Business Plan 2023–2025

Open Call for Proposals

Scaling Startups Programme: tailored support with an investment focus – Guidance on the Application Form

EIT Urban Mobility - Mobility for more liveable urban spaces

EIT Urban Mobility

Barcelona| 20 December 2024

eiturbanmobility.eu

History of changes

Version	Publication Date	Change
1.0	20.12.2024	Initial version

Contents

1. Register and create an application 3
1.1 PIC and PIF registration 3
1.2 Search for open calls and create an application 3
2. Main Information 6
3. Partner Information 9
4. Project Scope 12
5. Work Plan 16
5.1 Work Packages 16
5.2 Deliverables 17
5.3 Outputs and milestones 18
5.3 Key Performance Indicators (KPIs) 19
6. Supporting Documents 21
7. Budget 22
8. Submit Application Form 25
9. Tips & Tricks 27

1. Register and create an application

1.1 PIC and PIF registration

1. The first step an organisation must take, in order 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**. **If an organisation has already a PIC number, there is no need to register again.**

   If you don't know if your organization already has a PIC number, you can verify directly on the EU Portal (click here) whether your organisation is already registered.

2. Once an organisation has a valid PIC number, it will be possible to register in the EIT UM NetSuite Platform, by submitting the Partner Information Form (PIF).

   If in a few hours, after submitting the PIF form, you don't receive an automatic e-mail with the log-in credentials, please contact the EIT UM Service Desk **servicedesk@eiturbanmobility.eu.**

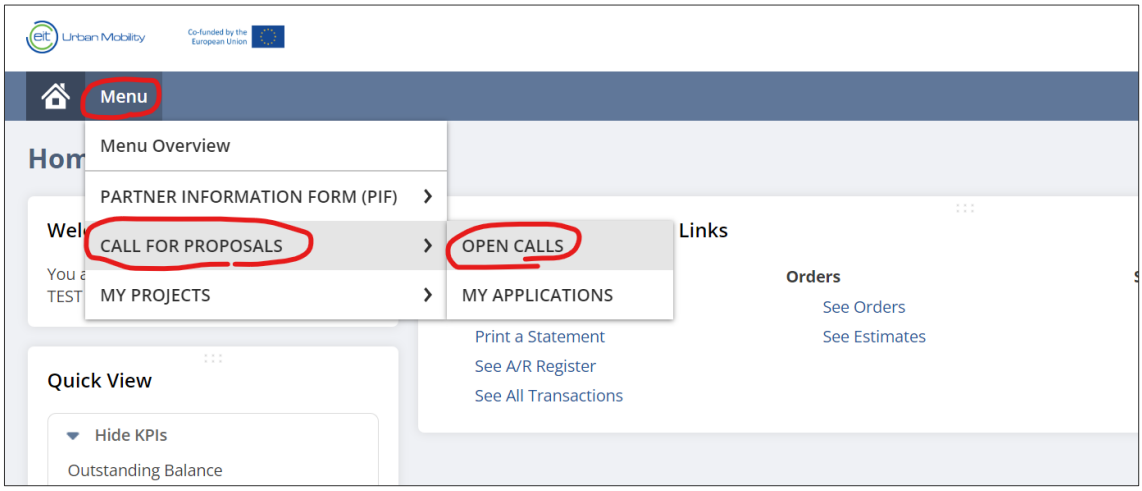
   Be also aware that, registration of a new entity in the submission tool, can take **up to two working days**. Therefore, ensure that all project partners are correctly registered in the submission tool at least a few days before the deadline.

   NB: Organisations that previously participated in an EIT Urban Mobility project, and therefore are already registered in the PLAZA platform, should not submit a PIF form. Instead, please contact the EIT UM Service Desk **servicedesk@eiturbanmobility.eu**: you will be then provided with the credentials to access the new NetSuite platform.

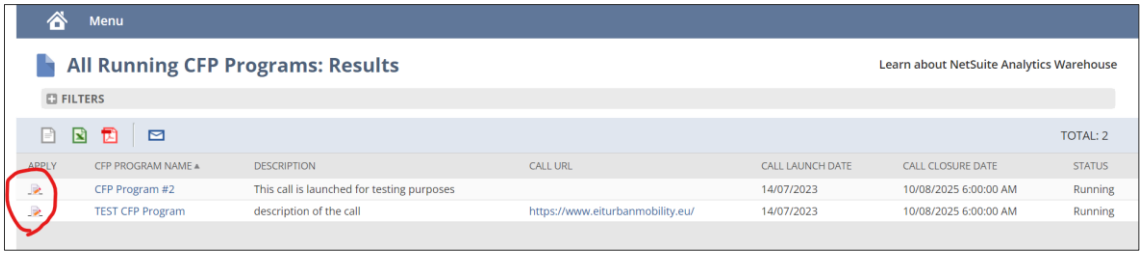
3. **Once you have your credentials, you can enter the EIT UM NetSuite platform after setting a new password.**

1.2 Search for open calls and create an application

Once you land on the **homepage of the portal**, click on menu, call for proposals, open calls:



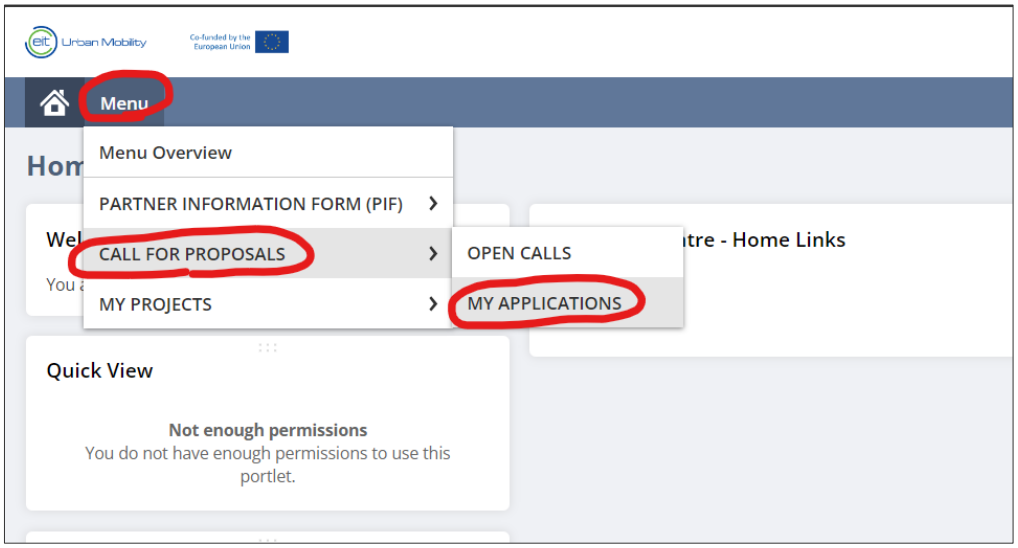
You will see the list of all EIT Urban Mobility calls currently open. Choose the **Scaling Startups Programme** from the list and click on the "**apply**" icon:

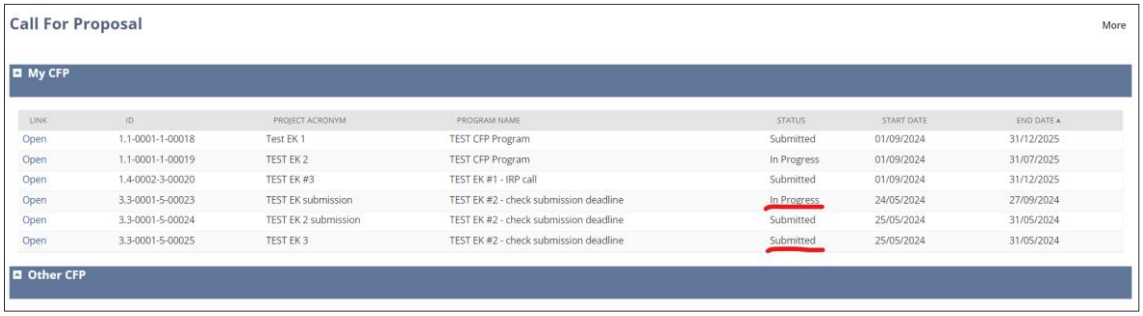


Once you click on "apply" a new Application Form (AF) is created and you will be able to start filling it in with all the information of your project. The AF is divided in six different tabs, each one containing a set of questions.

Once you start working on your AF, we recommend you to **save often**, especially when you move from one tab to another or work for long in the portal.

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


eit Urban Mobility
Co-funded by the European Union
Menu
Menu Overview
PARTNER INFORMATION FORM (PIF)
CALL FOR PROPOSALS
MY PROJECTS
OPEN CALLS
MY APPLICATIONS
Quick View
Not enough permissions
You do not have enough permissions to use this portlet.

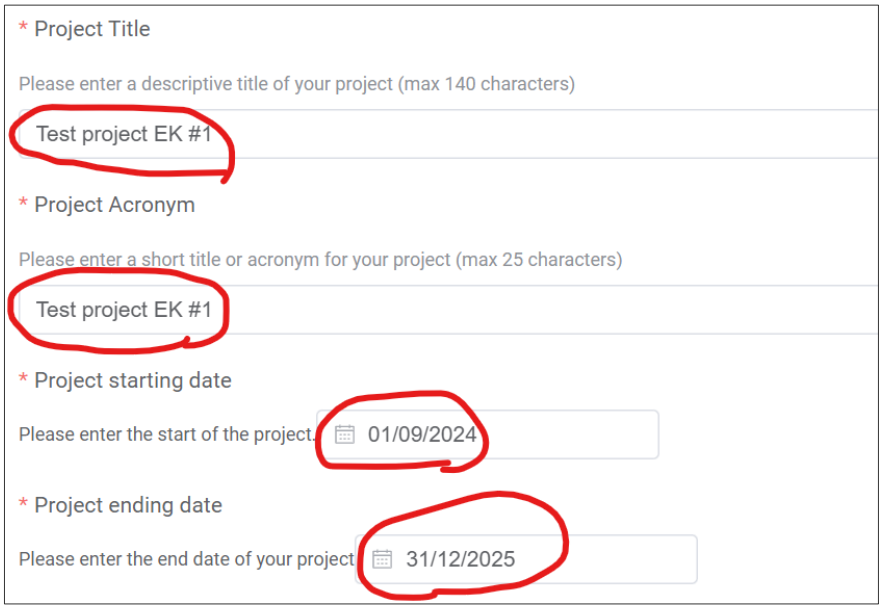

Call For Proposal
More
My CFP
LINK ID PROJECT ACRONYM PROGRAM NAME STATUS START DATE END DATE
Open 1.1-0001-1-00018 Test EK 1 TEST CFP Program Submitted 01/09/2024 31/12/2025
Open 1.1-0001-1-00019 TEST EK 2 TEST CFP Program In Progress 01/09/2024 31/07/2025
Open 1.4-0002-3-00020 TEST EK #3 TEST EK #1 - IRP call Submitted 01/09/2024 31/12/2025
Open 3.3-0001-5-00023 TEST EK submission TEST EK #2 - check submission deadline In Progress 24/05/2024 27/09/2024
Open 3.3-0001-5-00024 TEST EK 2 submission TEST EK #2 - check submission deadline Submitted 25/05/2024 31/05/2024
Open 3.3-0001-5-00025 TEST EK 3 TEST EK #2 - check submission deadline Submitted 25/05/2024 31/05/2024
Other CFP

2. Main Information

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

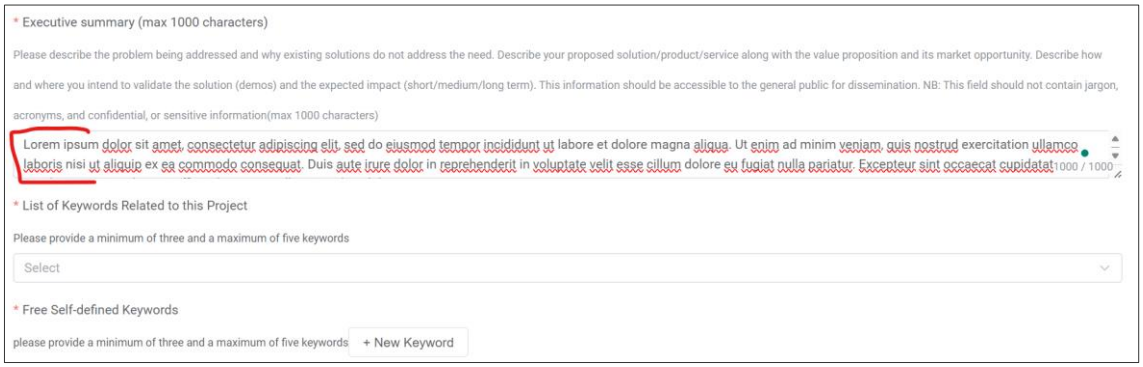
When entering the **project title and acronym**, remember this will be the official name publicly used to promote your project. Choose the name wisely.

In the framework of the Scaling Startups Programme call, projects should last for a **maximum of 8 months** and should ideally start on the 1st of May 2025 at the latest (as indicated in the call manual). All outputs and KPIs should be achieved within the project lifecycle and **no later than 31 December 2025** (that is, the project end date cannot be after 31 December 2025).

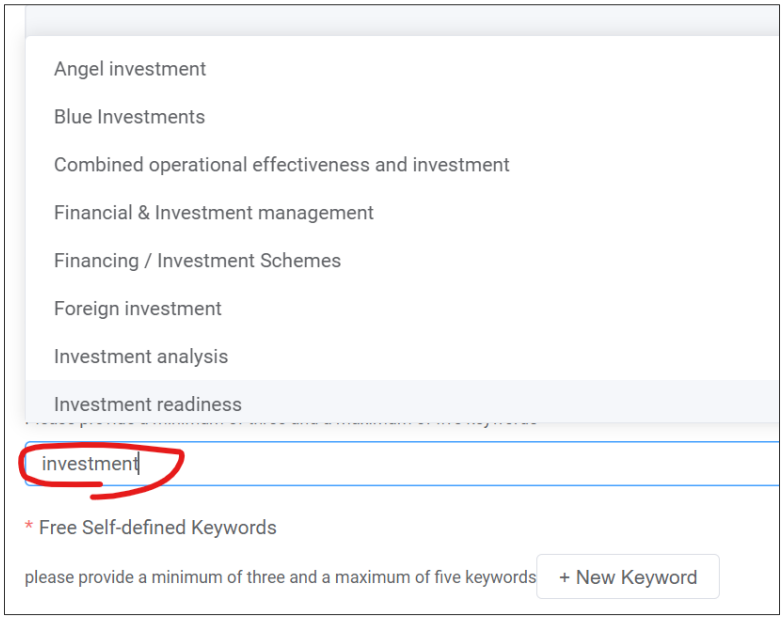


The sections “total budget”, “total EIT funding” and “total co-funding” will be populated automatically by the system once you insert the budget.

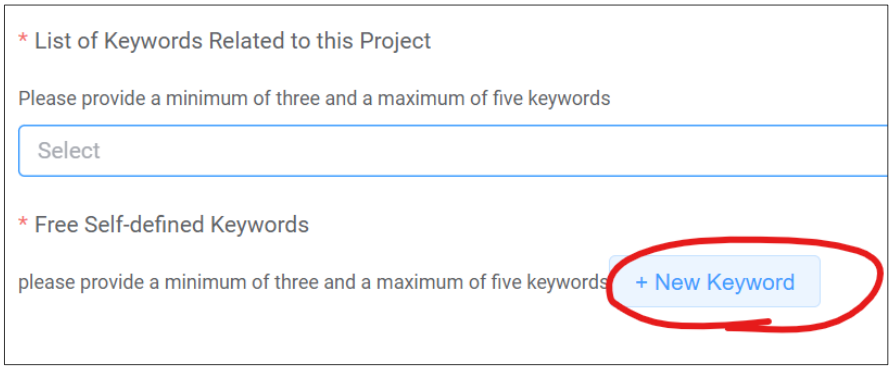
When writing the **executive summary**, remember this must provide a comprehensive but general overview of the project and that, if your project is selected for funding, it will be used for dissemination purposes. We suggest you fill in this section once you have completed all other sections and therefore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

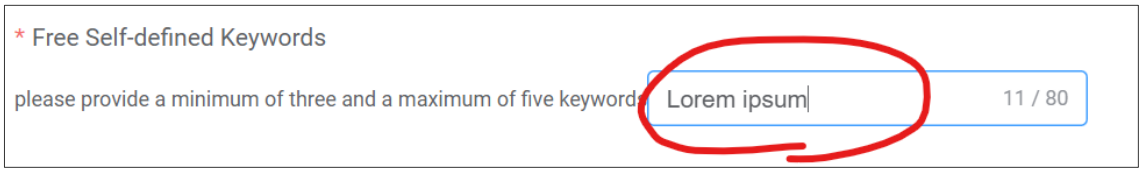


You must enter a **minimum of three and a maximum of five keywords** (to be selected from a drop-down menu) and a **minimum of three and a maximum of five self-defined keywords** (which you can therefore freely type). Make sure you select the keywords that best represent your project.



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



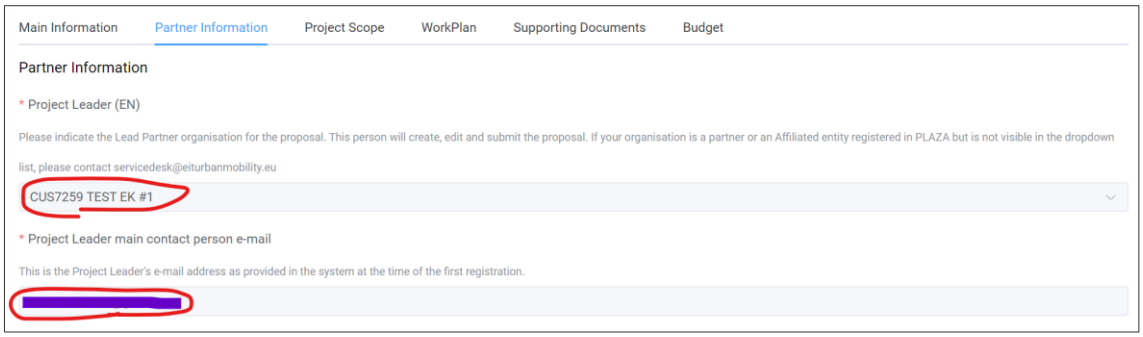


Before moving to the next tab, remember to **click on the "save" button**.

3. Partner Information

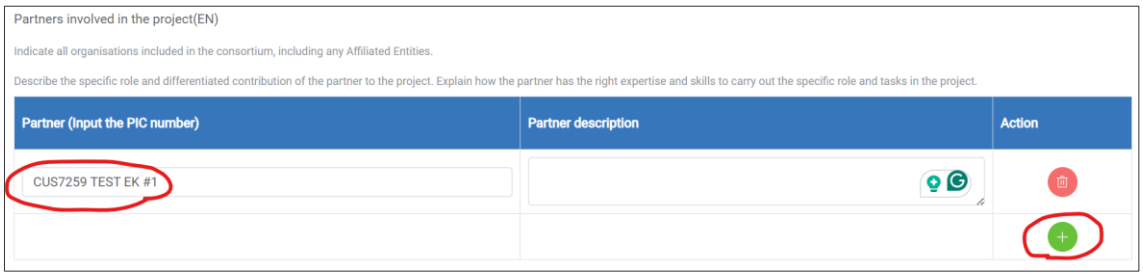
The "**project leader**" is automatically assigned by the system, and it is the organisation of the contact that creates the Application Form.

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.

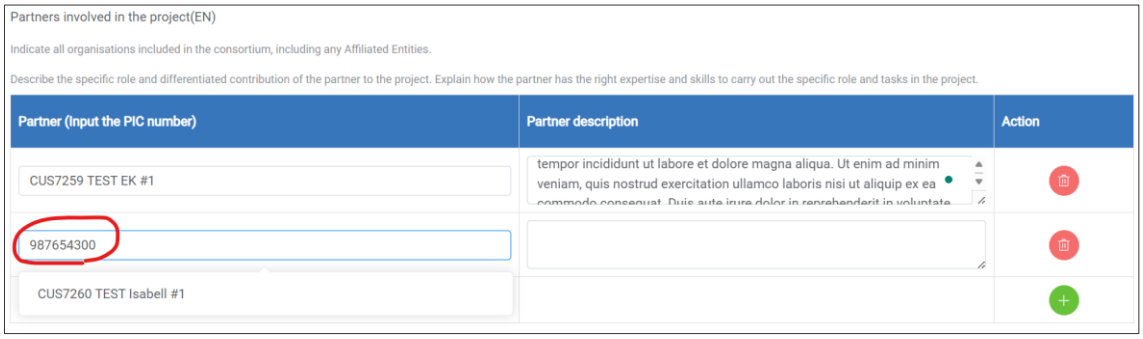


In the section "**partners involved in the project**" you must list all partners that will be involved in the project and describe what will be their **role and contribution**.

The project leader is automatically included by the system in the list. All other partners must be added by clicking on the "plus" button.



Once you click on the "plus" button, you must enter the **full PIC of that specific partner**. Once you enter the full PIC, you will be able to select the organisation from the drop-down menu and include it as a partner.



If the organization you are looking for is not found in the list it means that they are not yet registered in the system. Please invite them to **register here** (by submitting the PIF form).

Once you have added all partners, you must indicate if there is any **direct link** between any of them. If there is a direct link, you must indicate which partners are linked and which type of link they have.

Two participants (legal entities) are dependent on each other where there is a controlling relationship between them:

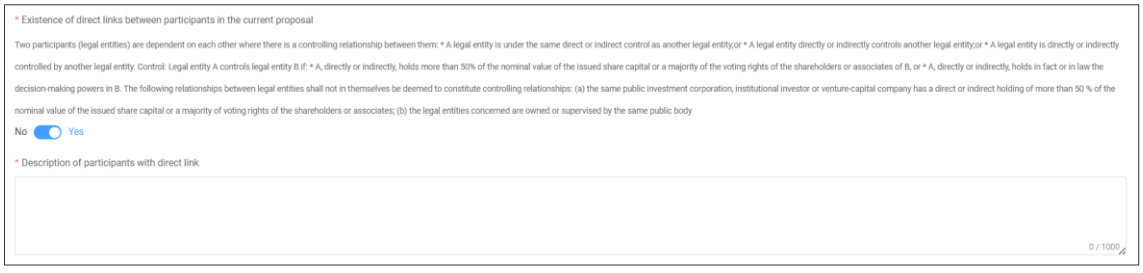
- *A legal entity is under the same direct or indirect control as another legal entity; or*
- *A legal entity directly or indirectly controls another legal entity; or*
- *A legal entity is directly or indirectly controlled by another legal entity.*

Control: Legal entity A controls legal entity B if:

- *A, directly or indirectly, holds more than 50% of the nominal value of the issued share capital or a majority of the voting rights of the shareholders or associates of B, or*
- *A, directly or indirectly, holds in fact or in law the decision-making powers in B.*

The following relationships between legal entities shall not in themselves be deemed to constitute controlling relationships:

a. *the same public investment corporation, institutional investor or venture-capital company has a direct or indirect holding of more than 50 % of the nominal value of the issued share capital or a majority of voting rights of the shareholders or associates;*
b. *the legal entities concerned are owned or supervised by the same public body.*



Under this section you can also add any contact to whom you wish to grant **co-editor rights**. To add a contact, 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 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.

Please note that only the creator of the AF (that is, the main contact person for the proposal) can do the final submission of the proposal.

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

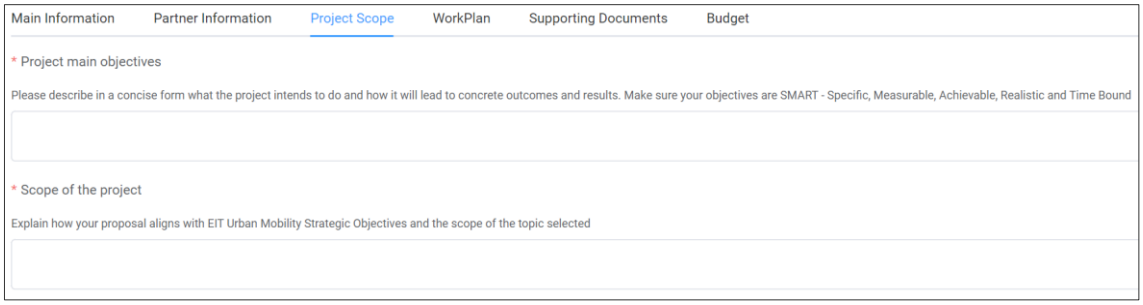
Before moving to the next tab, remember to **click on the "save" button**.

4. Project Scope

For this whole section: we recommend you 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 will be asked to define the **main objectives** and the **scope** of your project:



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

Excellence:

- Describe what is the international experience of the consortium within the European venture capital industry, including expertise in start-up assessments, impact assessments, company valuations, start-up investments, start-up divestment strategies, start-up exits and investor reporting. Detail if the referred expertise comes from consortium members' external partners or collaborators, and describe how this expertise will be committed and included in the action. (max 2000 characters)
- Describe the consortium's investment interest and track record across the following areas: Public transport, Health and mobility, Electrification of transport and alternative fuels, Mobility data management, Public space design, Urban vehicle access regulations, Mobility planning, Urban logistics, New mobility services, Cooperative, connected and automated mobility, Road safety, and Parking and curbside management. Refer to the document ""Investment track record from each consortium member and investment track record of at least 10 investments from the whole consortium" for specific examples (do not duplicate the track record here). (max 2000 characters)
- Describe the network of the partnership in terms of top-notch experts with international experience delivering training, mentoring and/or coaching programmes targeting early-stage companies. Detail if the pool of experts comes from partners' internal resources or from consortium members' external partners or collaborators. Describe how this expertise will be

committed and included in the action. Refer to the document "List of pool of experts (either from consortium employees or from their external network) including name, surname, company, position and LinkedIn profile" for specific profiles (do not duplicate the list here). (max 2000 characters)

- Describe the experience of the consortium in hosting Demo Days for investors. Refer to specific participation as organisers of Demo Day events within the last five years. Describe in detail how the Demo Day will be organised, including participants from the consortium and how will other investors be engaged. (max 2000 characters)
- Describe the experience of the partnership in delivering acceleration programmes to mobility startups with an European scope. (max 1000 characters)

Impact:

- Explain how the proposal contributes to the EIT UM's financial sustainability mechanism of EIT Urban Mobility by implementing a payment scheme (equity or cash) for startups participating in the programme. Take into account the minimum financial sustainability mechanism requirements (Call manual section 3.3.4). (max 2000 characters)
- Explain the venture scouting strategy of the proposal and its capacity to recruit high-quality teams with scalable business. Explain how you intend to achieve a pan-European outreach. Detail the main sourcing channels both internal and external. (max 1000 characters)
- Describe in detail how the partnership fosters gender equality and promotes greater diversity and inclusiveness within the mobility sector. (max 1000 characters)

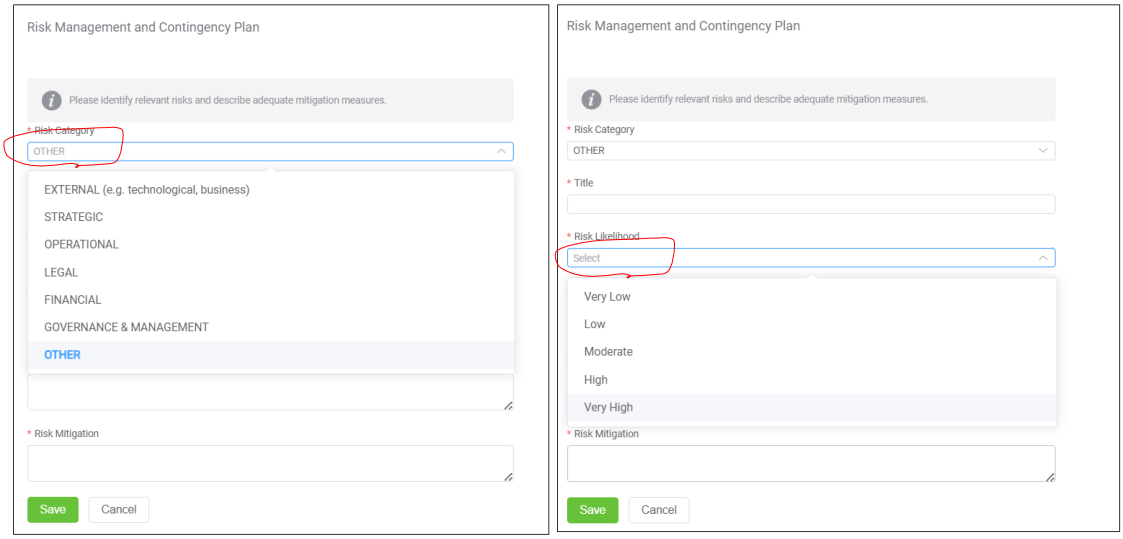
Quality of implementation:

- Explain how the proposal takes into consideration the proposed outcomes, objectives, KPIs and expected results of the call. (max 1000 characters)
- "Explain the organisational structure of the consortium (roles, partners points of contact, consortium coordinator point of contact). Explain the intended approach to include the pool of experts in the action (startup needs assessment, matchmaking with experts, contractual involvement of experts...). Describe the main risks and risk mitigation strategy. (max 2000 characters)
- Explain how the proposal contributes to the long-term financial sustainability of EIT Urban Mobility. In particular, explain how the consortium plans to facilitate EIT UM's acquisition of equities or cash payments from the supported startups. (max 1000 characters)

You will then be asked to briefly outline what is your **communication and dissemination plan**, how you will **gender and diversity** in your project actions, how your project will integrate **education, innovation and business creation**, and provide a description of the main **IP assets** (to the extent that is applicable to your project).

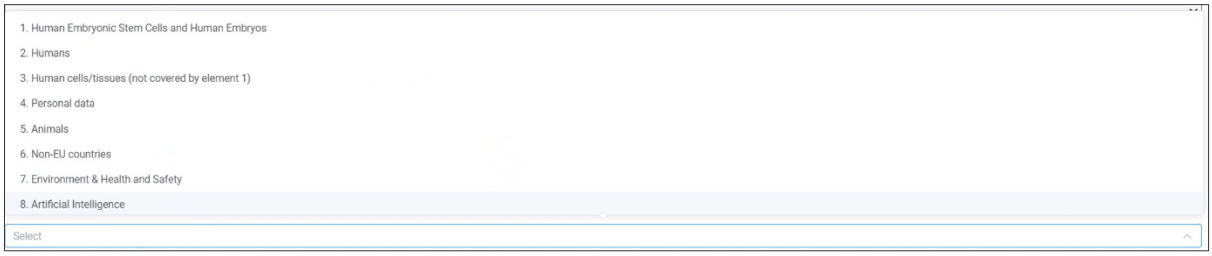
Under the **risk management** section, we ask you to outline the risks potentially related to your project. To add a risk, click on the "add new" button.

You will be asked to choose the risk category, as well as the risk likelihood, from a drop-down menu:



At the end of the Project Scope tab, you will find the **ethics and security** section.

If there are any ethics and security issues related to your project, please indicated which they are by selecting them from the drop-down menu (multiple selection is possible) and provide a description for each of the categories you have selected:



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

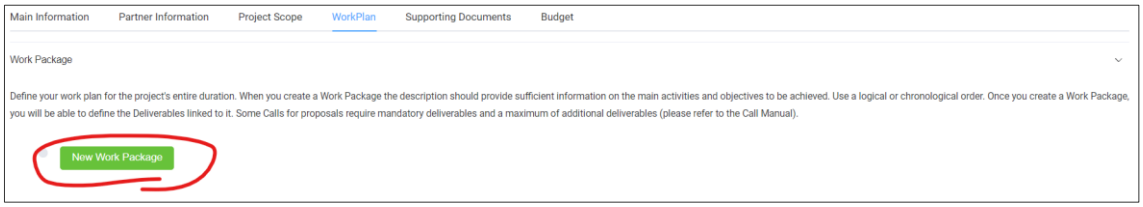
5. Work Plan

5.1 Work Packages

Under this tab you are asked to build and define the operational structure of your project. You must therefore divide your planned activities into different **Work Packages (WPs)**. To each WP you can add the related deliverables.

We highly recommend **limiting the number of WPs** (to **maximum of 3 to 5**) to the ones strictly needed to group the various phases and main type of actions of your project. When describing the WPs activities, you are requested to divide them according to **tasks**.

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

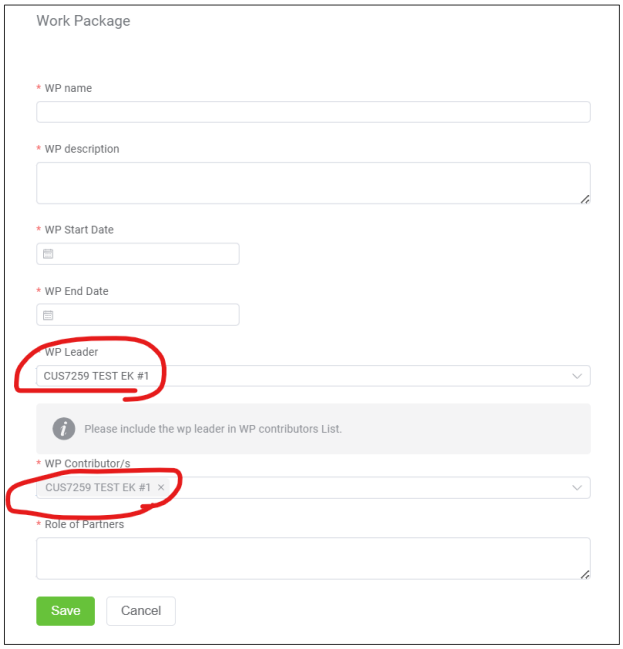


Once you click on “new work package” a new window will appear where you can insert the details of the work package. The WPs will be **automatically numbered** by the system: do not include the WP number in the WP title, and make sure you give them a name that clearly reflects the type of activities covered.

The stat and end date of the WPs must be consistent with the start and end date of the overall project.

Remember that the WP leader **must** be included also under the WP contributors. The WP will in fact be created in the Budget tab, only for the partners that are listed as contributors under that specific WP.

At the same time, if a partner is not supposed to have any budget in one WP, it shouldn’t be included among the WP contributors (because the budget cannot have a value of 0 Euro).



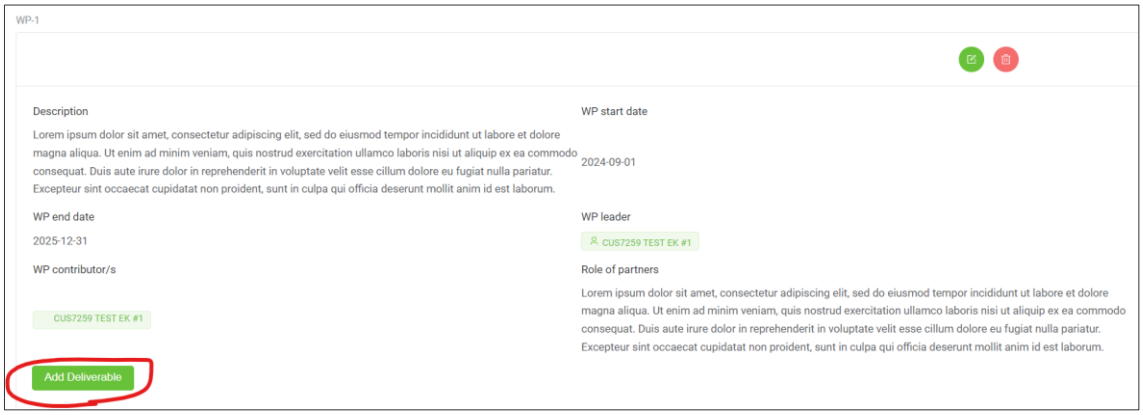
If you delete a WP, all deliverables linked to it will be deleted too. By deleting a WP, the system will automatically re-number the other existing ones (if any).

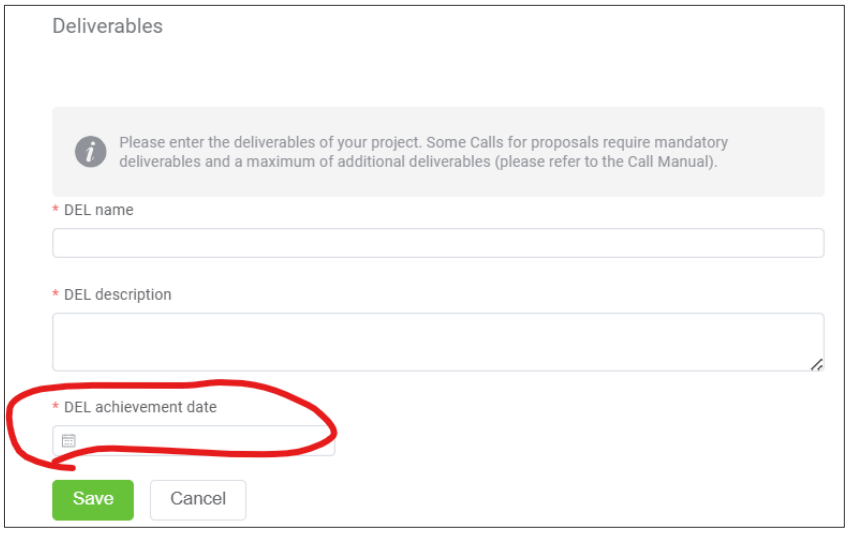
5.2 Deliverables

Deliverables capture the achievement of key outputs and may take the form of analysis reports, feasibility studies, strategy documents, pilot action reports, training documentations. The deliverables specified need to fully demonstrate the project's achievements and the judicious use of public funds.

Make sure you include the mandatory deliverables outlined in chapter 3.4.2 of the call manual. You can also include additional deliverable, if needed, but we recommend to keep the numbers limited to the most relevant ones.

Once you save a 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:





The deliverables will be automatically numbered by the system: do not include the deliverable number in the title, and make sure you give them a name that clearly reflects the type of activities covered.

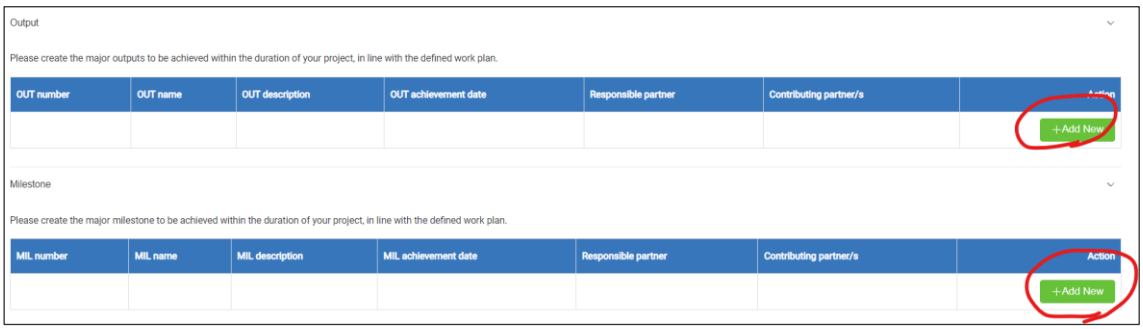
If you delete a deliverable, all deliverables linked to it will be deleted too. By deleting a deliverable, the system will automatically re-number the other existing ones (if any).

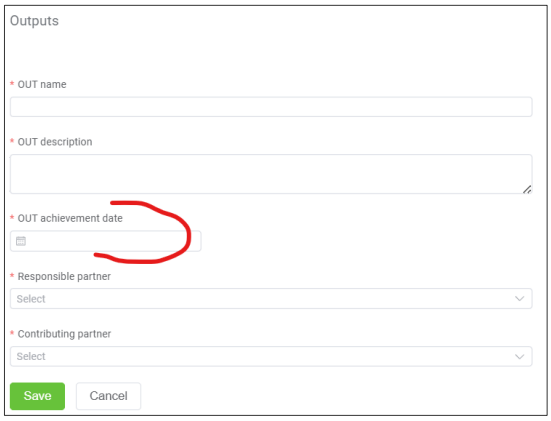
Make sure that the achievement date of the deliverable is consistent with the end date of the WP and with the end date of the project.

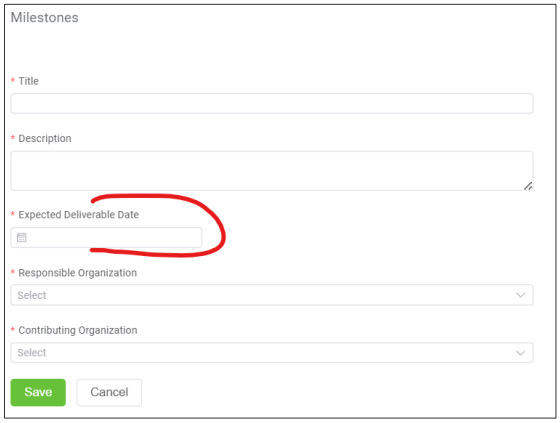
If your project is approved for funding, you will be asked to justify in a dedicated report the achievement of each deliverables foreseen: make therefore sure you only include meaningful deliverables and that the achievement date you indicate is plausible.

5.3 Outputs and milestones

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







Outputs are tangible results, e.g. the concrete technology, product, service, method, design, patents, new jobs, new curricula, prototypes, concept, methodology, approach, skills and experience, etc. created by the project.

Milestones are control points to chart the progress of a project implementation. They may correspond to the completion of a key deliverable that allows the next phase of work to begin.

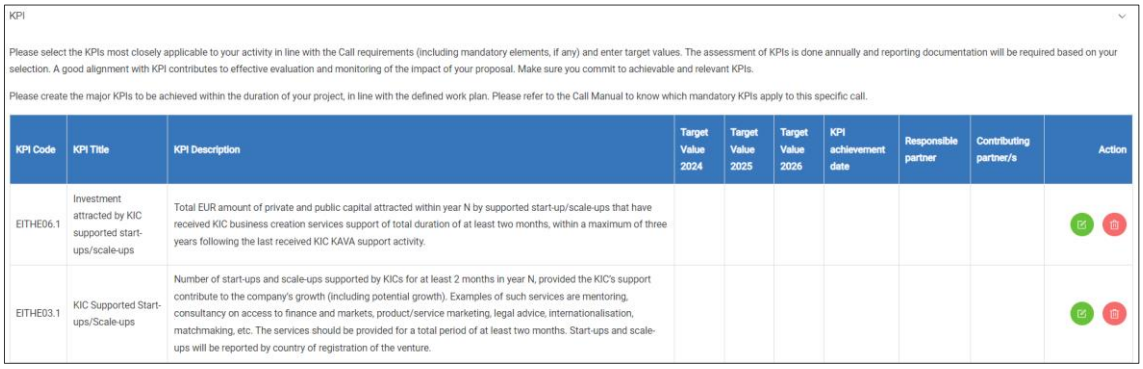
5.3 Key Performance Indicators (KPIs)

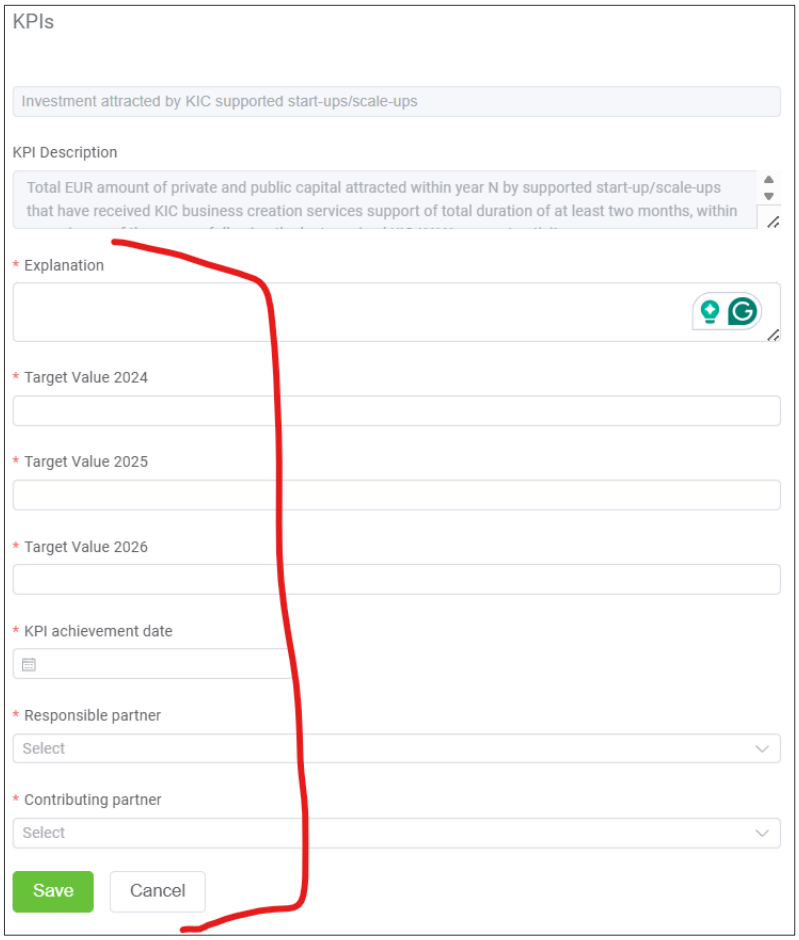
In the Application Form, the mandatory KPIs linked to you call are automatically included by the system.

You will have to click on the “edit” icon and include the missing information.

Keep in mind that:

- the achievement date cannot be after the end of the project. For the Scaling Startups Programme we expect **all mandatory KPIs to be reached by the end of 2025**;
- for the years 2024 and 2026, please indicate 0 as target value.





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

6. Supporting Documents

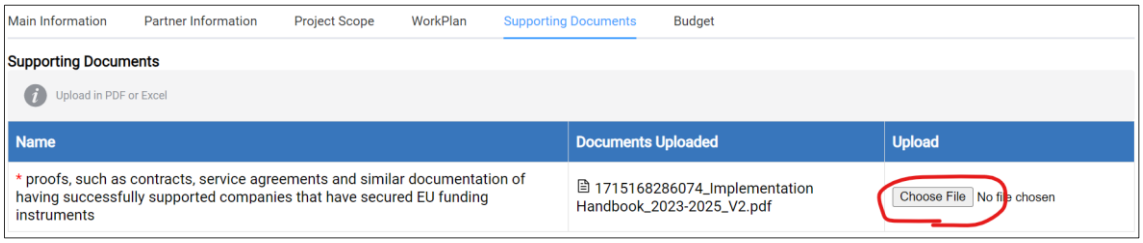
Under this tab we ask you to upload, as a **mandatory documents**:

- Investment track record from each consortium member;
- List of pool of experts (either from consortium employees or from their external network) including name, surname, company, position and LinkedIn profile.

Please make sure you only include documents which are directly related to justify this, avoid uploading too many pages/information. Too much information will create difficulties in the evaluation of your proposal and may therefore have a negative impact on the overall assessment.

You can upload **one document per line only**: make therefore sure you merge the investment track record from each consortium member in **one single PDF**; the same applies for the list of pool of experts.

If you need to replace with a new version a document previously uploaded, simply click on "choose file" an upload the new document (which will automatically replace the one previously uploaded).



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

7. Budget

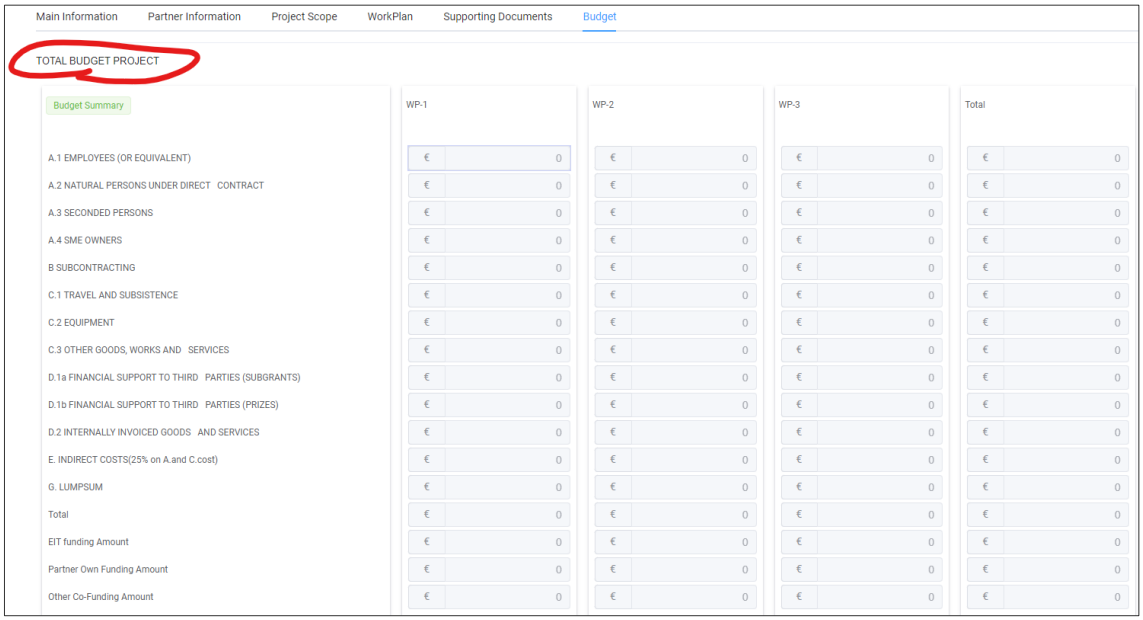
The Budget section is **directly linked to the Work Plan tab**. The Budget table is structured according to Work Packages (WPs) – and WPs appear in the Budget tab as soon as they are created in the Work Plan tab. This means that, deleting a WP under Work Plan will automatically delete that specific WP under the Budget tab as well.

For this reason, we highly recommend you to **fill-in the Budget tab only once the Work Plan has been finalised** and you don't expect to make any additional changes to the WPs' structure.

At the top pf the Budget tab you will find the summary table: this table will be automatically populated as soon as you start to include figures in the budget table of each partner organisation.

Kindly note that a partner cannot have 0 Euro budget under one WP: if that partner is not supposed to have budget under a specific WP, make sure that, in the "Work Plan tab" that partner is not listed as contributor for that specific WP. In this way, that WP will no longer appear in the budget tab of that partner.

By clicking on the title "total budget project" you can hide/unhide this table.

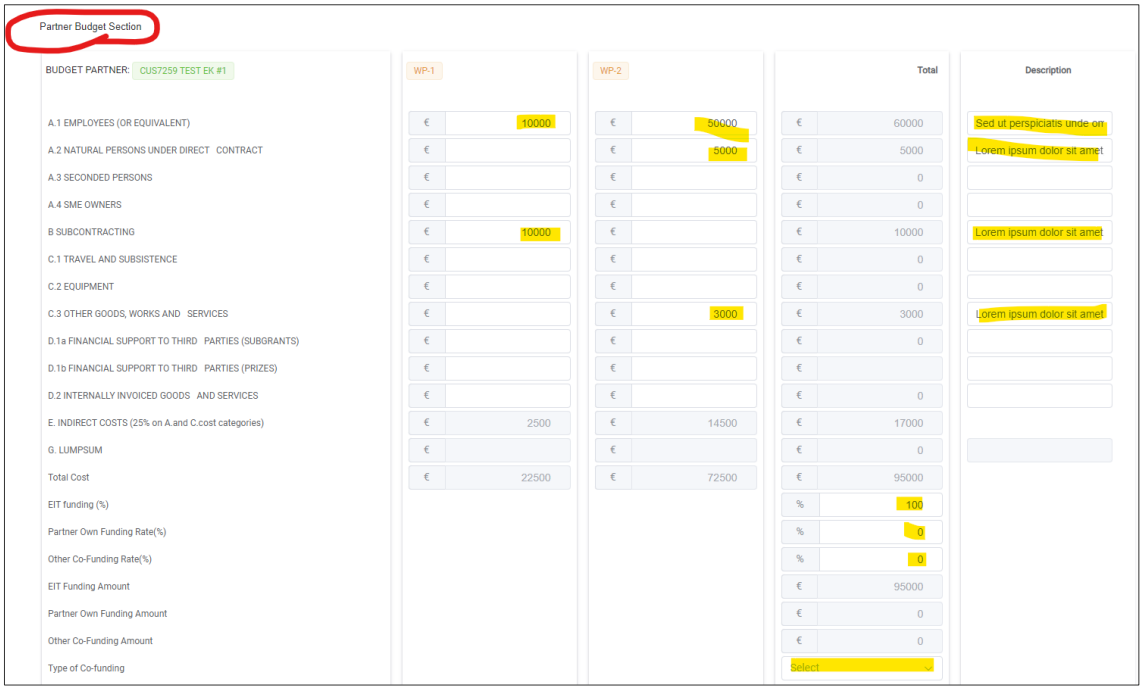


Right under the total budget table, you will find one table per each one of the partners involved into the project. For each of them, only the Work Packages where they have been included as "contributor" will appear.

The budget is divided according to the cost categories foreseen by the Horizon Europe Programme. You will be able to fill in all the cells which appear white.

Each time you introduce a cost under a cost category, you must provide a brief explanation of which costs will be covered. Some examples:

- 3.000 Euro under other goods and services “2.000 Euro for the catering and venue of event X; 1.000 Euro for the fee of a professional trainer for the event/course X”.
- 5.000 Euro under travel “cost for the trip of two persons for each of the two project’s events X and Y”.
- 60.000 Euro under employee “10.000 Euro for 0.5 Full Time Employees for the activities linked to Task X of WP X; 50.000 Euro per 3 Full Time Employees for the activities linked to Task X of WP X”.



You must also indicate the **percentage of EIT funding** (the part of the costs which will be covered by EIT) and the percentages of potential own and co-fundings.

Own funding will be the costs covered by the partner directly; while **co-fundings** will be costs covered by a third party. If any co-funding is foreseen, you must indicate **who is covering** it by selecting the right option/s (private, national, EU non EIT, other) from the drop-down menu (multiple selection is allowed):

You must repeat this process for each partner.

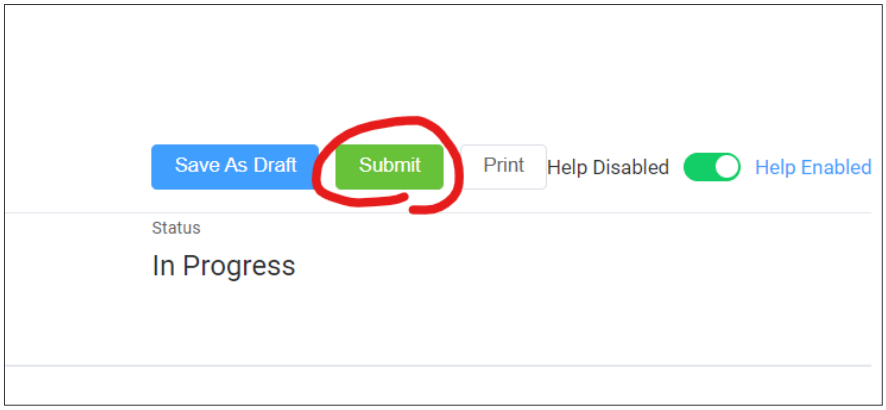
Before moving to the next tab, remember to **click on the "save" button**.

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 submitting the AF, EIT Urban Mobility staff will in fact be able to properly assist you.

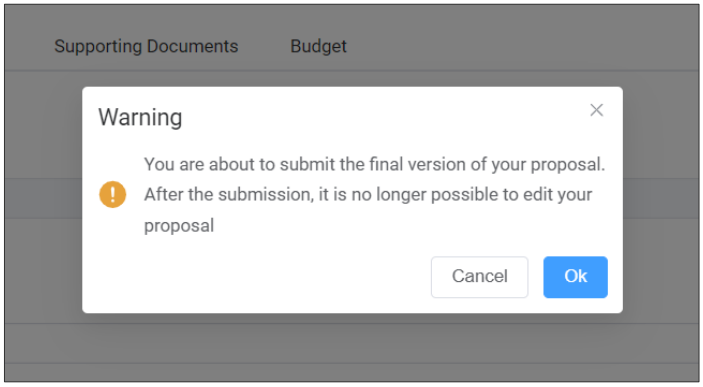
When your Application Form is correctly and fully completed, **save it one last time** and you can then **submit** it by clicking of the "submit" button:



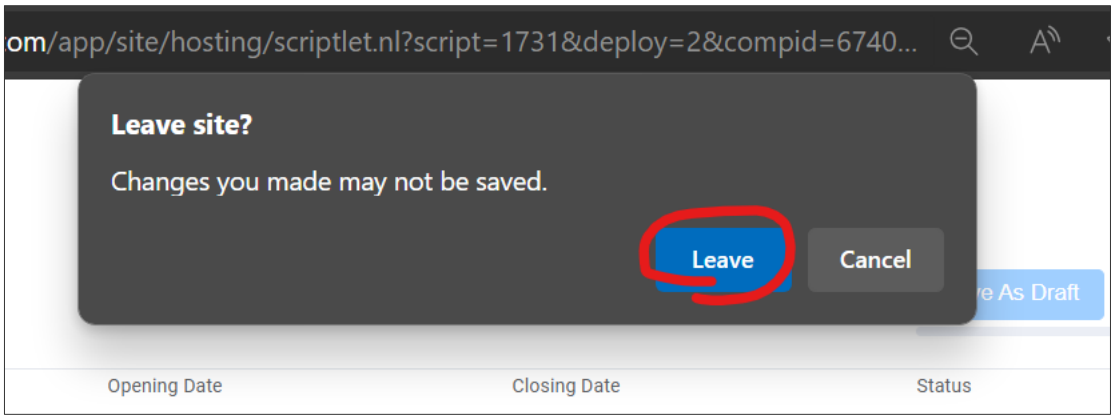
If your Application Form has been not properly completed – ie. some mandatory information has not been included – the system will not allow you to submit the AF and an error message will inform you about what is missing. You can therefore use the submit button as a "validation" check: in this case, just remember not to click "ok" until you are sure all is finalised.

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**.

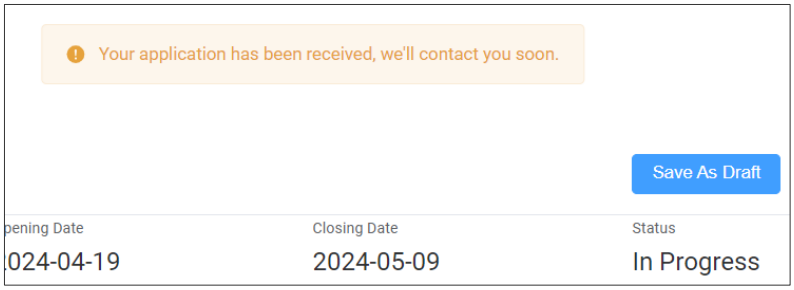
After clicking "submit" a pop-up message will ask you to confirm or cancel your choice: click OK.

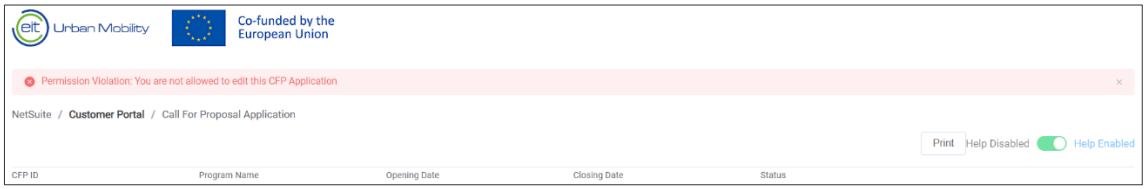


Once you click on OK, the browser will ask you to confirm if you want to leave the page or not: remember to click on “leave”.



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





By going into the section “my applications” you will be able to see the **status of your application** and therefore see if it was properly submitted or not.

9. Tips & Tricks

Please find here below a recap of the **main point 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 issue** by writing an e-mail to pmo@eiturbanmobility.eu.
- **Do not include any external links (URLs)** in the Application Form.
- For tabs like the "Project Scope" one: prepare your descriptions in an **offline document**, and copy 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** should be one of the **last tabs to be filled in**, because the table is directly linked to the Work Plan structure.
- When you prepare the **description of the Work Packages** (WP), remember to describe the actions according to **tasks** (ie. each WP should have Task 1, 2, 3…).
- **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 submitting the AF, EIT Urban Mobility staff will in fact not be able to properly assist you if it's last minute.