



Guide for Applicants

Market Readiness Accelerator

BETTER MOBILITY ACCELERATOR

Inclusive Mobility

February 2024 – Version 1

April 2024 – Version 2

Co-funded by the
European Union



Contents

| | |
|---|----|
| 1. STRATEGIC FOCUS | 2 |
| Market Readiness Accelerator programme | 2 |
| Offering | 2 |
| BETTER MOBILITY ACCELERATOR | 3 |
| 2. PROJECT DURATION & DEADLINES | 4 |
| 3. ADMISSIBILITY AND ELIGIBILITY CRITERIA | 5 |
| 4. AWARD CRITERIA | 6 |
| 5. HOW TO APPLY | 7 |
| 6. APPLYING TO TWO THEMATIC MARKET READINESS ACCELERATORS | 7 |
| 7. EVALUATION PHASES AND CRITERIA | 8 |
| 1 st phase – Admissibility and eligibility check | 8 |
| 2 nd phase – Online evaluation | 8 |
| Scoring criteria – 2 nd Phase | 9 |
| 3 rd phase – Live pitch | 9 |
| Scoring criteria – 3 rd phase | 10 |
| 8. COMMUNICATION OF RESULTS | 10 |
| 9. ACTIVITIES IMPLEMENTATION AND FINANCIAL ASPECTS | 11 |
| 10. SUPPORT AND CONTACT | 11 |
| ANNEX 1 - Application form, sections and required information | 12 |
| ANNEX 2 – Document template for lump sum contribution of 2,500€ | 18 |
| ANNEX 3 – Impact section and evaluation criteria | 19 |

1. STRATEGIC FOCUS

EIT Urban Mobility (EITUM) is an initiative supported by the European Institute of Innovation and Technology (EIT) acting to accelerate positive change on mobility to make urban spaces more liveable since January 2019. EITUM aims to become the largest European initiative transforming urban mobility and the reference in the market for supporting and funding gender-balanced start-ups within urban mobility.

Market Readiness Accelerator programme

The **Market Readiness Accelerators** encompasses **five thematic EU-funded programmes** funded by EIT Urban Mobility and implemented through well recognised partners to take **early-stage mobility start-ups** to the next level.

The Market Readiness Accelerators support entrepreneurs since the very beginning of their start-up journey to build up a consistent business basis and avoid the most common failure for newly created start-ups: the lack of product-market fit.

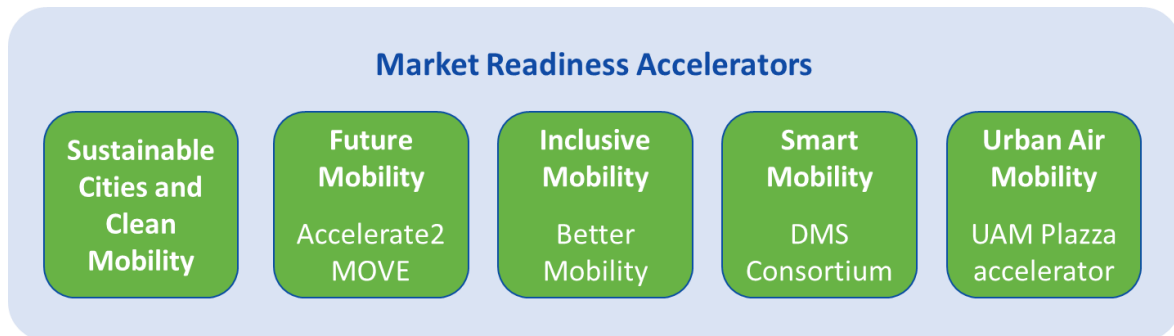
The main objective of the programmes is to provide expertise in urban mobility fields to **validate the business approach** with a focus on **product-market fit**. Additionally, the Market Readiness Accelerators set up the basis for successful fundraising strategies and prepares business to get ready to scale.

Offering

The **Market Readiness Accelerators** offering to each selected early-stage start-ups includes:

- Finding and reassuring your product-market fit;
- Individualized business coaching and training, up to a predefined need hours;
- Mentoring by industry experts and experienced founders;
- Product and technology validation with potential access to a network of living labs;
- Preparing the scale-up phase of your business by driving growth and internationalisation;
- Investor pitch coaching and potential contacts with investors and VC funds;
- Promotion of your start-up at the [Impact Ventures portfolio webpage](#), and through EIT Urban Mobility communication channels;
- 6 months of paid GrowthLab Premium subscription. The GrowthLab is largest community of mobility entrepreneurs, including scouted opportunities for start-ups (funding, pilots, programmes and advisory services) and exclusive perks for premium members.
- 2.500€ lump-sum contribution (eligible cost categories is “travel, accommodation, and subsistence costs”);
- 2 tickets to Tomorrow.Mobility 2024, organised by Fira de Barcelona and co-organised by EIT Urban Mobility. One of the most influential start-up events in Europe with a specific focus on the future of mobility within cities;
- Impact assessment;
- Opportunity to get your start-up recommended for investment to EIT Urban Mobility – Impact Ventures division;

The five thematic Market Readiness Accelerators are:



This is the Guide for Applicants for Market Readiness Accelerator thematic Inclusive Mobility - **BETTER MOBILITY ACCELERATOR**.

BETTER MOBILITY ACCELERATOR

The Market Readiness Accelerator – **BETTER MOBILITY ACCELERATOR** will support **12 start-ups** during 2024.

Has your startup found the perfect solution to make mobility more inclusive for all? Are you ready to test your solution and scale up your company in cities across Europe? Then let's make inclusivity your competitive advantage!

The Better Mobility Accelerator (BMA) is an international six-month accelerator programme for startups which are ready to test and scale up internationally and access a unique network of international mobility, innovation and inclusivity experts across Europe.

You will get one-to-one business coaching, mentoring, and workshops. The programme offers match-making with partners and potential customers to test your solution and facilitates an introduction to test and demonstration labs around Europe.

The main focus is the challenge area "Mobility for all" and therefore the improvement of physical and geographical accessibility for a wide range of target groups, currently often underserved and non-involved passengers as well as vulnerable travellers. The program follows an holistic approach and catalyses innovation and collaboration along sustainable and inclusive mobility. Fields of application can be e.g. Public Realm, Intermodality, Active Mobility, Future Mobility and Workspace.

Your solution aims to create:

- Accessibility – providing access for all target groups
- Safety – improving safety for all
- Sustainability – securing green mobility for all
- Affordability – ensuring effective and affordable mobility for all

You are providing mobility solutions for underserved target groups as:

- People with disabilities
- Youth
- Elderly
- Women
- Families
- Socioeconomically or culturally disadvantaged
- Non-native speakers
- People living in remote areas

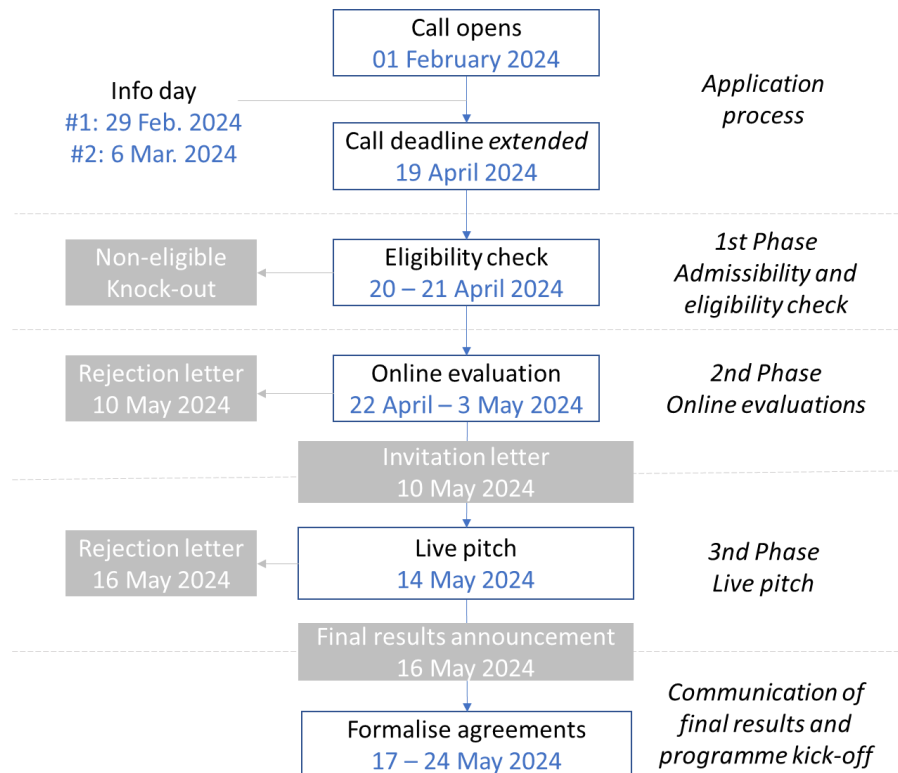
Apply now for this six-month online programme and take your chance to get real product-market fit and enter international markets faster!

The **BETTER MOBILITY ACCELERATOR consortium partners** managing the accelerator are:

- ***Impact Hub Vienna:*** *Since 2010, Impact Hub Vienna is home for innovators & has served as a launchpad for numerous impact initiatives & enterprises across Europe. Over a decade its community grew to over 1,000 active members & more than 500 impact startups were supported in over 40 incubation, acceleration & investment programs. (Austria)*
- ***POINT&:*** *POINT& is a mobility platform that moves everyone. We support mobility providers, private & public organisations to design & implement inclusive mobility services for multiple target groups such as women, families & people with disabilities. Thus better & more human-centred services & products being created & full potential enabled. (Austria)*
- ***Productized:*** *Based in Portugal, Productized is operating with the vision that best business ideas need well thought out & designed products to flourish. Productized fosters a business culture focused on creating products, offering innovative programs & professional services to organisations that aim to flourish in this cultural change within their teams. (Portugal)*

2. PROJECT DURATION & DEADLINES

| Stage of the call | Date |
|---|----------------------------|
| Call opening | 01 February 2024 |
| Infoday for BETTER MOBILITY ACCELERATOR applicants #1 | 29 February 2024 |
| Infoday for BETTER MOBILITY ACCELERATOR applicants #2 | 6 March 2024 |
| Call closure (extended deadline) | 19 April 2024 |
| 1st phase: admissibility and eligibility check | 20 - 21 April 2024 |
| 2 nd phase: evaluation of applications | 22 April 2024 – 3 May 2024 |
| Announcement of phase 3 shortlist | 10 May 2024 |
| 3 rd phase: online pitch session | 14 May 2024 |
| Communication of final results | 16 May 2024 |
| BETTER MOBILITY ACCELERATOR participation formalisation | 17 – 24 May 2024 |
| Start date of BETTER MOBILITY ACCELERATOR | 3 June 2024 |



3. ADMISSIBILITY AND ELIGIBILITY CRITERIA

Applicants will have to comply with the following **eligibility criteria** (yes/no):

- The submitted application is in English language;
- A team with at least **2 Full Time Employees (FTEs)**. Not a single founder. FTEs are not necessarily connected to monetary compensation;
- **START-UP incorporated in EU or EU associated countries** according to the official list of countries by the European Union and [third countries associated to Horizon Europe](#). The registration certificate will be required to participate in the programme¹;
- **START-UP incorporation date posterior to 31/12/2013**.
- **START-UP** must be **registered** at the **Growth Lab**.
- **Maximum 2 applications per start-up** to any 2 thematic Market Readiness Accelerators (see point 6).
- **START-UPS** can only be **supported in one of the following programme during 2024**: one thematic Market Readiness Accelerator programme or the Scale-Up Programme (this admissibility criteria does not take into account if start-ups is supported via other programmes different from the ones listed above).

¹ The certificate must be available at the latest 5 calendar days after the selected start-up receives notification of acceptance.

4. AWARD CRITERIA

Applications should comply with the following **award criteria (scoring)**:

- A **clear, scalable business idea**;
- **Founders and employees** (e.g. Employee Stock Ownership Plan, ESOP) should still own more than **50% of shares**;
- **No more than 10% of your shares are held outside of the eligible countries** corresponding to the official list of countries by the European Union and [third countries associated to Horizon Europe](#) (no detailed cap table needed);
- Duly justified, preferred **TRL 4 – 7**, according to TRL definition in [Horizon Europe Work Programme 2023 – 2024](#) (Part 13);
- **FIT with BETTER MOBILITY ACCELERATOR scope** on:
 - The main focus is the challenge area “Mobility for all” and therefore the improvement of physical and geographical accessibility for a wide range of target groups, currently often underserved and non-involved passengers as well as vulnerable travellers. The program follows an holistic approach and catalyses innovation and collaboration along sustainable and inclusive mobility. Fields of application can be e.g. Public Realm, Intermodality, Active Mobility, Future Mobility and Workspace.
 - **Your solution aims to create:**
 - Accessibility – providing access for all target groups
 - Safety – improving safety for all
 - Sustainability – securing green mobility for all
 - Affordability – ensuring effective and affordable mobility for all
 - **You are providing mobility solutions for underserved target groups as:**
 - People with disabilities
 - Youth
 - Elderly
 - Women
 - Families
 - Socioeconomically or culturally disadvantaged
 - Non-native speakers
 - People living in remote areas
- **Bonus for your evaluation:** Level of diversity in founders team (e.g. female founders, cultural diversity and inclusion)

START-UPS taking part in any thematic Market Readiness Accelerator with particular success, may be granted additional EITUM funding. This process is regulated by the provisions included in the EIT Urban Mobility’s Guidance on the fast-track mechanism.

5. HOW TO APPLY

Go to <https://eiturbanmobility.awardsplatform.com/> (PLATFORM)



START-UP representatives must **register and validate the account** if this is the first time accessing the platform. If START-UP representative has already created an account, proceed to **log in**.

Once logged in:

1. Start a new application;
2. Select Programme Type – EIT UM Programmes;
3. Select Call – Market Readiness Accelerators 2024
4. Select Inclusive Mobility - **BETTER MOBILITY ACCELERATOR**;
5. Follow the application formulaire.

During the application all compulsory fields must be filled. Details about the application form, sections and required information are included in **ANNEX 1 - Application form, sections and required information**.

6. APPLYING TO TWO THEMATIC MARKET READINESS ACCELERATORS

A START-UP can apply to two thematic Market Readiness Accelerators.

The following information will be requested at the application stage, under “Business - General information” section:

- Applicants will have to indicate if the start-up has applied or intends to apply to one or two thematic Market Readiness Accelerators.
- If applying to two Market Readiness Accelerator programmes, applicants will be requested to give a priority to each application (1st option or 2nd option).

If applicant fails to indicate that the START-UP has applied to two thematic Market Readiness

Accelerators, priority of applications will be assigned by default: latest proposal submitted as 1st option, second latest proposal submitted as 2nd option.

If a START-UP submits more than 2 applications, only the last 2 submitted applications will be eligible. Rest of applications will be automatically considered non-eligible.

Each application will be evaluated independently. If an applicant is conditionally selected for two programmes, priority given to applications will prevail.

START-UPS can only be **supported in one of the following programmes during 2024**: one thematic Market Readiness Accelerator programme or the Scale-Up Programme.

7. EVALUATION PHASES AND CRITERIA

The evaluation of proposals and strategic fit will be conducted in **three phases**:

1st phase – Admissibility and eligibility check

START-UP applications will be first checked following a yes/no criteria (knock-out criteria). Applications meeting all the **formal eligibility requirements** will be selected for phase 2 - online evaluation.

2nd phase – Online evaluation

START-UP applications will be reviewed by a **panel composed by at least 2 evaluators** with same weighting of scores:

- 1 internal expert evaluator
- 1 external expert evaluator

Each evaluator will have to score each STARTUP application based on **four standardised criteria** for a maximum of 20 points: **Excellence / Innovation** (5 points), **Team / structure** (5 points) **Impact** (5 points), **Implementation and overall merit** (5 points). The average of all evaluators scores will give the online evaluation score for a given applicant.

| | 1. Excellence / Innovation | 2. Team / Structure | 3. Impact | 4. Implementation and overall merit | TOTAL |
|----------------------------|---|--|--|---|-----------|
| Evaluation criteria | Innovativeness of the solution. Potential of the product or service to improve urban mobility. Achievements and pilot experience. | Team/founders (C levels, experience, coachability and hiring plan). Stakeholder relations with investors and other partners. | Averaged Net Impact Ratio converted to impact score based on the products/services detailed by applicants (Annex 3). | Overall merit of applicant and application fit to BETTER MOBILITY ACCELERATOR. Competitive and effective Pitch deck including mandatory sections: Problem, Solution, Value Proposition, Business Model, Market, Go To Market Strategy, Competition, Traction, Team. | 20 |
| Score | 5 | 5 | 5 | 5 | |

Top 24 ranked START-UP applications will qualify to phase 3 – the live pitch. Once the evaluators have concluded their assessment, a Consensus Meeting is organised: for each application a final score will be decided, and a brief evaluation report will be produced. Applicants will be notified via e-mail about the outcome of the evaluation.

Scoring criteria – 2nd Phase

Each criteria will be assessed according to the following scoring system:

| 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 information required for the block and/or call provisions |
| 2 | Poor | The information provided lacks relevant quality and contains significant weaknesses, compared to the specific block required information and/or call provisions |
| 3 | Fair | The overall information provided is adequate, however, some aspects are unclearly or insufficiently detailed, compared to the specific block required information and/or call provisions |
| 4 | Good | The information provided is adequate with sufficiently outlined details, compared to the specific block required information and/or call provisions |
| 5 | Excellent | The information provided is outstanding in its details, clarity and coherence, compared to the specific block required information and/or call provisions |

3rd phase – Live pitch

A minimum of 20 start-Ups will pitch their candidacy to join the accelerator to a **panel composed by at least 2 jury members** with same weighting of scores::

- 1 internal expert evaluator – jury member.
- 1 external expert evaluator – jury member.

Each evaluator will have to score each STARTUP application based on **two standardised criteria** for a maximum of 20 points: **Pitch** (10 points), **Overall fit to accelerator** (10 points). The average of all evaluators scores will give the total score for a given applicant.

| | 1. Pitch | 2. Overall fit to accelerator | TOTAL |
|----------------------------|--|--|-----------|
| Evaluation criteria | Evaluation of pitch deck clarity on: <ul style="list-style-type: none"> - Founding team - Problem – solution fit - Innovativeness - Market validation - Business model, pricing and go-to-market strategy <ul style="list-style-type: none"> - Partners and traction - Competition and USP - Financial projections (3-5 years) - Funding needs - Impact, SDG and KPIs | Merits and fit of start-up to the accelerator call | 20 |
| Score | 10 | 10 | |

The format of the live pitch will be 5 minutes presentation by the START-UP and 8 minutes questions from the jury panel. Once the two jury members have concluded their assessment, a Consensus Meeting is organised: for each application a final score will be decided, and a final evaluation report will be produced.

The total score of phase 2 will be added to the total score of phase 3. Top 12 ranked START-UP applications will be conditionally accepted² to join the BETTER MOBILITY ACCELERATOR. If conditions are met, the START-UP will be granted the support service package. Applicants will be notified via e-mail about the outcome of the evaluation.

Scoring criteria – 3rd phase

Each criteria will be assessed according to the following scoring system:

| Score | Description | |
|-------|-------------|--|
| 0 | None | The information requested is missing or incomplete |
| 2 | Very poor | The information provided is considered irrelevant or inadequate compared to the specific information required for the block and/or call provisions |
| 4 | Poor | The information provided lacks relevant quality and contains significant weaknesses, compared to the specific block required information and/or call provisions |
| 6 | Fair | The overall information provided is adequate, however, some aspects are unclearly or insufficiently detailed, compared to the specific block required information and/or call provisions |
| 8 | Good | The information provided is adequate with sufficiently outlined details, compared to the specific block required information and/or call provisions |
| 10 | Excellent | The information provided is outstanding in its details, clarity and coherence, compared to the specific block required information and/or call provisions |

8. COMMUNICATION OF RESULTS

Results will be communicated to the email of the startups representative registered at the AwardForce platform. *Note: Please, check your junk folder too!*

- Phase 1 results will be communicated with a rejection letter to non-qualified applicants;
- Phase 2 results will be communicated with a rejection letter and a brief evaluation report to non-qualified applicants; and an invitation to the live pitch for the qualified applicants;
- Phase 3 results will be communicated with a rejection letter and a final evaluation report to non-qualified applicants; and an announcement letter and a final evaluation report to selected start-ups.

² Refer to [ACTIVITIES IMPLEMENTATION AND FINANCIAL ASPECTS](#).

The start-up point of contact of any application deemed inadmissible/ineligible who disputes the ineligibility decision, may appeal. This appeal must be sent to patrick.wuerschl@impacthub.net within 5 calendar days from the official notification of ineligibility, by identifying and describing the factual errors that according to the applicant invalidate the decision. A final decision on the appeal is taken by the Accelerator consortium.

9. ACTIVITIES IMPLEMENTATION AND FINANCIAL ASPECTS

Selected startups will have to diligently collaborate to:

- Provide the registration certificate (mandatory to provide at the latest 5 calendar days after the selected start-up receives notification of conditional acceptance);
- Sign the legal agreement with their Accelerator (mandatory to provide when an applicant has been conditionally accepted and before the [BETTER MOBILITY ACCELERATOR](#) starting date);
- Include on the webpage of their organisation a clear reference to EIT UM and to the accelerator programme [BETTER MOBILITY ACCELERATOR](#) (mandatory to provide when an applicant has been conditionally accepted and before the [BETTER MOBILITY ACCELERATOR](#) starting date);
- Drawing-up [BETTER MOBILITY ACCELERATOR](#) documentation for reporting purposes towards EIT;
- Complete and submit in due time the monitoring survey/s which will be provided by the Accelerators;
- Actively promote the participation at [BETTER MOBILITY ACCELERATOR](#) to reach public audience.

After the evaluation and selection process, [BETTER MOBILITY ACCELERATOR](#) will grant each selected start-up with a fixed lump sum of 2,500 €. This amount is meant to cover the travel, accommodation, and subsistence costs³ of the representatives of the start-ups when attending Accelerators and EIT UM events during 2024 (see [Annex 2](#)).

10. SUPPORT AND CONTACT

For any questions regarding the [BETTER MOBILITY ACCELERATOR](#) you can contact patrick.wuerschl@impacthub.net.

For any questions regarding EIT Urban Mobility / Impact Ventures you can contact impact.ventures@eiturbanmobility.eu

For any questions regarding AwardsForce PLATFORM, please use the chat function <https://eiturbanmobility.awardsplatform.com/>

³ According to the conditions established in the *Eligibility of expenditures* document.

ANNEX 1 - Application form, sections and required information

Here is a detail on the different sections and compulsory information requested to all applicants:

Here is a detail on the different sections and compulsory information requested to all applicants:

| Business - General information | |
|--|---|
| Item | Description |
| Company | Enter the registered name for the company. |
| Contact Person (name and surname) | Enter the name and surname of the start-up representative as main point of contact. |
| Contact person e-mail | Enter start-up representative email contact for official communications. |
| Phone number | Enter the phone number of the contact person. |
| VAT number | Provide your company value added tax identification number. |
| Company Registration Number | Provide your Company Registration Number (CRN) as the unique national identifier (combination of numbers, at times of numbers and letters) to verify the legal existence as an incorporated entity. The CRN can be found on the Certificate of Incorporation, on all official documentation received from the issuing entity or on the excerpts of the register. |
| <i>PIC ID optional</i> | <i>If your organisation is registered at at the EC Funding & Tenders portal, please provide the 9-digit Participant Identification Code (PIC).</i> |
| Company incorporation date | Indicate the incorporation date of your start-up. |
| <i>Note on eligibility criteria for Market Readiness Accelerators: Company incorporation date posterior to 31/12/2013.</i> | |
| Incorporation country | Applicants are required to be incorporated in one of the EU Member States or HE Associated countries. List of EU Member States: https://europa.eu/european-union/about-eu/countries_en List of countries associated to the Horizon Europe: https://ec.europa.eu/info/funding-tenders/opportunities/docs/2021-2027/common/guidance/list-3rd-country-participation_horizon-euratom_en.pdf ELIGIBILITY CRITERIA: Company incorporated in EU or EU associated countries according to the official list of countries by the European Union and third countries associated to Horizon Europe. The registration certificate will be required to participate in the programme. |
| Company URL | Provide the main website address for your company. |
| <i>Other relevant company websites/social media channel optional</i> | Provide the company's LinkedIn profile or any other official channel used for marketing and communication. |
| Company pre-money valuation (in €) | Please provide the latest verifiable company valuation. If you are not in possession of an official company verifiable valuation resulting from previous fundraising or |

| | |
|--|--|
| | <p>programme participation, you can provide a calculated pre-money valuation based on one of the widely accessible, accredited methodologies, e.g. Discounted Cash Flow (DCF), Berkus Approach; or benchmark your business against the existing market.</p> <p>If you do not have any verifiable or calculated pre-money valuation, fill in with a “0”.</p> |
| What is your current funding/company stage? | In case your company is not fundraising, please provide information on the last closed round indicating the growth stage of the company. |
| Next funding round target (in €) | Please indicate your next funding round target. |
| EISMEA support | Has the company received EISMEA support (via EIC programmes or Interregional Innovation Investment Instrument)? Select one option: Yes/No. |
| Participation in previous EIT UM programmes | In which EIT urban Mobility Programme have you participated? Accelerator Programmes (2020 – 2023); Scale-Up Programme (2020 – 2023); Investment Readiness Programme (2022 – 2023); Other EIT UM programmes; None of the above. |
| EIT UM equity start-up | Checkbox: Is your company an EIT UM equity portfolio start-up? |
| Have you applied / will you apply to another thematic Market Readiness Accelerator? | Inclusive Mobility (Better Mobility Accelerator); Smart Mobility (DMS Accelerator); Future Mobility (Accelerate2MOVE); Urban Air Mobility Plaza Accelerator; Sustainable Mobility; No, I have not apply and do not intend to apply to another thematic Market Readiness Accelerator. ELIGIBILITY CRITERIA: Maximum 2 applications per start-up to any 2 thematic Market Readiness Accelerators. |
| Priority optional | Select the priority of the current application. |
| Growth Lab https://growthlab.eitum.eu/ | Checkbox: I am registerd at the Growth Lab. ELIGIBILITY CRITERIA: START-UP must be registered at the Growth Lab. The GrowthLab is the largest community for mobility entrepreneurs powered by EIT UM. |

| Excellence / Innovation | | |
|--|--|-----------|
| Item | Description | MAX Score |
| Describe what your company does | Be clear and concise. This is how you catch our attention. | 5 |
| What problem do you solve? | Describe the problem concisely answering the following questions. Is the problem addressed real/measurable? Which bottlenecks/challenges/needs were you able to recognize? How did you validate your market research?" | |
| What is your solution? | Provide a concise description. | |
| Who are your customer groups? | Provide a list of customer groups or a concise description. | |
| Who are the end users? | Provide a list of end users or concise description. | |
| Who are your main competitors? | Name your main three competitors. | |
| How is your product /service different from existing solutions? What is your USP? | Provide a concise description. | |
| Why are you applying to this programme? | Describe why joining this EIT Urban Mobility programme is an opportunity for your company. | |
| How do you describe the accessibility and inclusivity aspects of your product/service? | Describe how your solution/s address accessibility and inclusivity aspects. | |

| Team / Structure | | |
|---|--|-----------|
| Item | Description | MAX Score |
| How many FTE (full time equivalent) work for your company including the founders? | Please count both FTEs and team members involved in the start-up, including part-time commitment (e.g., 0.5 FTE). FTEs are not necessarily connected to monetary compensation. | 5 |
| <i>Note on eligibility criteria for Market Readiness Accelerators: a team with at least 2 Full Time Employees (FTEs). Not a single founder.</i> | | |
| Team composition (Co-Founders, C-Levels and other relevant leading positions) | Please identify and assign the following competences within the team: tech. / product development, sales / marketing, fundraising / contact with investors. Provide the name, surname, role, gender and linkedin profile of founders and C-Level positions. If relevant for your company, please also include other leading positions such as spokespersons, advisors, business developers... | |

| | | |
|--|---|--|
| Do founders and employees (e.g. ESOP*) own more than 50% of shares? | Do founders and employees own more than 50% of shares? Select one option: Yes/No. <i>*Employee Stock Ownership Plan: Financial compensation tool for employees which are offered stock options of the company they work for.</i> | |
| List all your shareholders (including founders, employees and investors) of the company that own at least 5% equity including their title and percentage: (optional) | Provide Shareholder name, title and % of equity. | |
| Do non-EU shareholders own more than 10% of the company? | Please indicate if there are more than 10% of your shares held by non-EU shareholders. | |
| What is your team best at? | Provide a concise description. | |
| What is your team missing? | Provide a concise description. | |

| Impact | | |
|---|---|-----------|
| Item | Description | MAX Score |
| Which products and/or services does your company offer? | Based on the products/services selected by each applicant, an averaged Net Impact Ratio will be automatically calculated. The aggregated Net Impact Ratio is then automatically converted to a score based on the Scoring Criteria – 2nd Phase . Further information about the impact section approach and scoring system is described at Annex 3 of the Guide for Applicants. | 5 |
| <i>If not listed above, indicate your main product or service that your company offers (optional)</i> | Name your main product or service that your company offers in 10 words max. | |

| Implementation and overall merit | | |
|----------------------------------|--|-----------|
| Item | Description | MAX Score |
| Pitch Deck | Pitch Decks are expected to cover the following content: <ul style="list-style-type: none"> - The problem you are solving (and for whom). - Your innovative solution (ideally with evidence of product-market-fit), its degree of innovativeness and stage of development (MVP, prototype, product launched). - Your market opportunity: market size, potential and scalability of your solution. - Business model, pricing and go-to-market strategy. | 5 |

| | | |
|---|---|--|
| | <ul style="list-style-type: none"> - Partners and traction. - Competition and USP (including IP & patents if any). - Financial projections (3-5 years). - Funding received, funding needs and use of funds. - Motivation and fit with the programme. - Impact / SDG / KPIs. Describe how you provide impact (environmental, societal and economic), which areas of the business are associated with the Sustainable Development Goals (List and elaborated description of SDGs: https://ec.europa.eu/international-partnerships/sustainable-development-goals_enSDGs) and which impact KPIs do you take into consideration, if any. - Team. <p>Only in PDF format. Max. 15 slides.</p> | |
| <p><i>Any other material (one-pager, videos about team, product or service...) Optional</i></p> | <p><i>If needed, use this field to attach relevant information and documents to fully evaluate your start-up / application.</i></p> | |

| Final Submission | | | | |
|---|---|---|---|----------------------------|
| Checkbox: My application is complete. By submitting I acknowledge that the information provided is trustworthy. | | | | |
| Checkbox: I accept to be contacted at the email and telephone number (when provided) included at my application form. | | | | |
| Checkbox: I accept to share the information included at the application form with EIT UM and consortium partners responsible for the programme for the sole purpose of evaluating my candidacy to the present call. | | | | |
| Feedback: The information about the programme provided at the webpage, guide for applicants and info days is: | | | | |
| 5 – Very clear and complete | 4 | 3 | 2 | 1 - Vague and insufficient |
| Feedback: The application process is: | | | | |
| 5 - Simple to follow and information is well contextualised | 4 | 3 | 2 | 1 - Tedious and ambiguous |
| Feedback: How did you know about this programme? | | | | |
| <ul style="list-style-type: none"> - Personal contact - Mailing / Newsletter - Social media post - Event, exhibition or fair - Previous applicant of EIT Urban Mobility programmes | | | | |

| |
|---|
| - RIS (Regional Innovation Scheme) contact - Other |
|---|

| |
|---|
| Is there anything else you want to tell us? |
|---|

ANNEX 2 – Document template for lump sum contribution of 2,500€

Impact Ventures: Accelerators support to selected start-ups

Type of Activity

Accelerator Programmes provide support for innovative mobility solutions by nurturing start-ups. These include, among other support services, business coaching, mentoring by industry experts as well as urban mobility specific expertise such as technology or market validation, product-market fit or market entry. Accelerators will nurture start-ups from the various EIT Urban Mobility programmes as well as other promising start-ups from the EU and Third countries associated to Horizon Europe.

The Accelerators perform a scouting service for EIT Urban Mobility in identifying, evaluating, and selecting the most promising start-ups to be involved in the Accelerator's activities.

For start-ups, the benefits of being selected in the given Accelerator comprise:

- Mentoring and coaching, technology development, product-market fit, business model fine-tuning and other valuable acceleration services;
- Financial support for attending the Accelerator's and EIT UM events (including bilateral meetings).

Further details about the description of the programme and offering are included in section 1. STRATEGIC FOCUS.

Grant amount and types of expenses

After the evaluation and selection process, Accelerators will grant each selected start-up with a fixed lump sum of 2,500 €. This amount is meant to cover the cost of the human resources (daily rate), travel, accommodation, and subsistence costs of the representatives of the start-ups when attending a minimum of two Accelerators and EIT UM events (including bilateral meetings) during the period 01.05.2024-31.12.2024.

Requirements for awarding the grant

- The start-up should be successfully selected by the Accelerator in an open call;
- The start-up must commit to take part in the Accelerator actions to justify the lump sum.

Payment process

Once the start-up is successfully selected by the Accelerator open call, an agreement will be signed between the accelerator consortium partner managing the financial contribution and the start-up. The Lump Sum will be transferred to the start-up by the Accelerator consortium partner managing the financial contribution after the signature of the agreement.

Supporting documentation

As there is no financial reporting, there are no financial checks, reviews or audits related to actual costs and the resources used. We do not impose any obligation to keep financial records in lump sum grants. Please note that participating start-ups will have to comply with record-keeping obligations outside the agreement signed with the Accelerators, e.g. under national law or internal procedures.

Controls will focus on the proper attendance of the start-up at the events/meetings organised by the Accelerators and EIT UM during the duration of the Accelerator programme. To prove the attendance at the event/meeting, the following evidence will need to be provided:

- copy of the list of attendance provided by the Accelerator, in case of online meetings;
- signed participants list provided by the Accelerator, in case of physical meetings.

ANNEX 3 – Impact section and evaluation criteria

EIT UM has defined a process to objectivise the assessment of impact at the online evaluation stage (phase 2) for companies applying to the following programmes:

- Market Readiness Accelerators:
 - o Smart Mobility – DMS Consortium Accelerator;
 - o Future Mobility – Accelerate2MOVE;
 - o Inclusive Mobility – Better Mobility Accelerator;
 - o Sustainable Cities and Clean Mobility;
 - o UAM Piazza Accelerator.
- ScaleUp Programme.

The process is based on [Upright Project](#) approach to quantify the **net impact** of companies’ core business. Each product/service has a Net Impact Ratio defined by four dimensions (society, knowledge, health and environment) and a total of 19 subcategories following [Upright net impact framework](#).

EIT UM retrieved a list of 208 products/services directly or indirectly related to mobility, with Net Impact Ratios ranging from -156% to +78%. Data was retrieved on January 10th 2024 and will remain static for the whole selection process of the present call.

Based on the products/services selected by each applicant, an averaged Net Impact Ratio will be automatically calculated. If the main product/service from the company is not listed, applicants will write down the product/service and a Net Impact Score will be calculated following the same approach.

The averaged Net Impact Ratio is then automatically converted to a score based on the Scoring Criteria – 2nd Phase. Averaged Net Impact Ratios are linearly and directly converted to Impact scores as detailed in the following table:

| Averaged Net Impact Ratio (%) | Impact Score – 2nd Phase online evaluations |
|-------------------------------|---|
| averaged NIR <= 0 | 0 |
| 0 < averaged NIR <= +15 | 1 |
| +15 < averaged NIR <= +30 | 2 |
| +30 < averaged NIR <= +45 | 3 |
| +45 < averaged NIR <= +60 | 4 |
| +60 < averaged NIR | 5 |

Online evaluators (phase 2) will receive the following data:

- Products/services selected by each applicant;
- Averaged Net Impact Ratio (automatically calculated);
- Impact Score (automatically calculated).

There will be at least one training for online evaluators which will deep dive into EIT UM process to objectivise the assessment of impact at the online evaluation stage.

The full list of 208 products/services directly or indirectly related to mobility are listed below:

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| 0 | No fit of product/service on the provided list |
| 1 | Electric bicycle charging point software |
| 2 | Waste data analytics and optimisation software |

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| 3 | Open access waste data analytics and optimisation software |
| 4 | Bicycle-sharing services engineering |
| 5 | Battery upcycling services |
| 6 | Electric vehicle charging point software |
| 7 | Refurbished electric bicycles |
| 8 | Autonomous electric ferries |
| 9 | Autonomy software for autonomous electric ferries |
| 10 | Manned electric ferries |
| 11 | Trash sensors |
| 12 | Truck fleet usage optimisation software |
| 13 | Electric vehicle smart charging software |
| 14 | Mobility monitoring and analysis software for bicycles |
| 15 | Electric vehicle fleet charging optimisation software |
| 16 | Electric scooter charging point software |
| 17 | Electric bicycle charging equipment |
| 18 | Bicycle repair and maintenance |
| 19 | Electric bicycle charging services |
| 20 | Electric vehicle charging infrastructure engineering |
| 21 | Real time information software for bicycle-sharing services |
| 22 | Application programming interface for electric vehicle fleet management software |
| 23 | Route optimization software for micromobility sharing services |
| 24 | Route optimization software for last mile freight delivery services using electric vehicles |
| 25 | Transport planning software |
| 26 | Slow AC charging stations for electric vehicles |
| 27 | Fast AC charging stations for electric vehicles |
| 28 | Traffic management software |
| 29 | Carbon footprint calculation applications |
| 30 | Long-haul train booking sites and applications |
| 31 | Leasing of electric vehicle charging equipment |
| 32 | Electric vehicle charging equipment |
| 33 | Public transportation optimisation software |
| 34 | City planning software |
| 35 | Car-sharing services engineering |
| 36 | Electric cargo bicycle rental |
| 37 | Electric scooter charging equipment |
| 38 | GHG emissions monitoring software for the waste management industry |
| 39 | Bicycle leasing |
| 40 | Traffic system planning software for bicycle-sharing services |
| 41 | Transport planning software for student transportation |
| 42 | Digital marketplace for installation of electric vehicle charging stations |
| 43 | Smart electricity grid software |
| 44 | Scooter-sharing services engineering |

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| 45 | Last mile freight delivery services using electric bicycles |
| 46 | Electric motors for conventional bicycles |
| 47 | Traffic accident analysis software |
| 48 | Traffic analysis software for urban planning |
| 49 | Mobility-as-a-service software for electric bicycle rentals |
| 50 | Electric passenger car leasing |
| 51 | Electric bicycle rentals |
| 52 | Long-haul bus booking sites and applications |
| 53 | Construction quality assurance software |
| 54 | Conductive rail charging equipment for electric vehicles |
| 55 | Real time information software for car-sharing services |
| 56 | Digital marketplace for installation of solar panels |
| 57 | Electric bicycle leasing |
| 58 | Route optimization software for student transportation |
| 59 | GHG emissions monitoring software for cities |
| 60 | Digital marketplace for electric vehicle charging equipment |
| 61 | Electric scooter charging services |
| 62 | Delivery services engineering |
| 63 | Parking area design engineering |
| 64 | Multispectral cameras for autonomous electric trucks |
| 65 | Supply chain optimisation software for the construction industry |
| 66 | Package delivery services by electric vehicles |
| 67 | Traffic system planning software for car-sharing services |
| 68 | Application programming interface for mobility-as-a-service software |
| 69 | Electric vehicle charging platforms |
| 70 | Parcel locker operation services |
| 71 | Mobility-as-a-service software for bicycle rentals |
| 72 | Traffic management software for electric scooters |
| 73 | Audio augmented reality navigation software |
| 74 | Multispectral cameras for autonomous electric passenger cars |
| 75 | Real time information software for scooter-sharing services |
| 76 | Real time information software for urban electric train transport |
| 77 | Electric scooters for last mile freight delivery |
| 78 | Leasing of electric light commercial vehicles |
| 79 | IoT management software |
| 80 | Power management software for electric vehicle charging |
| 81 | Rental marketplaces for offices |
| 82 | Digital marketplace for solar panels |
| 83 | Car-sharing services |
| 84 | Electric skateboards |
| 85 | City air quality monitoring equipment |
| 86 | Mobility-as-a-service software for electric passenger car rentals |

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| 87 | Walking Challenge Applications |
| 88 | Fine particle measurement sensors |
| 89 | Temperature measurement equipment for road traffic |
| 90 | Wind measurement equipment for road traffic |
| 91 | Fleet monitoring software for electric vehicles |
| 92 | Carbon footprint calculation applications for urban transport services |
| 93 | Mobility-as-a-service software for electric motorcycle rentals |
| 94 | Task management software for urban transport services |
| 95 | GHG emissions monitoring software for the construction industry |
| 96 | Location based real estate assessment software |
| 97 | Map and location software for bicycle parking |
| 98 | Route optimization software |
| 99 | Real time information software for urban bus transport |
| 100 | Solar panels for pedestrian walkways |
| 101 | Traffic system planning software for scooter-sharing services |
| 102 | Mobility-as-a-service software for electric scooter rentals |
| 103 | Humidity measurement equipment for road traffic |
| 104 | Precipitation measurement equipment for road traffic |
| 105 | 3d modelling software for city planning |
| 106 | Rental marketplaces for restaurants |
| 107 | Image recognition software for process resource efficiency engineering |
| 108 | Mobility monitoring and analysis software for mobility platforms |
| 109 | Ride sharing for student transportation |
| 110 | Document management software |
| 111 | Mobility monitoring and analysis software for sustainability services |
| 112 | Parcel locker management software |
| 113 | 3d modelling software for city modelling |
| 114 | 3d modelling software for geospatial analysis |
| 115 | Training data sets for autonomous vehicle testing |
| 116 | Map and location software |
| 117 | Route optimization software |
| 118 | Mobility monitoring and analysis software |
| 119 | Video content analysis software for process resource efficiency engineering |
| 120 | 3d vision sensors for electric scooters |
| 121 | Real time information software for taxi services |
| 122 | GHG emissions monitoring software for the transportation industry |
| 123 | Digital marketplace for electric light commercial vehicles |
| 124 | Road freight management software |
| 125 | Real time information software for ride-hailing services |
| 126 | Mobility-as-a-service software for electric scooters renting |
| 127 | Carbon dioxide sensors for city emissions monitoring |
| 128 | Software testing tools for advanced driver assistance software |

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| 129 | Bicycle parking services |
| 130 | Computer vision traffic management software |
| 131 | 3d modelling software for property condition assessment |
| 132 | Methane sensors for city emissions monitoring |
| 133 | Mobility monitoring and analysis software for the insurance industry |
| 134 | Dual fuel retrofit systems for locomotives |
| 135 | 3d modelling software for building modelling |
| 136 | No-code platform for connected mobility applications |
| 137 | Electric vehicle retrofitting services |
| 138 | Logistics management software for the construction industry |
| 139 | Carbon dioxide sensors for marine emissions monitoring |
| 140 | Computer vision software for city planning |
| 141 | Radar sensors for autonomous vehicle testing |
| 142 | Road condition analysis software |
| 143 | Driving simulation software for agricultural tractors |
| 144 | Digital marketplace for electric passenger cars |
| 145 | 360-degree cameras for city modelling |
| 146 | Image recognition software for product quality testing |
| 147 | Mobile wallets for urban transport services |
| 148 | Electric scooter fleet management software for cities |
| 149 | Computer vision software for road traffic controlling |
| 150 | Methane sensors for marine emissions monitoring |
| 151 | Traffic management software for autonomous road vehicles |
| 152 | Carbon dioxide sensors for industrial emissions monitoring |
| 153 | Road freight management software for the construction industry |
| 154 | Video content analysis software for product quality testing |
| 155 | Online retail of bicycle parts |
| 156 | Mobility-as-a-service software for taxi services |
| 157 | 360-degree cameras for geospatial analysis |
| 158 | 360-degree cameras for city planning |
| 159 | Logistics management software |
| 160 | Retail space rental platform |
| 161 | 3d modelling software for construction of buildings |
| 162 | Mobility-as-a-service software |
| 163 | Warehouse management software |
| 164 | Safety engineering for road transport |
| 165 | Route optimization software for last mile freight delivery services |
| 166 | Driving simulation software for autonomous road vehicles |
| 167 | Methane sensors for industrial emissions monitoring |
| 168 | 360-degree cameras for building modelling |
| 169 | Air traffic control software |
| 170 | Driving simulation software for warehouse robots |

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| 171 | GHG emissions monitoring software for the forestry industry |
| 172 | Business trip management software |
| 173 | Map and location software for last mile freight delivery services |
| 174 | Solar panels for urban roads |
| 175 | Logistics management software for last mile freight delivery services |
| 176 | Air freight management software |
| 177 | Bluetooth positioning software for road vehicle active safety systems |
| 178 | Wi-fi positioning software for road vehicle active safety systems |
| 179 | Lidar systems for autonomous vehicles |
| 180 | Route optimization software for truck freight transport services |
| 181 | Application programming interface for vehicle tracking devices |
| 182 | Inventory management software for urban transport services |
| 183 | 360-degree cameras for infrastructure inspection |
| 184 | Radio frequency detectors for road vehicle active safety systems |
| 185 | Multispectral cameras for civilian drones |
| 186 | Vehicle tracking devices for electric vehicles |
| 187 | Radar sensors for advanced driver assistance software |
| 188 | Road vehicle speed limiting software |
| 189 | Lidar systems for industrial robots |
| 190 | No-code platform for applications used in road vehicles |
| 191 | Multispectral cameras for industrial automation control systems |
| 192 | Peer-to-peer boat-ride-sharing services |
| 193 | Traffic system planning software for motorcycle-sharing services |
| 194 | Drones for 3d modelling of buildings |
| 195 | Intelligent transportation system software |
| 196 | Mobility-as-a-service software for boat taxi services |
| 197 | Mobile device charging equipment |
| 198 | Online retail of synthetic fibre sports coats |
| 199 | Modular steel-structure buildings for bicycle parking |
| 200 | Thermographic cameras for autonomous vehicle testing |
| 201 | Electric scooter parking services |
| 202 | Thermographic cameras for advanced driver assistance software |
| 203 | Parking management software |
| 204 | Modular steel-structure buildings for car parking |
| 205 | Driving simulation software for mining machinery |
| 206 | Parking space finding and reservation software |
| 207 | Driving simulation software for military vehicles |
| 208 | Motorcycle-sharing services |