



# Guide for Startups on the EIT Urban Mobility Hubs & Partners for Batch #1 Acceleration in 2020, Startup Eligibility & the Selection Process.

EIT Urban Mobility  
April 2020



EIT Urban Mobility is supported by the EIT,  
a body of the European Union



# EIT Urban Mobility Hubs & Partners for Acceleration

## What are Innovation Hubs for Acceleration?

There are **five Innovation Hubs** across Europe that offer the EIT Urban Mobility Business Creation Acceleration programme and each of these Innovation Hubs is comprised of **Partners** who will provide you, the startups, with the acceleration programme:

- **Innovation Hub Central** (UnternehmerTUM, TUM, ENEA, PoliHub, ISBAK)
- **Innovation Hub East** (PowerHub, SpinLab, Ecomotion, ZONE Cluster)
- **Innovation Hub North** (Aalto Startup Center, Aalto University, Helsinki City, KTH Innovation, Stockholm City)
- **Innovation Hub South** (Aj. Barcelona, CARNET, CTAG, UPC, UPF)
- **Innovation Hub West** (TU/e, Brainport, City of Amsterdam, AMS)

## Who are the Partners and which type of acceleration services does each Partner offer in [Batch #1](#)?


If you are selected for the EIT Urban Mobility Acceleration programme you will receive **15.000€ equity-free funding for your startup**, regardless of which Hub and Partner you have been assigned to.

### Other acceleration services offered by the Partners in Batch #1 are:

- 6-month Acceleration Programme
- 1-on-1 Business Coaching/ Mentoring
- Startup Workshops & Education
- 6-months of Co-working Space/ Office Space
- Direct access to “Living Labs” & Cities

The spectrum of acceleration services offered by the individual Partners varies. In the following sections you can see the details of these **services by Hub and by Partner** and the **contact details of each Hub manager**. Please reach out to them in case of questions.

If **no acceleration services** are **listed** for a Partner for **Batch #1**, these may be offered by another Partner of the Hub or in a future batch.

 **Note:** The equity-free funding can be partially used as a travel budget to visit other Partner locations and workshops. Some regions will be offering digital workshops that can be joined via video-call across each Hub.

## Innovation Hub Central



**UNTERNEHMERTUM**

**isbak**

Technical University of Munich **TUM**



**ENEA**

💡 Due to COVID-19 all workshops from UTUM will be available virtually for startups of all Partner locations in the Innovation Hub Central.

<p><b>UnternehmerTUM</b> <i>(Lead Partner for Hub Central)</i></p> <p><b>Location:</b> Munich, Germany</p> <p><b>Contact:</b> <a href="mailto:kitson@unternehmertum.de">kitson@unternehmertum.de</a></p> <p><a href="http://www.unternehmertum.de">www.unternehmertum.de</a></p>	<p><b>Acceleration services offered in Batch #1:</b></p> <ul style="list-style-type: none"> <li>• 6-month Acceleration Programme</li> <li>• 1-on-1 Business Coaching/ Mentoring</li> <li>• Startup Workshops &amp; Education</li> <li>• 6-months of Co-working Space/ Office Space</li> </ul>
<p><b>TUM</b></p> <p><b>Location:</b> Munich, Germany</p> <p><a href="http://www.tum.de">www.tum.de</a></p>	<p><b>Acceleration services offered in Batch #1:</b></p> <ul style="list-style-type: none"> <li>• 1-on-1 Business Coaching/ Mentoring</li> </ul>
<p><b>ISBAK</b></p> <p><b>Location:</b> Istanbul, Turkey</p> <p><a href="http://www.isbak.istanbul">www.isbak.istanbul</a></p>	<p><b>Acceleration services offered in Batch #1:</b></p> <ul style="list-style-type: none"> <li>• 6-months of Co-working Space/ Office Space</li> </ul>
<p><b>ENEA</b></p> <p><b>Location:</b> Rome, Italy</p> <p><a href="http://www.enea.it">www.enea.it</a></p>	<p><b>No acceleration services offered in Batch #1</b></p>
<p><b>PoliHub</b></p> <p><b>Location:</b> Milano, Italy</p> <p><a href="http://www.polihub.it">www.polihub.it</a></p>	<p><b>No acceleration services offered in Batch #1</b></p>

## Innovation Hub East



<p><b>ZONE Cluster</b> <i>(Lead Partner for Hub East)</i></p> <p>Location: Budapest, Hungary</p> <p>Contact: laszlo.drescher@zonecluster.eu</p> <p>www.zonecluster.eu</p>	<p>No acceleration services offered in Batch #1</p>
<p><b>PowerHub</b></p> <p>Location: Prague, Czech Republic</p> <p>www.powerhub.cz</p>	<p><b>Acceleration services offered in Batch #1:</b></p> <ul style="list-style-type: none"> <li>• 6-month Acceleration Programme</li> <li>• 1-on-1 Business Coaching/ Mentoring</li> <li>• Startup Workshops &amp; Education</li> <li>• 6-months of Co-working Space/ Office Space</li> <li>• Direct access to “Living Labs” &amp; Cities</li> </ul>
<p><b>SpinLab</b></p> <p>Location: Leipzig, Germany</p> <p>www.spinlab.co</p>	<p><b>Acceleration services offered in Batch #1:</b></p> <ul style="list-style-type: none"> <li>• 6-month Acceleration Programme</li> <li>• 1-on-1 Business Coaching/ Mentoring</li> <li>• Startup Workshops &amp; Education</li> <li>• 6-months of Co-working Space/ Office Space</li> <li>• Direct access to “Living Labs” &amp; Cities</li> </ul>
<p><b>Ecomotion</b></p> <p>Location: Israel</p> <p>https://www.ecomotion.org.il</p>	<p>No acceleration services offered in Batch #1</p>

## Innovation Hub South



<p><b>UPC</b> <i>(Lead Partner for Hub South)</i></p> <p><b>Location:</b> Barcelona, Spain</p> <p><b>Contact:</b> cristina.aresta@upc.edu</p> <p><a href="http://www.upc.edu">www.upc.edu</a></p>	<p><b>Acceleration services offered in Batch #1:</b></p> <ul style="list-style-type: none"> <li>• 6-month Acceleration Programme</li> <li>• 1-on-1 Business Coaching/ Mentoring</li> <li>• 6-months of Co-working Space/ Office Space</li> </ul>
<p><b>Aj. Barcelona</b></p> <p><b>Location:</b> Barcelona, Spain</p> <p><a href="https://ajuntament.barcelona.cat/ca/">https://ajuntament.barcelona.cat/ca/</a></p>	<ul style="list-style-type: none"> <li>• 6-month Acceleration Programme</li> <li>• Startup Workshops &amp; Education</li> <li>• 6-months of Co-working Space/ Office Space</li> <li>• Direct access to “Living Labs” &amp; Cities</li> </ul>
<p><b>CARNET</b></p> <p><b>Location:</b> Barcelona, Spain</p> <p><a href="http://www.carnetbarcelona.com">www.carnetbarcelona.com</a></p>	<p><b>Acceleration services offered in Batch #1:</b></p> <ul style="list-style-type: none"> <li>• 1-on-1 Business Coaching/ Mentoring</li> </ul>
<p><b>CTAG</b></p> <p><b>Location:</b> Vigo, Spain</p> <p><a href="https://ctag.com">https://ctag.com</a></p>	<p><b>Acceleration services offered in Batch #1:</b></p> <ul style="list-style-type: none"> <li>• 1-on-1 Business Coaching/ Mentoring</li> </ul>
<p><b>UPF</b></p> <p><b>Location:</b> Barcelona, Spain</p> <p><a href="http://www.upf.edu">www.upf.edu</a></p>	<p><b>No acceleration services offered in Batch #1</b></p>

## Innovation Hub North



**⚠ Note:** Innovation Hub North will be starting acceleration in **Batch #2**

<p><b>Aalto Startup Center</b> <i>(Lead Partner for Hub North)</i></p> <p>Location: Espoo, Finland</p> <p>Contact: petri.allekotte@aalto.fi</p> <p><a href="https://startupcenter.aalto.fi/">https://startupcenter.aalto.fi/</a></p>	<p>No acceleration services offered in Batch #1</p>
<p><b>Aalto University</b></p> <p>Location: Espoo, Finland</p> <p><a href="http://www.aalto.fi">www.aalto.fi</a></p>	<p>No acceleration services offered in Batch #1</p>
<p><b>Helsinki City</b></p> <p>Location: Helsinki, Finland</p> <p><a href="http://www.hel.fi/helsinki/en">www.hel.fi/helsinki/en</a></p>	<p>No acceleration services offered in Batch #1</p>
<p><b>KTH Innovation</b></p> <p>Location: Stockholm, Sweden</p> <p><a href="http://www.kth.se/en/innovation">www.kth.se/en/innovation</a></p>	<p>No acceleration services offered in Batch #1</p>
<p><b>Stockholm City</b></p> <p>Location: Stockholm, Sweden</p> <p><a href="https://international.stockholm.se">https://international.stockholm.se</a></p>	<p>No acceleration services offered in Batch #1</p>

## Innovation Hub West



**TU/e** EINDHOVEN UNIVERSITY OF TECHNOLOGY

× City of  
× Amsterdam

**AMS**  
AMSTERDAM INSTITUTE FOR  
ADVANCED METROPOLITAN SOLUTIONS

**BRAINPORT**  
EINDHOVEN

**⚠ Note:** Innovation Hub West will be starting acceleration in **Batch #2**

<p><b>TU/e</b> (Lead Partner for Hub West)</p> <p><b>Location:</b> Eindhoven, Netherlands</p> <p><b>Contact:</b> s.blok@tue.nl</p> <p>www.tue.nl</p>	<p>No acceleration services offered in Batch #1</p>
<p><b>Brainport</b></p> <p><b>Location:</b> Eindhoven, Netherlands</p> <p><a href="https://brainporteindhoven.com/int/">https://brainporteindhoven.com/int/</a></p>	<p>No acceleration services offered in Batch #1</p>
<p><b>City of Amsterdam</b></p> <p><b>Location:</b> Amsterdam, Netherlands</p> <p>www.amsterdam.nl</p>	<p>No acceleration services offered in Batch #1</p>
<p><b>AMS</b></p> <p><b>Location:</b> Amsterdam, Netherlands</p> <p>www.ams-institute.org</p>	<p>No acceleration services offered in Batch #1</p>

## How do I apply to the EIT Urban Mobility Acceleration Programme Batch #1?

The call for applications for **Batch #1** of the EIT Urban Mobility Business Creation Acceleration programme will start on May 1, 2020 and the application deadline is on May 31, 2020. Final startup selection will be completed in mid June 2020.

The regions **Central**, **East** and **South** start their acceleration program with **Batch #1** in **July 2020**, whereas the regions **North** and **West** will begin with **Batch #2** in **January 2021**.

To **apply to Batch #1**, you will initially need to submit your application on the central application page linked on the Acceleration website: [www.eiturbanmobility.eu/accelerator-program/](http://www.eiturbanmobility.eu/accelerator-program/)

If your application is successful, you will be invited to **pitch before an independent jury** after which you will be notified about your selection for the acceleration program.

## What Partner will my startup join for the acceleration programme in Batch #1?

Startups can only apply in one Hub/region per programme cycle. By default, the **startups will be geographically allocated to the Hub** that matches its headquarter (*well-founded exceptions are possible*). You can find the list of countries for your Hub in the chart on the next page.

If your **startup is located in the city of one of the partners**, you are automatically allocated to a partner in your city.

If your startup is **located in the regions North and West**, you may choose the region you would like to be allocated to for Batch #1.





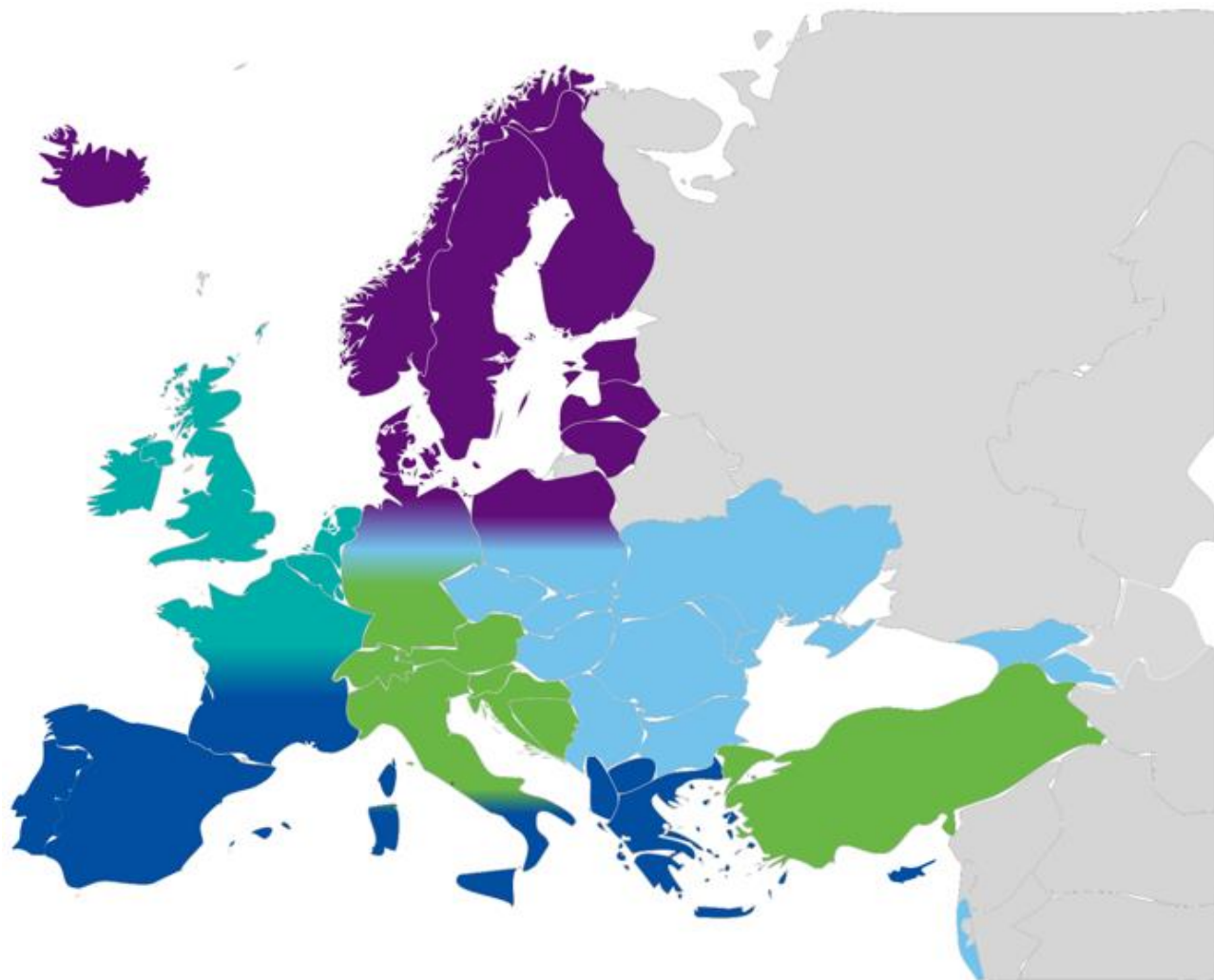
## Innovation Hub Allocation by Country

Below you will find a list of eligible European countries and the Innovation Hub you will be assigned to, based on the location of your startup’s headquarters.

If your country has several Partners, you may choose the Partner based on the Partner’s services that will benefit you most.

	Central	North	East	South	West
Albania				Dark Blue	
Andorra				Dark Blue	
Armenia			Light Blue		
Austria	Green				
Belgium					Teal
Bosnia and Herzegovina	Green				
Bulgaria			Light Blue		
Croatia	Green				
Cyprus				Dark Blue	
Czech Republic			Light Blue		
Denmark		Purple			
Estonia		Purple			
Faroe Islands		Purple			
Finland		Purple			
France				Dark Blue	Teal
Georgia			Light Blue		
Germany	Green	Purple	Light Blue		
Greece				Dark Blue	
Hungary			Light Blue		
Iceland		Purple			
Ireland					Teal
Israel			Light Blue		
Italy	Green			Dark Blue	
Kosovo				Dark Blue	
Latvia		Purple			
Liechtenstein	Green				
Lithuania		Purple			
Luxembourg					Teal
Malta				Dark Blue	
Moldova			Light Blue		
Montenegro	Green				
Netherlands					Teal
North Macedonia				Dark Blue	
Norway		Purple			
Poland		Purple	Light Blue		
Portugal				Dark Blue	
Romania			Light Blue		
Serbia			Light Blue		
Slovakia			Light Blue		
Slovenia	Green				
Spain				Dark Blue	
Sweden		Purple			
Switzerland	Green				
Turkey	Green				
Ukraine			Light Blue		
United Kingdom					Teal

## Map of Innovation Hubs for EIT Urban Mobility Acceleration



# EIT Urban Mobility Business Creation Acceleration selection criteria for startups and the selection process

Am I eligible for the EIT Urban Mobility Acceleration programme and what is the criteria for startup selection?

Accelerator Focus	<p>The EIT Urban Mobility Acceleration programme is designed to offer <b>Early stage startups</b> from EU plus EIT participating countries:</p> <ul style="list-style-type: none"> <li>• Proof of concepts with cities</li> <li>• Individualized training &amp; mentoring, covering:             <ul style="list-style-type: none"> <li>○ Prototyping support</li> <li>○ Market entry</li> <li>○ Scaling of the business</li> <li>○ Introductions to the network</li> </ul> </li> <li>• €15k Grants for each participating startup through Finance2Move</li> </ul>
Minimum eligibility criteria	<p>To participate in the EIT Urban Mobility Acceleration programme you need to fulfil the following eligibility criteria:</p> <ul style="list-style-type: none"> <li>• A team (NOT a single founder)</li> <li>• At least one founder pursuing the startup fulltime</li> <li>• A clear, scalable business idea</li> <li>• Properly validated (TRL 4 – 7*)</li> <li>• Already incorporated in EU or EIT participating countries</li> <li>• Minimum €1bn addressable market</li> <li>• FIT with EIT UM City Club Challenges**:</li> <li style="margin-left: 20px;">○ 1. Shift to active modes of transport (walking &amp; cycling)</li> <li style="margin-left: 20px;">○ 2. Avoid negative health, safety and environment impacts of urban mobility</li> <li style="margin-left: 20px;">○ 3. Improve urban logistics with a focus on last mile distribution</li> <li style="margin-left: 20px;">○ 4. Improve public transport service provision</li> <li style="margin-left: 20px;">○ 5. Improve the quality of public space</li> <li style="margin-left: 20px;">○ 6. Improve traffic flow management (incl. ITS)</li> <li style="margin-left: 20px;">○ 7. Avoid transition barriers</li> </ul> <p>Teams will be asked to elaborate on their fit and potential to do proof of concepts/ pilot projects related to the City Club Challenges as part of the online application</p> <ul style="list-style-type: none"> <li>• FIT with EIT UM Accelerator programme Teams will be asked to elaborate how they will engage and contribute to the Accelerator programme</li> </ul>

	<p>*According to TRL definition in Horizon 2020, <a href="https://ec.europa.eu/research/participants/data/ref/h2020/wp/2014_2015/annexes/h2020-wp1415-annex-g-trl_en.pdf">https://ec.europa.eu/research/participants/data/ref/h2020/wp/2014_2015/annexes/h2020-wp1415-annex-g-trl_en.pdf</a></p> <p>** Source and additional information: <a href="https://www.eiturbanmobility.eu/wp-content/uploads/2020/02/Annex_2_City_Club_Challenges_for_BP2021.pdf">https://www.eiturbanmobility.eu/wp-content/uploads/2020/02/Annex_2_City_Club_Challenges_for_BP2021.pdf</a></p>
Maximum eligibility criteria	<ul style="list-style-type: none"> <li>• Startups should have received less than 1m EUR revenue and/or investment</li> <li>• Note: EIT UM will provide direct access to more mature startups to the EIT Urban Mobility Scale-up Hub (see website).</li> </ul>
Regional matching	<ul style="list-style-type: none"> <li>• Each startup can only apply in one region per program cycle. Default is that the startup applies in the IH matching its Headquarter</li> <li>• In exceptional cases, a startup can express its interest to be supported in another region (due to a specific strategic reason or fit with that program specific offering)</li> <li>• Only in the first batch in 2020, startups from the still inactive regions North and West can choose between the active regions South, Central, East to apply.</li> </ul>

## What are the Stages in the Selection Process for the Accelerator Programme?

Step 1 (Online review)	<ul style="list-style-type: none"> <li>• Written applications are reviewed by minimum three evaluators each (preferably 4-5) based on standardized set of criteria</li> <li>• Result: 10 -12 startups per region and batch are invited for live pitches (step 2)</li> </ul>
Step 2 (Online and offline events)	<ul style="list-style-type: none"> <li>• 10 – 12 live pitches are reviewed by a jury (odd number of participants) consisting of:             <ul style="list-style-type: none"> <li>○ 1-2 EIT UM representatives (from BC or IH team)</li> <li>○ A city representative from a IH member city</li> <li>○ 1-2 Representatives from the implementing consortium</li> <li>○ Judging based on standardized set of criteria (see above)</li> </ul> </li> </ul>