



Business Plan 2023–2025

SME Market Expansion Call 2025

Open Call

Guidance for Applicants

EIT Urban Mobility - Mobility for more liveable urban spaces

EIT Urban Mobility

Barcelona | November 2024

eiturbanmobility.eu

1. Register and apply

1.1 PIC and PIF registration

The first step one organisation must take, to be able to apply for an EIT Urban Mobility Call, is to register in the [EU Funding & Tender Portal](#) and obtain a **valid PIC number**.

You can verify directly on the EU Portal whether your organisation is already registered and has a PIC: <https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/how-to-participate/participant-register-search>

Once an organisation has a PIC number, it will be possible to register in the [new EIT UM NetSuite platform](#), by submitting the [Partner Information Form \(PIF\)](#).

For organisations that previously applied to an EIT Urban Mobility Call for Proposals, and therefore are already registered in the PLAZA platform, please contact the EIT Urban Mobility Service Desk servicedesk@eiturbanmobility.eu. You will be then provided with the credentials to access the new NetSuite platform.

1.2 Search for open calls and apply

Once you land on the **homepage of the portal**, click on the menu, Call for Proposals, Open Calls:



You will see the list of all EIT Urban Mobility Calls currently open. Choose **SME Market Expansion 2025 Open Call** from the list and click on the **“apply”** icon:

All Running CFP Programs: Results

FILTERS

APPLY	CFP PROGRAM NAME ▲	DESCRIPTION	CALL URL
	SME Market Expansion 2025 Open Call	The EIT Urban Mobility is pleased to launch the third edition of the SME Market Expansion Call (formerly the Small Call) with an expected budget of €892.500. This Call is a mono-beneficiary type of call addressed to small and medium enterprises (SM(more...))	https://www.eiturbanmobility.eu/sme-market-expansion-call-2/

Once you click on “apply” a new Application Form (AF) is created and you will be able to start filling it in with all the information of your project. The AF is divided into six different tabs, each containing a set of information.

Once you start working on your AF, we recommend you to **save (SaveAsDraft) often**, especially when you move from one tab to another.

You will be able to find your draft application as shown here below. In the “My applications” section, you can also see if your application is still in draft or was submitted.

Menu Partners Details General Info

- Menu Overview
- CALL FOR PROPOSALS** → OPEN CALLS
- REPORTING → **MY APPLICATIONS**

Wellcome... Centre - Home Links

You are logged in as a customer of IT East.
JanTest.

Call For Proposal

My CFP

LINK	ID	PROJECT ACRONYM	PROGRAM NAME ▲	STATUS	START DATE	END DATE
Open	2.2-0001-119-00536	TESTH	SME Market Expansion 2025 Open Call	<u>Submitted</u>	01/04/2025	31/10/2025
Open	2.2-0001-119-00465	pt	SME Market Expansion 2025 Open Call	<u>In Progress</u>	01/04/2025	31/10/2025

2. Main Information

The ID proposal number is automatically assigned by the system when you first save your proposal.

First, you will have to indicate to which Topic challenge according to the Call Manual you are applying.

* Topic Challenge

Please refer to the Call Manual to identify the appropriate Topic and select it from the dropdown.

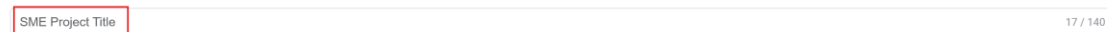


When entering the **project title and acronym**, remember this will be the official name publicly used to promote your project.

In the framework of the SME Market Expansion 2025 Open Call, the timeline is already foreseen from **April 1, 2025 until October 31, 2025** (as indicated in the Call Manual) – this will be prefilled in the application form and cannot be adapted.

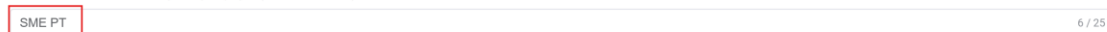
* Project Title

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



* Project Acronym

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



* Project starting date

Please enter the start of the project.

* Project ending date

Please enter the end date of your project.

The sections “total budget”, “total EIT funding” and “total co-funding” will be populated automatically by the system once you created a Work Package.

When writing the **executive summary**, remember this must provide a comprehensive but general overview of the project and that, if your project is selected for funding, it will be used for dissemination purposes. We suggest you to fill in this section once you have completed all other sections and therefore have a clear overview of your project.

*** Executive summary (max 1000 characters)**

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

1000 / 1000

*** List of Keywords Related to this Project**

Please provide a minimum of three and a maximum of five keywords

Select

*** Free Self-defined Keywords**

please provide a minimum of three and a maximum of five keywords + New Keyword

You must enter a **minimum of three and a maximum of five keywords** (to be selected from a drop-down menu) and a **minimum of three and a maximum of five self-defined keywords** (which you can therefore freely type). Make sure you select the keywords that best represent your project. You can type in a word to see available pre-defined keywords.

- Business and Innovation
- Business model innovation
- Competitiveness, innovation, research and developm
- Demand driven innovation
- Design innovation
- Digital Social Innovation
- Disruptive innovation
- Economics of innovation
- innovation

To enter a **self-defined keyword**, click on “new keyword”, type the word and press “enter” to save it.

* List of Keywords Related to this Project

Please provide a minimum of three and a maximum of five keywords

Select

* Free Self-defined Keywords

please provide a minimum of three and a maximum of five keywords

+ New Keyword

* Free Self-defined Keywords

please provide a minimum of three and a maximum of five keywords

Lorem ipsum | 11 / 80

Before moving to the next tab, remember to **click on the “save” button.**

3. Partner Information

The “**Project Leader EN**” is automatically assigned by the system, and it is the organisation of the contact that creates the Application Form.

The **e-mail of the main contact person** is also automatically populated and is always the e-mail address of the contact that created the Application Form.

Main Information **Partner Information** Project Scope WorkPlan Supporting Documents Budget

Partner Information

* Project Leader (EN)

Please indicate the Lead Partner organisation for the proposal. This person will create, edit and submit the proposal. If your organisation is a partner or an Affiliated entity registered in PLAZA but is not visible in the dropdown list, please contact servicedesk@eiturbanmobility.eu

CUS6853 JanTest

* Project Leader main contact person e-mail

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

Under the section “**Co-Editor**”, you can also add any contact to whom you wish to grant **co-editor rights**. To add a contact, the co-editor must be registered on NetSuite and you must introduce the full and correct e-mail address. At that point, you will be able to select the contact from the drop-down menu.

If you cannot find your contact in the drop-down menu, you must ask the contact to register in NetSuite or to be added as the contact person of an organisation already registered in the system.

We suggest granting co-editor rights only to a limited number of people and only when their direct contribution in filling in the Application Form is needed.

If you have one or more co-editors assigned to your proposal, make sure no more than one user is working on the AF at the time. If more users are working simultaneously in the AF, the system will not be able to save the work of all users and this will cause a loss of information.

We also suggest that only the creator of the AF does the final submission of the proposal.

Co-Editor

If a co-editor is selected, they have full access to your proposal. Please ensure that the consortia agree on the content of the proposal before making the submission.

Contact (Please input the email address of the Co-Editor)	Action
elisa.kerschbaumer@eiturbanmobility.eu	[-]
CUS3810 CFP Customer A: Elisa	[+]

If you click on the “+” button to add a contact but you cannot find the user, remember to click on the delete button otherwise the system will give you an error message when clicking on “save”.

Before moving to the next tab, remember to **click on the “save” button**.

4. Project Scope

For this whole section: we recommend you to prepare the answers offline and copy-paste them in the Application Form only once they are finalised. When filling in the final information in the system, we recommend you to **save often** (do not wait to have the whole tab completed before saving).

Remember that you are **not allowed to include any URLs** in your Application Form.

Under the project scope tab, you first have to indicate the type of project in the dropdown.

Main Information Partner Information **Project Scope** WorkPlan Supporting Documents Budget

* Type of Project

Select from dropdown list

A) Develop a new product/service for an existing client
 B) Significantly improve an existing product/service for expansion into a geographic region or sector

Furthermore, you will be asked to define the **strategic fit** of your project and **how the proposal aligns with the selected call topics**.

Strategic Fit

* Strategic Objectives (max 800 characters)

Describe how your proposal contributes to the EIT Urban Mobility strategic objectives described in Section 1.3.1 of the call.

0 / 800

* Call Topics (max 800 characters)

Describe how your proposal aligns with one of the call Topics in Section 1.5

0 / 800

You will then be required to reply to all the call-specific questions, in particular:

- **Product/Service:** Describe your product/service clearly, including the core elements such as functionalities and components to be developed. Highlight how your product/service demonstrates novelty and competitiveness.
- **Need and Relevance:** Describe the commitment and planned level of engagement of the end-client. Highlight how your proposal demonstrates a need and relevance to the end-client and, if other than the end-client, the target users.

- **Track Record:** Describe your entity's experience with product development, innovation, and sales. Highlight past and existing customers and your level of traction in the market. For spin-offs only: describe the track record of your backing organisation and the level of commitment they have planned to support of mentor you entity.
- **SMART Objectives:** Clearly state your proposals 3-5 key objectives. Describe how the objectives are SMART (Specific, Measurable, Achievable, Realistic, and Time Bound).
- **Overall Impact:** Describe the expected social, economic, and environmental impact of your product/service using quantitative measures. Highlight the product/service's potential to scale and replicate in other European contexts.
- **Commercialisation:** Describe the commercialisation plan and development strategy for your product/service, including the sales strategy and go to market approach.
- **Intellectual Property:** Describe how you plan to manage the intellectual property rights of your product/service.
- **Workplan and Demonstration Plan:** Outline the workplan, including timeline, risks and mitigation plans, and connect it to your objectives and the EIT Urban Mobility core KPI achievement. Highlight the testing and demonstration periods planned and scope including locations, number of people to be involved, etc.
- **Project Team:** Identify the project team (at least 3 staff), their relevant expertise, and their role in the project.
- **Dissemination:** Describe your plan to disseminate about the project activities and outcomes.
- **Diversity:** Describe how your project will support gender equality and wider diversity and inclusiveness (ex. related to age, race, ability, gender, nationality, sexuality, etc.) in the mobility sector.
- **Budget:** Explain how you plan to use the budget and how you calculated it.

Furthermore, you will be asked to indicate your preferred financial sustainability mechanism. Consult the Call Manual and Financial Sustainability Guidelines available on the [Call Website](#) for further information:

* Financial Sustainability Mechanism

Select from dropdown list

Sales Pathway
Investment Pathway

Before moving to the next tab, remember to **click on the “save” button.**

5. Work Plan

5.1 Work Packages

Under this tab, you are asked to create **1 single Work Package (WP)**. **You have to create the WP before can add the related deliverables.**

The creation of the WPs structure must be done before starting to work on the Budget tab: the budget will in fact appear in the Budget tab only after you have created the WP in the Work Plan tab. Following this same logic, once you remove a WP in the Work Plan tab, the lump sum budget will disappear also from the Budget tab.

Work Package

Create only one single Work Package titled "Project Implementation". All three mandatory deliverables should be added under this Work Package.



Once you click on “new work package” a new window will appear where you can insert the details of the work package. The WPs will be **automatically numbered** by the system: do not include the WP number in the WP title, and **make sure to only create one WP named Project Implementation**

Work Package




* WP name

* WP description

* WP Start Date

* WP End Date

* WP Leader

 Please include the wp leader in WP contributors List.

* WP Contributor

The start and end date of the WPs must be the same as the project start (01/04/2025) and end date (31/10/2025) of the overall project.

Make sure to select yourself as WP leader and WP contributor.

If you delete a WP, all deliverables linked to it will be deleted too. By deleting a WP the system will automatically re-number the other existing ones (if any).

5.2 Deliverables

Once you save the WP, it will be possible to link deliverables to it. To do so, simply click on “add deliverable” and a pop-up window will open:

WP-1

Project Implementation ✍️ 🗑️

Description	WP start date
Description	2025-04-01
WP end date	WP leader
2025-10-31	CUS6853 JanTest
WP contributor	
CUS6853 JanTest	

Add Deliverable

You will be able to add the deliverables as mentioned in the Call Manual Chapter 1.4.3:

DEL 1: Commercial agreement / equity agreement

The commercial agreement signed between EIT Urban Mobility and the grantee should be submitted online.

Achievement date: April 1, 2025

DEL 2: Branding and communications

EIT Urban Mobility will provide a template requesting information about the project’s compliance with the EIT Urban Mobility Communication Guidelines and the EIT Urban Mobility Brand Book, as well as general promotional information about the grantee and project. The template must be completed by the grantee and submitted online.

Achievement date: October 31, 2025

DEL 3: Confirmation letter from end client

Signed letter by the end client confirming that the SMART objectives, workplan and demonstration were successfully achieved by the SME.

Achievement date: October 31, 2025

Deliverables



Please enter the deliverables of your project. Some Calls for proposals require mandatory deliverables and a maximum of additional deliverables (please refer to the Call Manual).

* DEL name

* DEL description

* DEL achievement date

Save

Cancel

5.3 Outputs

To add outputs, simply click on the “add new” button: a pop-up window will open and you can insert.

You are just required to add one output which should be the new product/service or significantly improved product/service that you plan to achieve within the project. The achievement date should be end of the project on October 31, 2025.

Output

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

OUT number	OUT name	OUT description	OUT achievement date	Responsible partner	Contributing partner/s	Action

Outputs

* OUT name

* OUT description

* OUT achievement date

* Responsible partner

* Contributing partner

5.3 Key Performance Indicators (KPIs)

Under the Section KPI you will be able to add the relevant KPIs for your project. The mandatory KPIs are already listed. Click on the edit button to add the target value 1 and KPI achievement date: October 31, 2025

- EITHE 02.4 (minimum expected target: 1)
- KONHE20 (minimum expected target: 1)

KPI

All mandatory KPIs have been added. Please edit each one to provide the minimum target value of 1 for each and other relevant description. In case of adding the optional 4.4 KPI, please click on "+Add New".

KPI Code	KPI Title	KPI Description	Target Value 2025	KPI achievement date	Responsible partner	Action
KONHE20	Designed/Tested Innovations	Number of innovative products/services resulting from innovative projects (a) filed for some form of intellectual property protection (i.e. patents, trademarks, registered designs, copyrights), or innovative products/services that have progressed towards commercialisation, defined as one or more of: progress by at least one technology or manufacturing readiness level (TRL/MRL); prototype/proof of concept/beta version developed; product/ service/ model piloted; or (b) innovative products tested through test-beds or other innovative platforms.				
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.				
<input type="button" value="+Add New"/>						

In addition to the mandatory KPIs, proposals are expected to contribute to KPI EITHE04.4 Startup created. This will be positively assessed during the evaluation. Click on **+Add New** and select the KPI EITHE04.4 Startup created of/for innovation to add it to the list of KPIs:

KPIs



* KPI Code

- EITHE04.2-EITRIS Start-ups created of/for innovation
- EITHE04.4 Start-ups created of/for innovation**
- EITHE04.5-EIT RIS EIT RIS Start-ups created of/for innovation
- EITHE05.1 Start-ups created of EIT labelled MSc/PhD programmes
- EITHE05.2 Startups established in EIT RIS countries by students enrolled and graduate...
- EITHE05.2-EITRIS Start-ups created of EIT labelled MSc/PhD programmes
- EITHE06.1 Investment attracted by KIC supported start-ups/scale-ups
- EITHE06.2 Investment attracted by KIC-supported startups and scale-ups established i...

* KPI achievement date

* Responsible partner

Achievement date should be October 31, 2025 and add yourself as the responsible partner.

Before moving to the next tab, remember to **click on the “save” button.**

6. Supporting Documents

Under this tab, we ask you to upload, as **mandatory documents**, the following documentation:

- Letter of intent from end-client (PDF) (template available on the Call webpage)

Please make sure you use the templates when available.

Main Information Partner Information Project Scope WorkPlan Supporting Documents Budget

Supporting Documents

i Upload in PDF

Name	Documents Uploaded	Upload
* 1. Letter of intent from end-client (PDF)		<input type="button" value="Seleccionar archivo"/> Ningún archivo seleccionado

Before moving to the next tab, remember to **click on the “save” button**, otherwise the upload will not be executed.

7. Budget

The Budget section is directly linked to the Work Plan tab.

You will find the budget summary at the top: this table will be automatically populated as soon as you create the single Work Package under Work Plan. Nothing needs to be changed on this tab. Please note that per Work Package, one additional lump sum is added, therefore it is necessary to **ONLY create ONE SINGLE WORK PACKAGE, otherwise the budget will be duplicated.**

TOTAL BUDGET PROJECT

Create one work package and the budget table will be pre-filled.

Budget Summary	WP-1	Total
A.1 EMPLOYEES (OR EQUIVALENT)	€ 0	€ 0
A.2 NATURAL PERSONS UNDER DIRECT CONTRACT	€ 0	€ 0
A.3 SECONDED PERSONS	€ 0	€ 0
A.4 SME OWNERS	€ 0	€ 0
B SUBCONTRACTING	€ 0	€ 0
C.1 TRAVEL AND SUBSISTENCE	€ 0	€ 0
C.2 EQUIPMENT	€ 0	€ 0
C.3 OTHER GOODS, WORKS AND SERVICES	€ 0	€ 0
D.1a FINANCIAL SUPPORT TO THIRD PARTIES (SUBGRANTS)	€ 0	€ 0
D.1b FINANCIAL SUPPORT TO THIRD PARTIES (PRIZES)	€ 0	€ 0
D.2 INTERNALLY INVOICED GOODS AND SERVICES	€ 0	€ 0
E. INDIRECT COSTS(25% on A.and C.cost)	€ 0	€ 0
G. LUMPSUM	€ 0	€ 0
Total	€ 59500	€ 59500
EIT funding Amount	€ 59500	€ 59500
Partner Own Funding Amount	€ 0	€ 0
Other Co-Funding Amount	€ 0	€ 0

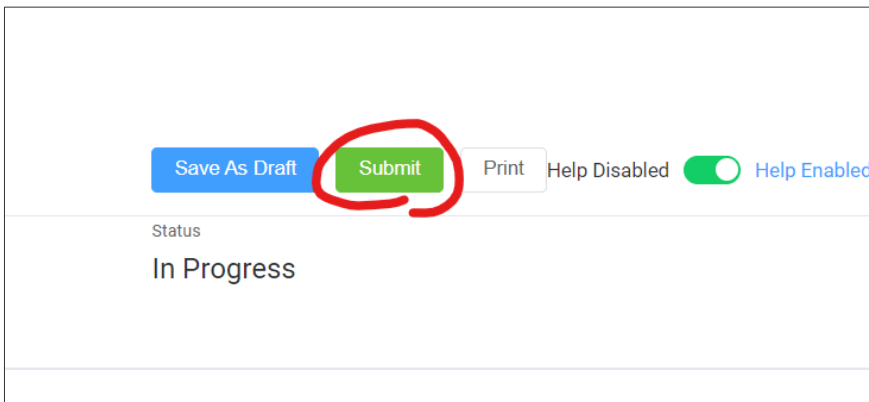
Before moving to the next tab, remember to **click on the “save” button**.

8. Submit Application Form

We strongly recommend all applicants **not to wait the last day/minute to submit the Application Form**.

You should ideally **submit it with at least one day of margin**: should you encounter any system error while submit the AF, EIT Urban Mobility staff will in fact be able to properly assist you.

When your Application Form is correctly and fully completed, **save it one last time** and you can then **submit** it by clicking the “submit” button:

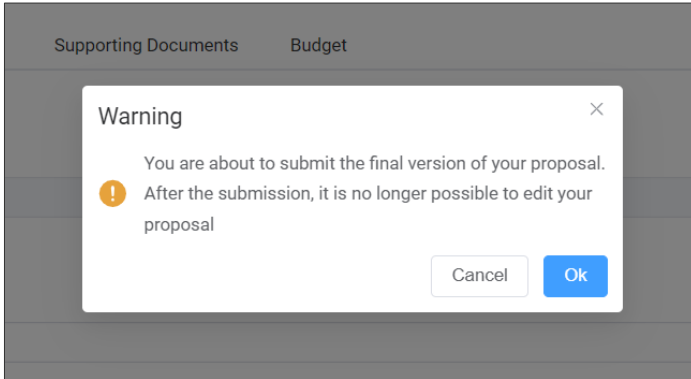


The screenshot shows a user interface for submitting an application form. At the top, there are four buttons: 'Save As Draft' (blue), 'Submit' (green, circled in red), 'Print' (white), and 'Help Disabled' (white). To the right of the 'Print' button is a toggle switch labeled 'Help Enabled' (green). Below the buttons, the status is displayed as 'Status In Progress'.

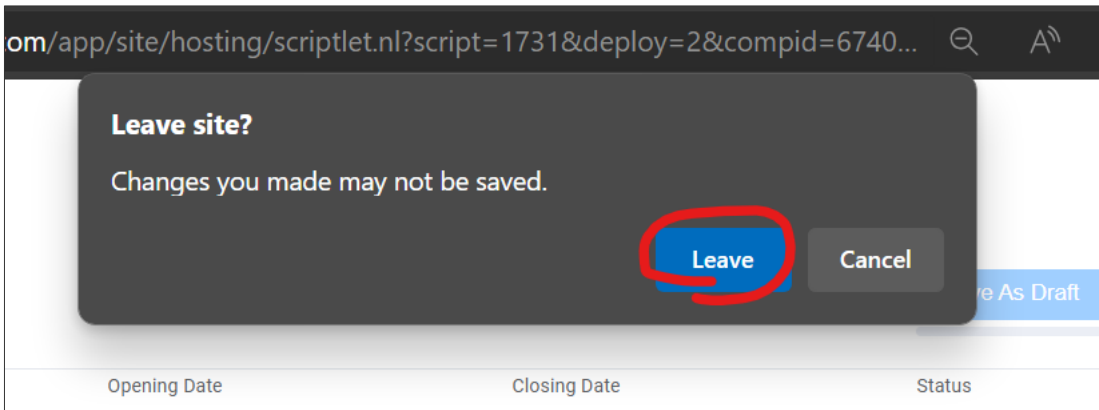
If your Application Form has been not properly completed – i.e. some mandatory information have not been included – the system will not allow you to submit the AF and an error message will inform you about what is missing.

Once an Application Form is submitted it will not be possible to revert the process any longer, nor to submit a new updated version. Make therefore sure that you **submit the AF only once you are sure that the information introduced are final**.

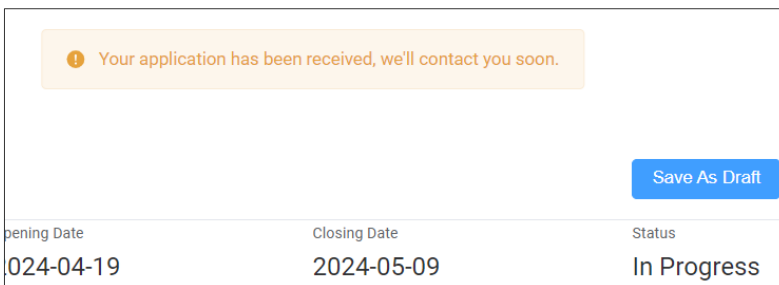
After clicking “submit” a pop-up message will ask you to confirm or cancel your choice:




Once you click on OK, the browser will ask you to confirm if you want to leave the page or not: remember to click on “leave”.



Once your proposal is submitted you will **not** receive any e-mail notification. The following message will however appear and your application will result not be editable any longer.





The screenshot shows a web application interface. At the top left, there is a logo for 'eit Urban Mobility' and a European Union flag with the text 'Co-funded by the European Union'. Below this, a red error message reads: 'Permission Violation: You are not allowed to edit this CFP Application'. The breadcrumb navigation shows 'NetSuite / Customer Portal / Call For Proposal Application'. On the right side, there are controls for 'Print', 'Help Disabled', and 'Help Enabled' (which is currently turned on). Below the navigation and controls, a table header is visible with columns for 'CFP ID', 'Program Name', 'Opening Date', 'Closing Date', and 'Status'.

By going into the section “My applications” you will however be able to see the status of your application and therefore see if it was properly submitted.

9. Tips & Tricks

Please find here below a recap of the **main points of attention** to follow in order to guarantee a smooth application process:

- Start creating and filling in the Application Form **at least 3 or 4 weeks before the submission deadline**: in this way you can familiarise yourself with the Application Form and can **let us know in due time if you are encountering any technical issues** by writing an e-mail to pmo@eiturbanmobility.eu.
- **Do not include any external links (URLs)** in the Application Form, unless it's for the optional video link.
- For tabs like the "Project Scope" one: prepare your descriptions in an **offline document using the available application form on the Call website**, and copy and paste the text in the online Application Form only once final.
- If you have **co-editors**, remember that only **one user** at the time should work on the Application Form.
- The **Budget tab** will be pre-filled automatically by creating one single work packages. In case multiple Work Packages are created, the budget will be duplicated. Please delete additional work packages.
- **Save often**: in this way you can make sure no information will get lost (if you stop working on the Application Form for some time, the system will log you out automatically without saving).
- **Do not wait the last day/minute to submit the Application Form**: should you encounter any system error while submit the AF, EIT Urban Mobility staff will in fact not be able to properly assist you.