



Guide for Applicants on the EIT Urban  
Mobility Business Creation  
ScaleTHENGlobal Welcome2Europe 2021,  
Startup Eligibility & the Selection Process.

EIT Urban Mobility  
July 2021



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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 Welcome2Europe Programme?

APPLICATION PHASE	<b>20/07 – ScaleTHENGlobal Welcome2Europe Call opening</b> <a href="https://eiturbanmobility.awardsplatform.com">https://eiturbanmobility.awardsplatform.com</a>	
	Application process  20/07 – 20/08	<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>20/08 - ScaleTHENGlobal Welcome2Europe Call deadline</b>		
EVALUATION PHASE	Step 1  Online review of applications  20/05 - 30/08	<p>Written applications are reviewed by at least three evaluators each based on standardized set of criteria. Evaluators will be composed of ScaleTHENGlobal consortium members and EIT Urban Mobility members.</p> <p>Result: Selected 5 start-ups for participating in ScaleTHENGlobal Welcome2Europe programme.</p> <p>*Please note that if the differences are too narrow between best candidates and does not allow to directly select the best 5 candidates, 10 top candidates may be requested to attend to a live jury pitch on the 2 of September in order to select the 5 final participants being notified on the 31 August.</p>
	<b>31/08 - Notification to selected applicants or rejection letter / request for live jury pitch</b>	
<b>03/09 – Notification to selected applicants or rejection letter*</b>		

## ScaleTHENGlobal focus and eligibility criteria:

<p>Scalable Focus</p>	<p>ScaleTHENGlobal Welcome2Europe supports non-european startups in scaling-up their business in Europe, driving growth and going international is designed to offer <b>mature startups</b> from not 27 European countries:</p> <ul style="list-style-type: none"> <li>• Selection of 5 mature urban mobility startups that will be added to the 15 european startups that will constitute the pool of ScaleTHENGlobal participants.</li> <li>• Participants will have access to EIT Urban Mobility networks and cities' innovation projects.</li> <li>• Access to external events such as Smart City Expo World Congress (SCEWC2021).</li> <li>• A dedicated internalization package as part of the event, including introductions to local ecosystem.</li> <li>• Visibility through the EIT Urban Mobility startup Map</li> </ul>
<p>Eligibility criteria</p>	<p>To participate in the EIT Urban Mobility ScaleTHENGlobal Welcome2Europe programme you need to fulfil the following minimum 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 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 5, preferably TRL 7 – 9*</li> <li>• Startup must be not incorporated in one of the 27 European countries. The registration certificate will be required to participate in the program. Minimum</li> <li>• €1bn addressable market</li> <li>• Can operate in the EU 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> <li>• Has not previously benefiting from the EIT Urban Mobility GoGlobal</li> </ul>

- 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 ScaleTHENGlobal  
Teams will be asked to elaborate how they will engage and contribute to the ScaleTHENGlobal 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 mature stage projects and their product – market fit. Therefore, among others, the following criteria have been set up to provide a more efficient and thorough evaluation and selection criteria:

<p>General Information</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>Qualitative Criteria</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>	