



Guide for Applicants on the EIT Urban Mobility Business Creation Accelerator Batch#3 2021, Startup Eligibility & the Selection Process.

EIT Urban Mobility
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eit

EIT Urban Mobility Hubs & Partners for Acceleration

How do I submit an application?

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



The screenshot shows the EIT Urban Mobility awards platform interface. At the top, there is a header with the EIT Urban Mobility logo and the text 'Funded by the European Union' next to the European Union flag. Below the header, there is a large background image of a modern urban scene with people and a small car. Overlaid on this image are two main forms: a 'Register' form on the left and a 'Log in' form on the right. The 'Register' form includes fields for 'First name', 'Last name', 'Email', 'Password', and 'Confirm password'. It also has checkboxes for 'I have read and agree to the privacy policy and terms of service' and 'I agree to receive notification and communication emails or SMSs from EIT Urban Mobility'. A 'Register' button is at the bottom of this form. The 'Log in' form includes fields for 'Email or mobile ID' and 'Password', a 'Remember me' checkbox, a 'Log in' button, and a 'Forgot password' link. Below the 'Log in' form, there are links for 'or log in with Facebook' and 'Twitter'. On the left side of the registration form, there is a 'Start here' section with a list of steps: 'Register an account', 'Start your entry (save it in progress)', and 'Submit your entry to be judged'. It also includes the text 'Best of luck!' and 'For any questions, please contact email'.

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

What are the different steps of the application and evaluation phases for the Accelerator Programme Batch#3?

APPLICATION PHASE	06/04 - Accelerator Batch#3 Call opening https://eiturbanmobility.awardsplatform.com	
	Application process 06/04 – 09/05	<p>Applications to be submitted at EIT Urban Mobility application platform: https://eiturbanmobility.awardsplatform.com</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>
EVALUATION PHASE	09/05 - Accelerator Batch#3 Call deadline	
	Step 1 Online review of applications 10/05 - 30/05	<p>Written applications are reviewed by four evaluators each based on standardized set of criteria.</p> <p>Each Accelerator program is responsible to provide their pool of evaluators.</p> <p>Ensure no conflict of interest occurs, evaluators are locally proposed and vetted by respective His.</p> <p>Result: 10 - 12 startups per region and batch are invited for live pitches.</p>
	31/05 - Invitation to live pitch jury or rejection letter	
	Step 2 Jury live pitch 02/06 – 08/06	<p>10 – 12 live pitches per region are reviewed by each IH jury (odd number of participants) consisting of:</p> <ul style="list-style-type: none"> • 2 EIT UM representatives (from BC or IH team) • A city representative from a IH member city • 1-2 Representatives from the implementing consortium <p>Judging based on standardized set of criteria</p>
	11/06 – Notification to selected applicants or rejection letter	

Accelerator focus and eligibility criteria:

Accelerator Focus	<p>The EIT Urban Mobility Acceleration programme is designed to offer early stage startups from EU plus EIT participating countries:</p> <ul style="list-style-type: none"> • €5k in equity-free funding • €30k worth of support services • 6 months of a uniquely designed Accelerator programme: <ul style="list-style-type: none"> ◦ Individualized business coaching and training ◦ Mentoring by industry experts and experienced founders ◦ Validation of your market and technology with access to a network of living labs (in collaboration with City Club) ◦ Finding your product-market fit ◦ Scaling your business, driving growth and internationalisation ◦ Investor pitch coaching and potential contacts with investors and VC funds • Promotion of your startup at the Business Creation portfolio webpage, and through EIT Urban Mobility communication channels • Access to EIT Urban Mobility investment initiatives and funding instruments • 6-months of office space (in selected locations)
Eligibility criteria	<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"> • Startups should have received less than 1m EUR revenue (accumulated over startup lifetime) • No more than 5% of your shares are held outside of the eligible countries (no detailed cap table needed) • 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) • Founders and employees (e.g. ESOP) should still own more than 70% of shares • A clear, scalable business idea • Duly justified (TRL 4 – 7*) • Startup must be incorporated in EU or EIT Urban Mobility participating countries. The registration certificate will be required to participate in the program. Minimum • €1bn addressable market • FIT with EIT UM City Club Challenges**: ◦ 1. Shift to active modes of transport (walking & cycling) ◦ 2. Avoid negative health, safety and environment impacts of urban mobility ◦ 3. Improve urban logistics with a focus on last mile distribution

	<ul style="list-style-type: none"> ○ 4. Improve public transport service provision ○ 5. Improve the quality of public space ○ 6. Improve traffic flow management (incl. ITS) ○ 7. Avoid transition barriers • 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 Accelerator programme Teams will be asked to elaborate how they will engage and contribute to the Accelerator programme <p><i>*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</i></p> <p><i>** Source and additional information: https://www.eiturbanmobility.eu/wp-content/uploads/2020/02/Annex_2_City_Club_Challenges_for_BP2021.pdf</i></p>
Regional matching	<ul style="list-style-type: none"> • Each startup can only apply in one region per program cycle. Default is that the startup applies in the IH matching its Headquarter • 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).



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:

General Information	<ul style="list-style-type: none"> • Startup description • Foundation date • Location & Address • Stage of startup • In case of traction, customers profile • Website • Pitch Deck • Program strategic fit • Program expectations
Quantitative Criteria	<ul style="list-style-type: none"> • Stage: <i>product-market fit</i> <ul style="list-style-type: none"> - Already have a first prototype &/or prototype being tested - In a product development phase &/ or improving • Market opportunity: (<i>large/small/growing</i>) <ul style="list-style-type: none"> - Compelling customer problem - Unique selling proposition (valuable solution?) - Total Addressable Market & Potential Market size - Go-to-market strategy (early adopter customers) • Technology innovation: <ul style="list-style-type: none"> - Product description - Technology description - Patents (in case needed) • Economic viability: <ul style="list-style-type: none"> - Business plan & pricing - Past & Prospective milestones (along with expectations) - Landscape (market understanding) - Clear strategy / development plan - Clear competitive advantage • Traction: <ul style="list-style-type: none"> - Already selling? - How much revenues? - Any LOI? - Details on Customers / Partnerships / POC • Funding: <ul style="list-style-type: none"> - How much funding till date? - Currently fundraising? - Capitalisation table - Details on investors • Team details: <ul style="list-style-type: none"> - Number of employees

	- At least TWO employee as full-time
Qualitative Criteria	<ul style="list-style-type: none"> Team qualities: (<i>network/experience/skills</i>) <ul style="list-style-type: none"> - Talent: does the team have the necessary technical and business skills to be successful? - Diversity: does the team cover all the necessary roles within the company (CMO, CFO, CTO...)? - Passion: does the team have the motivation, passion and perseverance to pass through highs and lows? - Adaptability: is the team ready to pivot? (if necessary) - Leadership: does the CEO have the right skills to lead the team and company? - Vision: do they see how the product will change lives? Impact on Business or Society: <ul style="list-style-type: none"> - Solves a crucial issue for the future of Humanity? - Addresses an important problem on a large geographical scale? - Would positively change a large number of lives? Current/previous acceleration program: <ul style="list-style-type: none"> - Participating in current acceleration program? Details. - Participated in previous acceleration program? Details.



What are the Innovation Hubs for each Accelerator?

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, ZONE Cluster)
- **Innovation Hub North** (Aalto Startup Center, Aalto University, Helsinki City, KTH Innovation, Stockholm City)
- **Innovation Hub South** (Barcelona City, 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 #3?

If a startup is selected for the EIT Urban Mobility Acceleration programme it will receive **€5,000 equity-free funding for your startup**, regardless of which Hub.


Other acceleration services offered by the Partners in Batch #3 are:

- 6-month Acceleration Programme
- 1-on-1 Business Coaching/ Mentoring
- Startup Workshops & Education
- 6-months of Co-working Space/ Office Space (only in selected locations)
- 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 **list of partners and contact details of each Hub manager**. Please reach out to them in case of questions.

If you have general questions related to the Accelerator Programmes and the application process?
Please contact:

accelerator@eiturbanmobility.eu

 **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.

Accelerator Innovation Hub Central



Programme designed for startups based in Austria, Bosnia and Herzegovina, Croatia, Germany (South/West), Italy, Liechtenstein, Montenegro, Slovenia, Switzerland and Turkey. Munich is our headquarters of Innovation Hub Central.

Join our central accelerator programme to boost your startup with the support of our partners: UnternehmerTUM, TUM, ENEA, PoliHub and ISBAK.

UnternehmerTUM *(Lead Partner for Hub Central)*

Location: Munich, Germany

Contact: kitson@unternehmertum.de

www.unternehmertum.de



TUM

Location: Munich, Germany

www.tum.de



ISBAK

Location: Istanbul, Turkey

www.isbak.istanbul



ENEA

Location: Rome, Italy

www.enea.it



PoliHub

Location: Milano, Italy

www.polihub.it



Accelerator Innovation Hub East



Programme designed for startups based in Armenia, Bulgaria, Georgia, Germany (East), Hungary, Israel, Moldova, Poland, Romania, Serbia, Slovakia and Ukraine. Prague is our headquarters of Innovation Hub East.

Join our eastern accelerator programme to boost your startup with the support of our partners: PowerHub, SpinLab, Ecomotion and ZONE Cluster.

ZONE Cluster *(Lead Partner for Hub East)*

Location: Budapest, Hungary

Contact: brigitta.balassi-molnar@zonecluster.eu

www.zonecluster.eu



PowerHub

Location: Prague, Czech Republic

www.powerhub.cz



SpinLab

Location: Leipzig, Germany

www.spinlab.co



Accelerator Innovation Hub South



Programme designed for startups based in Albania, Armenia, Cyprus, France (South), Italy, Kosovo, Malta, North Macedonia, Portugal and Spain. Barcelona is our headquarters of Innovation Hub South.

Join our southern accelerator programme to boost your _____

startup with the support of our partners:

UPC – Technical _____

University of Catalonia, Barcelona City Council, CARNET, CTAG and UPF.

UPC *(Lead Partner for Hub South)*

Location: Barcelona, Spain

Contact: eden.djanashvili@upc.edu

www.upc.edu



**UNIVERSITAT POLITÈCNICA
DE CATALUNYA
BARCELONATECH**

Aj. Barcelona

Location: Barcelona, Spain

<https://ajuntament.barcelona.cat/ca/>



CARNET

Location: Barcelona, Spain

www.carnetbarcelona.com



CTAG

Location: Vigo, Spain

<https://ctag.com>



UPF

Location: Barcelona, Spain

www.upf.edu



Accelerator Innovation Hub North



Programme designed for startups based in Denmark, Estonia, Faroe Islands, Finland, Germany (North), Iceland, Latvia, Lithuania, Norway, Poland (North) and Sweden. Copenhagen is our headquarters of Innovation Hub North.

Join our northern accelerator programme to boost your startup with the support of our partners: Aalto Startup Center, Aalto University, Helsinki City, KTH Innovation and Stockholm City.

Aalto Startup Center *(Lead Partner for Hub North)*

Location: Espoo, Finland

Contact: bengt.forsstrom@aalto.fi

<https://startupcenter.aalto.fi/>



Aalto University

Location: Espoo, Finland

www.aalto.fi



Helsinki City

Location: Helsinki, Finland

www.hel.fi/helsinki/en



KTH Innovation

Location: Stockholm, Sweden

www.kth.se/en/innovation



Stockholm City

Location: Stockholm, Sweden

<https://international.stockholm.se>



Accelerator Innovation Hub West



Programme designed for startups based in Belgium, France (North), Ireland, Luxembourg, Netherlands, United Kingdom. Helmond is our headquarters of Innovation Hub West.

Join our western accelerator programme to boost your startup with the support of our partners: TU/e, Brainport, City of Amsterdam and AMS.

TU/e *(Lead Partner for Hub West)*

Location: Eindhoven, Netherlands

Contact: r.m.al@tue.nl

www.tue.nl



Brainport

Location: Eindhoven, Netherlands

<https://brainporteindhoven.com/int/>



City of Amsterdam

Location: Amsterdam, Netherlands

www.amsterdam.nl



AMS

Location: Amsterdam, Netherlands

www.ams-institute.org



Innovation Hub Allocation by Country

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).

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

Map of Innovation Hubs for EIT Urban Mobility Acceleration

