:

- Improve quality of life in cities;
- Mitigate and adapt to climate change;
- Create jobs and strengthen the European urban mobility sector.

Further details on the strategic focus of the IMPACT VENTURES Thematic Areas are given in Section 3.

2.1.2 Strategic Objectives

Five strategic objectives (SOs), as set out in the Strategic Agenda 2021-2027, steer our activities and ambitions, and will lead us to achieve our mission:

- SO1 - Create liveable urban spaces
- SO2 - Close the knowledge gap
- SO3 - Deploy and scale green, safe, and inclusive mobility solutions for people and goods
- SO4 - Accelerate market opportunities
- SO5 - Promote effective policies and behavioural change

The submitted applications must be aligned with **SO4 – Accelerate market opportunities** and must fit with the scope of the proposed activities as set out in section 3 below.

In addition, the innovative product/service proposed by the start-up and scale-up must contribute **to at least one of the EIT Urban Mobility's Focus Areas** (please check section 2.2.2 for further reference):

- Active Mobility
- Sustainable City Logistics
- Transport Infrastructure
- Future Mobility
- Mobility and Energy

2.2 Applicants' eligibility

The EIT creates ecosystems. The KICs are anchored in regional and local communities via their Co-location Centres (called Innovation Hubs within EIT Urban Mobility). The KIC is the mechanism to link the knowledge triangle components of education, research, and businesses across Europe and into the wider world.

At EIT Urban Mobility, we integrate the knowledge triangle components and extend them by an additional group: cities. Accordingly, EIT Urban Mobility currently brings together more than 300 partners from 33 countries and four sectors: academia, research, industry, and cities.

2.2.1 Eligible applicants and application

This Call for Applications is open for profit private businesses established in the Member States (MS) of the European Union (EU), and/or in Third countries associated to Horizon Europe. To be eligible, companies applying to this call must have at least 2 and no more than 100 Full Time Equivalent employees.

Application forms and annexes must be in English in all its mandatory parts in order to be eligible. If the mandatory parts of the application are in any other language, the entire application will not be eligible. English is the official language for all EIT Urban Mobility open calls. English is also the only official language during the whole length of the financial support process. This means that any requested deliverables will be admitted only if submitted in English. Additionally, only applications with accurate information and correct attachments in the mandatory fields will be eligible. The application form shall not contain links to external websites, with the exception of the ones explicitly required: information included in external links will therefore be disregarded by the evaluators.

Specific cases
In duly justified cases start-ups established in Switzerland are entitled to receive EITUM financial support (up to a cumulative amount of 59,000€ across the 2023-2025 BP period) provided that their impact on EU countries is directly or indirectly proven in the application. When exceeding this maximum amount the above mentioned start-ups can participate but at their own costs.

2.2.2 Who can apply

This Call for Applications is open to start-ups and scale-ups currently fundraising or preferably already in an ongoing funding round (i.e. EIT Urban Mobility will never lead a round and, consequently, will never cover the role of lead investor[2]). Hence, to be granted financial support all start-ups applicants must demonstrate secured funding either from private investors or public funding instruments.

The applying start-up should have the following characteristics:

- **Developing new** product/services/solutions serving urban and suburban mobility ecosystems.
- **Significantly improving** an existing product/services/solutions for expansion into a new industry sector or a new geographic area.
- Innovative product/service contributing to at least one of the **EIT Urban Mobility Focus Areas:**
    1. Active Mobility:
        - Integrated Mobility
        - Fostering Walkability
        - Safety
        - Route Planning
    2. Sustainable City Logistics
        - Delivery
        - Waste Management
        - Circular Freight (optimization and sustainability of freight or cargo transport within a circular economy framework)
        - Logistics Infrastructure
        - Shared-vehicle Services for Logistics
    3. Transport Infrastructure:
        - Inter-modality
        - Mobility infrastructure
        - Autonomous Public Transport
        - On-demand Public Transport
        - Parking (cars)
    4. Future Mobility
        - Traffic Management

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[2] Unless exceptional circumstances arise, EIT Urban Mobility will never cover the role of lead investor. EIT Urban Mobility expects accredited VC firms to be the lead investor even though EIT Urban Mobility can take the largest monetary investment. Other financing instruments will also be considered under these circumstances.

- - Waterborne Mobility
  - Shared Mobility (cars)
  - Urban Air Mobility
  5. Mobility and Energy
     - Electrification Cars
     - Electrification Other
     - Hydrogen for Mobility
     - Clean Energy
     - Battery Tech
- Operations, products and/ or services contributing positively to at least one of the **EIT Urban Mobility's Core Sustainable Development Goals** (SDGs); SDG3 (Good Health & 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 demonstrating commercial prospects and track-record.
- Management and technical expertise available.
- Special focus: companies that meet the requirements in either of the following 4 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 addressing 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 a 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 prioritized in our evaluation process.
- EIT Urban Mobility will prioritize providing financial support in urban mobility companies in pre-seed and seed stages.

2.2.3 Membership

EIT Urban Mobility typically supplements its financial support with a dedicated service component, which is directly linked to the size of the grant. This means that startups approved for financial support are also required to subscribe to a service package from the various offerings of EIT Urban Mobility. The startup can pay for these services either in cash or by allocating a number of shares (at market value) equivalent to the cost of the services.

This approach ensures that startups can fully leverage the opportunities and extensive network provided by EIT Urban Mobility to accelerate their growth. By incorporating this service component, EIT Urban Mobility goes beyond just offering financial support, adding significant value to the startup's journey. This partnership model not only promotes long-term growth but also ensures that EIT Urban Mobility takes an active role in the development and success of the companies it invests in, rather than serving as a passive investor.

2.2.4 Exclusion criteria

Start-ups applying or participating in the program can be excluded **at any time** (during the assessment, the contracting phase, or the implementation phase) if they:

- Are in one of the following situations:
  - o   a. Bankrupt, being wound up, having their affairs administered by the courts, entered an arrangement with creditors, suspended business activities or subject to any other similar proceedings or procedures under national law (including persons with unlimited liability for the participant's debts):
  - o   b. Declared in breach of social security or tax obligations by a final judgment or decision (including persons with unlimited liability for the participant's debts).
- Are found guilty of grave professional misconduct by a final judgment or decision (including persons having powers of representation, decision-making, or control).
- Are subject to an administrative sanction (i.e., exclusion).
- Are convicted of fraud, corruption, involvement in a criminal organisation, money laundering, terrorism-related crimes (including terrorism financing), child labour or human trafficking (including persons having powers of representation, decision-making, or control)
- Shown significant deficiencies in complying with main obligations under a procurement contract, grant agreement or grant decision financed by the EU or Euratom budget (including persons having powers of representation, decision-making, or control).
- Have misrepresented information required for participating in the EIT Urban Mobility funding scheme or fail to submit such information.
- Were involved in the preparation of any documentation regarding this call or are involved in the evaluation process of this call and this entails a distortion of competition.

3. Call specific requirements

EIT Urban Mobility is looking for start-ups offering innovative urban mobility solutions to create a more social and healthier environment in cities. The overall purpose of the of the call is to provide financial support to European mobility ventures to foster the hiring, growth, product development, R&D, legal and marketing development of the venture. EIT Urban Mobility supports innovators and entrepreneurs in early stages, starting at the earliest at TRL 3 down to TRL 9. The support aims at bringing their innovations, products and services to market deployment and scale-up.

This "Financial support call" provides support to start-ups, driving growth and going international. It also supports start-ups from outside Europe willing to expand their business in the European ecosystem related to urban mobility. Gender-balanced teams in these topics are encouraged to apply.

3.1 What EIT Urban Mobility offers and expects

EITUM offers a financial support instrument for start-ups, which are entitled to receive up to **2 Million Euro** of financial support (also known as "sub-grant") per company to pursue activities which are in line with the overall EITUM objectives. Activities can have a duration from a minimum of 2 months to a maximum of 36 months. All activities must be concluded by 31 December 2025.

Start-ups which will be selected to receive EITUM's financial support (as "subgrantees") will **contribute to EITUM's financial sustainability** by enabling EIT UM to become a shareholder offering EITUM equity share for a nominal price or for free. This will allow the company to comply with financial sustainability goals requirements of EITUM and to participate in the largest European initiative transforming urban mobility, of which the EITUM is the leading actor. In this regard, the company will also benefit from access to regional ecosystems, infrastructure and coaching to drive growth and internationalisation.

This financial support call includes mentoring and **hands-on support** to scale your company with increased visibility and access to **top-tier events**. Also, this financial support call includes fast-track introduction to the **largest pan-European mobility network** including cities, corporates, and other sister European organisation such as the EIB, the EIC and the EIF. Finally, this financial support call includes access to exclusive funding opportunities to scale sustainable through innovation projects and follow-on financial support opportunities.

These are the requirements that companies must fulfil in order to be granted financial support:
- Conclude the Financial Support Agreement.
- Conclude the needed agreements to formalise the contribution of the Selected Applicants to EIT Urban Mobility's Financial Sustainability goals. The Applicant will give out (donation) company's

shares based on the company's valuation[3] or at a nominal price (EIT Urban Mobility using its own funds).

The call submission **deadline** is the **10th of January 2025 at 17:00 CET**. Applications submitted after the deadline will not be considered.

3.1.1 Deliverables

Start-up 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 during the 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 the project implementation
Activity Report	Activity Reporting for Subgrantees	At the end of the project implementation

Activities funded under the framework of the present call can, in addition, 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 KAVA duration or within 3 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 KAVA).
EITHE02.4	Marketed Innovations	Number of innovations introduced on the market with a sales revenue of at least 10 000 EUR 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 KAVA and reported in the year when they reached the first revenue.

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[3] The amount of equity for EIT Urban Mobility needs to be substantiated (e.g., company valuation set in the last funding round, revenues, term sheet, etc.) when submitting the application form.

EITHE06.1	Investment attracted by KIC-supported startups and scale-ups (in mEUR)	Total EUR amount of private and public capital attracted within year N by supported start-up/scale-ups that have received KIC business creation services support of total duration of at least two months, within a maximum of three years following the last received KIC KAVA support activity.

Important: all project deliverables and outputs must be achieved within the project duration.

For more information on your project's life cycle (implementation, monitoring and reporting phases), please refer to the document *EIT Urban Mobility Project Implementation Handbook 2023* published on the Call webpage.

3.1.2 Fast-track provisions

The successful execution and completion of the activities financed under the framework of the present call may unlock the possibility to receive additional EITUM funding. This process is regulated by the provisions included in the EIT Urban Mobility's Guidance on the *fast-track mechanism*.

4. Application preparation and submission

4.1 Support on application preparation

Recorded webinars and contact details are available to guarantee the maximum support to the applicants during the s preparation process.

4.1.1 Call information sessions

To help applicants with the preparation and submission of their applications, EIT Urban Mobility will host the below information sessions after the publication of the call. These online information events will be focused on the call content, the challenges and requirements, as well as on the general procedures, such as the submission and evaluation process, the financial aspects and the monitoring and reporting activities.

Please find the calendar of events and the link to register in the table below:

Type of event	Topic covered	Date and time (CET)	Access to platform
Webinar	Launch of the Call info session: scope and challenges of the call, tips to applicants. General procedures: Call calendar, evaluation and selection process, financial aspects and AwardsForce submission tool.	December 5, 2024	Zoom/Teams

4.1.2 Call Contact points

In parallel to the call information sessions, all applicants may contact EIT Urban Mobility to resolve any concerns or doubts on the general/technical procedures and call content.

These are the key contact details of the EIT Urban Mobility team for questions related to this call:

Type of contact	Email
Legal, Financial, Administrative and general procedures	pmo@eiturbanmobility.eu
Impact Ventures	investments@eiturbanmobility.eu

4.2 Application submission and call calendar

4.2.1 How to apply

Before starting an application, all applicants must register on the following two platforms:

- The EU Funding & tender opportunities portal to obtain a 9-digit Participant Identification Code (PIC number) and
- The AwardsForce Platform

Applicants are invited to send their applications at any time and before **the final deadline, 10 January 2025 at 17:00 CET**. **Applications submitted after the deadline will be ineligible.**

The following documentation must be submitted by the Project Leaders through the AwardsForce e-submission platform no later than the indicated deadlines:

- Mandatory: Filled application form
- Mandatory: Pitch deck (PDF or PPT format)[4]
- Mandatory: Company valuation proof (i.e., previous funding round from BAs/ VCs, other certified valuation reports, or self-assessment following market-recognised valuation methodologies)
- Mandatory: One-pager (following the given template) – see Annex I
- Mandatory: Deed of incorporation
- Mandatory: Latest deposited annual report and latest available profit & loss statement and balance sheet

Subject to the application rejection, all listed attachments must be relevant and in accordance with the instructions provided in the help text within the AwardsForce application form. Prior to enter the full evaluation process, the eligibility check will be performed.
Applicants are requested to carefully read the registration and submission processes available on the website.

4.2.2 Call calendar

An indicative timeline is outlined in the table below. Please note that this calendar is indicative. The dates might be subject to slight changes.

Activity	Indicative Date
Eligibility check	*January 2025*

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[4] Applicants selected by the Investment Committee evaluation will be invited to an online pitch session.

Applications and online live-pitches assessment	*February/March 2025*
Communication of results to applicants	*April 2025*

4.2.3 Resubmission rules

A first-rejected applicant has the right to submit a new and significantly improved application for a second time. If a proposal is rejected for a second time, the applicant will not be allowed to submit another proposal for a period of 12 months, starting from the date of communication of the second rejection.

This provision applies to the present call as well as to applicants rejected in the framework of the permanently open call for financial support to start-ups in 2023 and 2024.

5. Evaluation and selection process

Once the applicants have submitted their applications by a specific cut-off date, the EIT Urban Mobility team will proceed to:

- Check eligibility and admissibility of those applications and, if successful
- Initiate the evaluation of the content by external experts.

5.1 Eligibility and admissibility check

An application will be eligible if:

1. Completeness	The submitted application is completed with all its mandatory sections and attachments, submitted in time by the applicant via the AwardForce submission tool, filled-in in English language.
2. Applicants registration	The applying start-up meets the requirements defined in Section 2.2 and is fully registered in the EU Participant Portal (PIC number).
3. Applicants eligibility	The applying start-up is a for profit private business established in a Member State (MS) of the European Union (EU), or in a Third country associated to Horizon Europe with at least 2 and no more than 100 Full Time Equivalent.

Applications containing one or more ineligible elements will receive an official communication from EIT Urban Mobility setting out the outcome of the admissibility and eligibility check and explaining why the application failed to meet the criteria.

In case of missing or incorrect information linked to the eligibility criteria applicants will be awarded 5 calendar days from the official communication for the completion of the application. If the applicants respond positively to this requirement and within the time limit, the applications will be sent to the next step of the evaluation process (see section 5.2 below).

If the applicants fail to respond or respond after the deadline, the applications will remain ineligible and will not be further processed.

Applicants of any application deemed inadmissible/ineligible who disputes the ineligibility decision, may appeal. This appeal must be made within 5 calendar days of the official EIT Urban Mobility notification of ineligibility (see document *Appeal procedure* published on the Call webpage).

5.2   Evaluation scoring system

All evaluation stages will be integrated by different groups of criteria and sub-criteria which will be assessed according to the following scores:

Score	Description	
0	None	The information requested is missing or incomplete
1	Very poor	The information provided is considered irrelevant or inadequate compared to the specific call provisions
2	Poor	The information provided lacks relevant quality and contains significant weaknesses, compared to the specific call provisions
3	Fair	The overall information provided is adequate, however, some aspects are unclearly or insufficiently detailed, compared to the specific call provisions
4	Good	The information provided is adequate with sufficiently outlined details, compared to the specific call provisions
5	Excellent	The information provided is outstanding in its details, clarity and coherence, compared to the specific call provisions

5.3   Initial evaluation

The initial evaluation consists of the strategic fit and will be focused on the fit of the proposal idea to the call topic in which the proposal has been submitted, as well as on the main challenges reflected in the EIT Urban Mobility Strategic Agenda.

One Internal Evaluation Expert (IEE) will perform this initial evaluation.

Only applications with a total score **equal or above 3 points** (threshold) can be considered for the next steps, i.e. the full proposal evaluation.

The applications are evaluated and scored against the criteria listed below:

Evaluation criteria	Description	Max. score
Strategic fit	• The application contributes to the EIT Urban Mobility Strategic Objectives, especially the ones emphasized in Section 2.1.2 and is in line with EIT Urban Mobility Financial Support thesis emphasized in Section 2.2.2. • The application is aligned with the call specific requirements as indicated in Section 3. • The proposal shows potential to achieve the Call's expected outcomes and impacts as indicated in Section 3.	*5 points*
Total points		*5 points*
Total weight		*10%*

5.4 Applications assessment

The Application assessment is the first step of the full proposal evaluation. Three External Expert Evaluators (EEEs) will be invited to evaluate each application that successfully passes the eligibility and admissibility check. They will assess the Product & Market, Team strength, and Sustainability.

The applications are evaluated and scored against the criteria listed below:

Evaluation Criteria	Description	Max score
Quality and efficiency of Implementation	**Solution - Product Fit:** • Analyse the alignment between customer's needs and/or pain points and the solution. Assess whether it is unique and effectively solves the problems it is designed to address.	*5 points*
	Market/Sector Added Value: • Examine the grade of novelty embedded in the core business line, benchmarking the offering to the industry/sector champions. • Examine the timing - is the product too early/just right/too late on market entry? • Reflect on the USP - Unique Selling Proposition - and expected market advantage of the product/service/technology offered.	
	Market Opportunity Size: • Examine the scale of the market, considering the financial ability (purchasing power) to buy products and services in the targeted communities/ buyer personas as predictions are overly optimistic. Assess average growth from competitors, aiming to recognize challenges (PEST) that reveal opportunities and potential threats early on.	
	Time-to-Market (Costs, Risks): • Examine the relationship between TTM and the TAM/SAM/SOM. e.g., a 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 the prospect is targeting.	

	• Evaluate the founders' experience impartially to prevent biases. Stress adaptability as a key trait for successful entrepreneurs. Ensure that diverse management teams mirror the demographics of the target markets/ segments: • Technical and business-oriented co-founders, strengths and complementary skills of <u>the 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 points*
Excellence, novelty, and innovation		
Impact and financial sustainability	**Impact: Net Impact Ratio:** • Assessment of a company's net impact score based on the products and/or services code. The score includes the impact contribution to 4 dimensions of impact (Society, Knowledge, Health and Environment).	*5 points*
Total points		*15 points*
Total weight		*40%*

Once the evaluators have concluded their assessment a Consensus Meeting is organised and a ranking list with recommendations is produced, together with a Summary Evaluation Report (SER). Only applications with a total score **equal or above 9 points** (threshold) can be considered for the next steps, by being invited to the online live pitches. Among these, however, only the first 40 application **(out of which 10 from RIS Countries**) will be invited to the live pitch presentation. In case of same scoring in two or more applications, priority will be given to the application with higher score in the following clusters (and in the following order): impact, excellence, and implementation.

5.5   Online live pitches assessment

The online live pitches assessment is the final step of the full proposal evaluation. An Investment Committee (IC), composed of three External Expert Evaluators (EEEs) and one EITUM evaluator, will be invited to participate into the live pitches and to assess the excellence, impact, implementation of the projects.

The pitches are evaluated and scored against the criteria listed below:

Evaluation criteria	Description	Max. score
Excellence, novelty, and innovation	**Investors Pitch:** • The team is able to present a realistic and relevant analysis of market trends and conditions, competitors and competitive offerings, as well as a clear identification of opportunities for market introduction.	*5 points*

	• The team clearly describes the targeted users or customers of the innovation, how their needs have been addressed, why the users or customers identified want to use the product. • The team properly conveys the idea behind their business and capabilities of successful execution of the project when delivering its pitch.	
	Skills and Talent: • The management team/co-founders have complementary skills and proven commercial and management experience, including understanding of the financial and organisational requirements for commercial exploitation. • Missing profiles are identified and particular roles' contributions towards growth projections are clearly presented (e.g., fundraising & investors relationships, marketing & sales, product dev.). • Employee engagement plan and mechanisms for talents' retention are addressed.	
Impact and financial sustainability	**Impact vision and contribution:** • Vision of the team how their product/service contributes to change urban mobility topics has been convincingly presented in the pitch; including how this develops with the scale-up of the company (future impact contribution).	*5 points*
	Impact SDGs: • Positive contribution to one of the core SDGs has been convincingly presented.	
	Core KPIs: • Presentation of positive/negative impact contribution for EIT UM´s strategic KPIs: contribution to societal infrastructure; jobs and taxes; contribution to GHG and non-GHG emissions.	
Quality and efficiency of Implementation	**Product:** • Deeper explanation of TRL level described in application (e.g. pilot projects, customer feedback on these, trajectory of product dev) • Biz model: presentation of approach (B2B, B2G etc.) in combination with sales approach. • Sales & Financials: number of users, customer pipeline volume, customers (including e.g. CAC, CLTV, margin, churn), revenue development & projections.	*5 points*
	Fundraising: current round and future roadmap: • Current round: Reason why EIT UM should become an investor; status of soft and hard commitments of co-investors; planned milestones if startup would receive funding • Future roadmap: how will runway be stretched to the max; exit scenario: who will eventually buy EIT UM's shares and why	
Total points		*15 points*
Total weight		*40%*

After the pitches, the evaluators will gather in a Consensus Meeting. A ranking list with recommendations will be produced, together with a Summary Evaluation Report (SER). These documents are provided to the Selection Committee.

5.6   Final selection

The EIT Urban Mobility Selection Committee (SC) is composed by the EITUM CEO or EIT UM CFO and the director of Impact Ventures thematic area (or his deputy). The SC will assess the applications pre-selected by the Investment Committee.

The total weight of the first three evaluation phases represents the 90% of the total final scoring. The SC evaluation will consider the following strategic factors (see table below) and will grant an additional maximum 5 points. The total weight of the final selection represents 10% of the total final scoring.

Evaluation criteria	Description	Max. score
Portfolio fit	• Business model; HW/SW integration; Vertical balance (portfolio enrichment). • Cannibalization on existing portfolio (direct competition in the region). • EU dimension and pan-European impact / balance.	*5 points*
Total points		*5 points*
Total weight		*10%*

The final scoring will take into account: the strategic fit, the application and the online live-pitches evaluations (maximum 35 points) and the Selection Committee evaluation (maximum 5 points). The total weight is distributed as follows:

	Weight
Initial evaluation	*10%*
Applications assessment	*40%*
Online live pitches assessment	*40%*
Final selection	*10%*
Total weight	*100%*

5.7   Communication of results to applicants

Each applicant will receive an email notification with the results of the evaluation. If the applicant does not confirm acknowledgement of the decision, it is up to EIT UM to decide whether to allocate funding to another start-up in the portfolio list or to allocate funding to the next cut-off date.

5.8   Appeal on Evaluation Results

The start-up of a rejected application who disagrees with the decision may appeal only in the event where a SER/FER comment is in clear contradiction with the information provided in the application. In this case, the start-up will have 5 calendar days after receipt of the final evaluation results to submit an appeal to the Evaluation (see document *Appeal procedure* published on the Call webpage).

Annex I

STARTUP ONE-PAGER

This document supplements the details provided in your application form, serving as an executive summary of your business.
Please focus on providing concise answers (one sentence or bullets), encapsulating key aspects and business-related metrics of the venture.
Please refer to help text in the table below if necessary.

COMPANY NAME	*Legal Name of the Company*	PERSON FILLING	*Name Surname and Position in the Company*
PITCH TAGLINE	*One-sentence length*	WEBSITE URL	*Company website*

CUSTOMER PROBLEM	*The problem identified.*		BUSINESS MODEL	*B2B, B2C, B2B2C, etc. Including revenue model.*		
SOLUTION	*The solution that aims to address the problem.*		TRACTION	*Pilots, partnerships, etc.*		
USP	*Main difference of product/service from existing solutions.*		COMPETITION	*Name at least 3 competitors.*		
RISKS	*Bottlenecks and challenges recognized.*		TEAM	*Number of FTEs and % of women in the team.*		
TRL / MRL	*Please refer to Horizon Europe guidelines: trl-assessment-tool.pdf (horizoneuropencpportal.eu)*		IP / PATENTS	*Yes/No*		
ARR	*Average since incorporation or last year (2023).*	**REVENUE FIGURES & GROWTH** — *Revenue figure for last six months and growth in % that can be eventually justified with documents.*	PRE-MONEY VALUATION	*The approximate pre-money valuation for the current round, in line with attached proof of valuation.*	ROUND SIZE	*Size of the current round.*
RUNWAY	Amount of time, in months, your company has before it runs out of cash**.**	**BURN RATE** — *A monthly cost to run the company (incl. payroll, operations, etc.).*	CURRENT + NEW INVESTORS	*Name any relevant VC Funds, BAs, in your cap table or part of the current round.*	COMMITTED	*Part of the round already committed by other investors (number or %).*