



# Guide for Applicants on the EIT Urban Mobility Business Creation ScaleTHENGlobal 2021, Startup Eligibility & the Selection Process.

EIT Urban Mobility  
April 2021



Funded by the  
European Union

eit

# EIT Urban Mobility Hubs & Partners for Acceleration

## How do I submit an application?

Go to <https://eiturbanmobility.awardsplatform.com/>



You will need to register and validate your account if this is your first time accessing the platform. If you have already created an account, you will need to log in.

Once logged in it is as easy as starting a new application and selecting the program. During your application you will have to fill in all compulsory fields.

You can save and edit your application until the deadline. Make sure to submit your application before the call is closed.

For any technical questions or processes regarding the EIT Urban Mobility application platform please use the chat function or contact [business.creation@eiturbanmobility.eu](mailto:business.creation@eiturbanmobility.eu)

## What are the different steps of the application and evaluation phases for the ScaleTHENGlobal Programme?

APPLICATION PHASE	<b>06/04 - ScaleTHENGlobal Call opening</b> <a href="https://eiturbanmobility.awardsplatform.com">https://eiturbanmobility.awardsplatform.com</a>	
	Application process 06/04 – 09/05	<p>Applications to be submitted at EIT Urban Mobility application platform: <a href="https://eiturbanmobility.awardsplatform.com">https://eiturbanmobility.awardsplatform.com</a></p> <p>Applicants will need to register and validate their accounts if this is the first time accessing the platform. If account is already created, applicants can access to the platform by signing in.</p> <p>Applicants can edit and save applications until the deadline.</p>
<b>09/05 - ScaleTHENGlobal Call deadline</b>		
EVALUATION PHASE	Step 1 Online review of applications 10/05 - 23/05	<p>Written applications are reviewed by at least three evaluators each based on standardized set of criteria. The ScaleTHENGlobal consortium is responsible to provide the evaluators.</p> <p>Result: 27 startups are invited for live pitches. The 27 startups invited to live pitch will be distributed as follow:</p> <ul style="list-style-type: none"> <li>• 2 startups from the best applicants from EIT UM equity startups</li> <li>• 5 startups from the best startups applicants from Accelerator Programmes</li> <li>• 20 startups from the external applicants</li> </ul> <p>This distribution may be adapted if any category is not fulfilled or the applicants does not qualify the minimum eligible criteria.</p>
	<b>24/05 - Invitation to live pitch jury or rejection letter</b>	
	Step 2 Jury live pitch 26/05 – 29/05	<p>7 – 10 live pitches are reviewed by each IH jury (odd number of participants) consisting of:</p> <ul style="list-style-type: none"> <li>• 1-2 EIT Urban Mobility representatives (from BC or IH team)</li> <li>• 1-2 city representatives from a IH member city</li> <li>• 1-2 Representatives from the implementing consortium</li> </ul> <p>Judging based on standardized set of criteria. Please be aware that the final distribution may vary.</p>
<b>30/05 – Notification to selected applicants or rejection letter</b>		

## ScaleTHENGlobal focus and eligibility criteria:

<p>Scalable Focus</p>	<p>ScaleTHENGlobal supports startups in scaling-up their business in Europe, driving growth and going international is designed to offer <b>mature startups</b> from EU plus EIT participating countries:</p> <ul style="list-style-type: none"> <li>• Selection of 20 mature urban mobility startups that will constitute the pool of ScaleTHENGlobal participants.</li> <li>• €20k worth of support services provided by programme partners.</li> <li>• An internal selection process will offer to the best 3 European startups up to €50,000 for performing a pilot with a partner city.</li> <li>• Participants will have access to EIT Urban Mobility networks and cities' innovation projects.</li> <li>• For global outreach, the program organizes trips for ScaleTHENGlobal members looking to expand their activities beyond Europe.</li> <li>• Access to external events such as Smart City Expo World Congress (SCEWC2021) and ITS World Congress 2021 in Hamburg.</li> <li>• 5 non-European startups will have a dedicated internalization package as part of the event.</li> <li>• Visibility through the EIT Urban Mobility startup Map</li> </ul>
<p>Eligibility criteria</p>	<p>To participate in the EIT Urban Mobility Accelerator programme you need to fulfil the following eligibility criteria:</p> <ul style="list-style-type: none"> <li>• Startups should have received less than 1m EUR revenue (accumulated over startup lifetime)</li> <li>• No more than 50% of your shares are held outside of the eligible countries (no detailed cap table needed)</li> <li>• A team with at least 2 FTE (NOT a single founder): minimum 1 team member pursuing the startup fulltime (not necessarily connected to monetary compensation)</li> <li>• Founders and employees (e.g. ESOP) should still own more than 50% of shares</li> <li>• Startup total funding received should be less than 10 m EUR</li> <li>• A clear, scalable business idea</li> <li>• Duly justified, Minimum TRL 3, preferably TRL 7 – 9*</li> <li>• Startup must be incorporated in EU or EIT Urban Mobility participating countries. The registration certificate will be required to participate in the program. Minimum</li> <li>• €1bn addressable market</li> <li>• FIT with EIT UM City Club Challenges**:  <ol style="list-style-type: none"> <li>1. Shift to active modes of transport (walking &amp; cycling)</li> <li>2. Avoid negative health, safety and environment impacts of urban mobility</li> <li>3. Improve urban logistics with a focus on last mile distribution</li> <li>4. Improve public transport service provision</li> <li>5. Improve the quality of public space</li> <li>6. Improve traffic flow management (incl. ITS)</li> <li>7. Avoid transition barriers</li> </ol> </li> </ul>

- Has not previously benefiting from the EIT Urban Mobility Scale-up Hub programme.
- 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
- FIT with EIT UM ScaleTHENGglobal  
Teams will be asked to elaborate how they will engage and contribute to the ScaleTHENGglobal programme

*\*According to TRL definition in Horizon 2020,  
[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)*

*\*\* Source and additional information:  
[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)*

For any questions or more information regarding the application phase, please send an email to [scalethenglobal@eiturbanmobility.eu](mailto:scalethenglobal@eiturbanmobility.eu)



## Guidelines and criteria for evaluations

EIT Urban Mobility Accelerator focuses on early stage projects and their product – market fit. Therefore, the following criteria have been set up to provide a more efficient and thorough evaluation and selection criteria:

<p><b>General Information</b></p>	<ul style="list-style-type: none"> <li>• Startup description</li> <li>• Foundation date</li> <li>• Location &amp; Address</li> <li>• Stage of startup</li> <li>• In case of traction, customers profile</li> <li>• Website</li> <li>• Pitch Deck</li> <li>• Program strategic fit</li> <li>• Program expectations</li> </ul>
<p><b>Qualitative Criteria</b></p>	<ul style="list-style-type: none"> <li>• Startup description</li> <li>• Startups expectation</li> <li>• Startup product, business model and scalability</li> <li>• How startup addresses the challenges formulated by EIT Urban Mobility</li> <li>• Idea for a pilot that contributes to liveable cities</li> <li>• Pitch deck evaluation with focus on pilot’s plan</li> </ul>



## Who are the Partners and in ScaleTHENGlobal?

<p><b>CARNET</b> <i>(Lead Partner)</i></p> <p><b>Location:</b> Barcelona, Spain</p> <p><a href="http://www.carnetbarcelona.com">www.carnetbarcelona.com</a></p>	
<p><b>City of Hamburg</b></p> <p><b>Location:</b> Hamburg, Germany</p> <p><a href="https://www.hamburg.com/">https://www.hamburg.com/</a></p>	
<p><b>Digital Hub Logistics Hamburg</b></p> <p><b>Location:</b> Hamburg, Germany</p> <p><a href="http://www.digitalhublogistics.hamburg">www.digitalhublogistics.hamburg</a></p>	
<p><b>Fraunhofer Society for the Advancement of Applied Research</b></p> <p><b>Location:</b> Stuttgart, Germany</p> <p><a href="https://www.fraunhofer.de/">https://www.fraunhofer.de/</a></p>	
<p><b>PowerHUB</b></p> <p><b>Location:</b> Prague, Czech Republic</p> <p><a href="http://www.powerhub.cz">www.powerhub.cz</a></p>	
<p><b>Technische Universität Braunschweig, Niedersächsisches Forschungszentrum Fahrzeugtechnik (NFF)</b></p> <p><b>Location:</b> Braunschweig, Germany</p> <p><a href="http://www.tu-braunschweig.de/nff">www.tu-braunschweig.de/nff</a></p>	
<p><b>UnternehmerTUM</b></p> <p><b>Location:</b> Munich, Germany</p> <p><a href="http://www.unternehmertum.de">www.unternehmertum.de</a></p>	