



Guide for Applicants

5G TURBO
ACCELERATOR



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1. GENERAL INFORMATION

EIT Urban Mobility is an initiative supported by the European Institute of Innovation and Technology (EIT) acting to accelerate positive change on mobility to make urban spaces more liveable since January 2019. We aim to become the largest European initiative transforming urban mobility. Business Creation area aims to become the reference in the market for supporting and funding gender-balanced start-ups within urban mobility.

5G Technologies for URban mObility - 5G TURBO is one of the thematic accelerator programmes from Business Creation. The 5G TURBO is an EU-funded programme implemented through partners to take early-stage mobility start-ups to the next level. The programme is designed to offer early-stage start-ups from EU and Horizon Europe associated countries:

- Individualized business coaching and training
- Mentoring by industry experts and experienced founders
- Product and technology validation with access to a network of living labs
- 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 start-up at the Business Creation portfolio webpage, and through EIT Urban Mobility communication channels
- Access to EIT Urban Mobility investment initiatives and funding instruments

The 5G TURBO Accelerator will be a precursor and will **support 20 start-ups working on 5G technologies and connectivity services** so that they develop technologies in the field of urban mobility. **The 5G TURBO Acceleration programme will have 2 stages:**

STAGE 1: The first 2 month of the programme 20 selected start-ups will receive the programme tailored offer to bring their companies to the next level. After this initial 2 months, all 20 startups will participate in a Demo Day where the 10 most promising start-ups will be selected to continue with the 2nd stage.

STAGE 2: The next 4 months, the 10 selected start-ups will continue with the intensive acceleration programme, including a technical Bootcamp to be held online. By the end of the programme, a final Demo Day event, hosted by Mobile World Capital, will be celebrated to decide the 4 most exciting and successful start-ups to be recommended for investment.

The 5GTURBO consortium partners managing the accelerator are:

- **NextMove (Mov'eo):** Non-profit competitiveness cluster dedicated to Automotive and Mobility. Programme coordinator. (France)
- **CARNET - UPC Technology Center:** Future Mobility Research Hub initiated by Volkswagen Group Innovation, SEAT and UPC. (Spain)
- **CTAG - Automotive Technology Center of Galicia:** non-profit R&D Technology and Innovation Center (Spain)
- **Technische Universität Braunschweig, Niedersächsisches Forschungszentrum Fahrzeugtechnik (NFF) :** Interdisciplinary Research Centre around Mobility. (Germany)
- **Mobile World Capital:** Public-private Foundation with the aim of driving Mobile and Digital transformation. (Spain)

- **FundingBox:** Ecosystem to foster innovation and provide access to funding, knowledge and connections. (Poland)

This Guide for Applicants provides the needed information for applicants of 5G TURBO call.

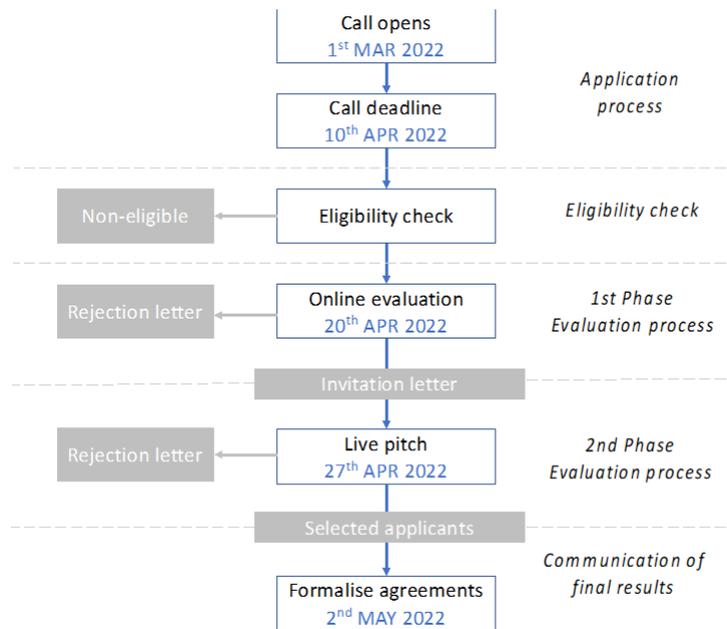
2. OFFERING

5GTURBO will **offer to the selected start-ups** support services worth 20k€ (stage 1+2) including:

- Up to 85 hours of coaching services (stage 1+2)
- 6 months of a uniquely designed Accelerator programme (stage1+2):
 - Individualised 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.
 - Fine-tune your product-market fit, scale your business, drive growth and go international
 - Investor pitch coaching and potential contacts with investors and VC funds
- Promotion of your start-up at the Business Creation portfolio webpage, and through EIT Urban Mobility communication channels
- Access to EIT Urban Mobility investment initiatives and funding instruments
- Be showcased on the Smart Connected Mobility Community. The meeting point of the Mobility Industry.
- Tickets to 4YFN 2023, organised by MWC (Mobile World Congress), one of the most influential start-up events in Europe with a specific focus on connectivity.
- Creating your Individual Value-Chain plan to integrate top-notch networks of startups, key industry players, cities and relevant stakeholders.

3. TIMETABLE - DEADLINES

Stage of the call	Date
Call opens	01 March 2022
Deadline	10 April 2022
1st phase: evaluation of applications Announcement of phase 2 shortlist.	20 April 2022
2nd phase: online pitch session	27 April 2022
Communication of results	29 April 2022
5G TURBO participation formalisation	02 May 2022
Start date of 5G TURBO accelerator	09 May 2022



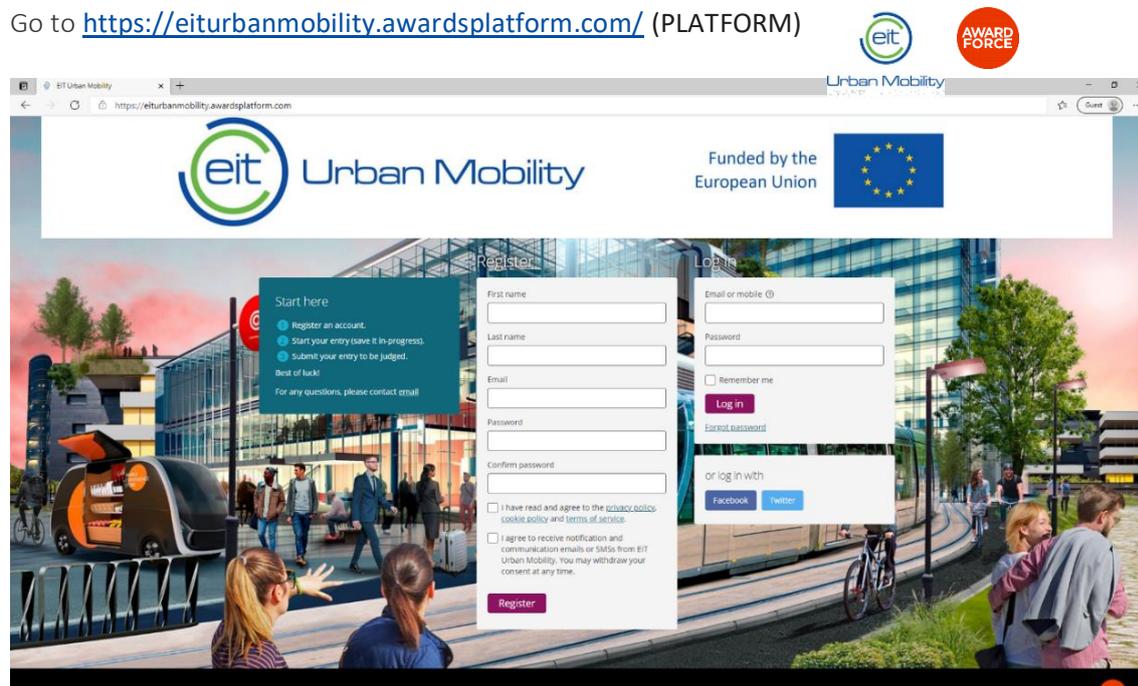
4. ELEGIBILITY

Applicants will have to comply with the following **eligibility criteria**:

- A **clear, scalable business idea**
- Duly justified, preferred **TRL 4 – 7**, according to TRL definition in [Horizon Europe – Work Programme 2021-2022 General Annexes B – Elegibility \(page 10\)](#)
- A team with at least **2 FTE** (NOT a single founder): minimum 1 team member pursuing the start-up fulltime (not necessarily connected to monetary compensation)
- **START-UP incorporated in EU or EU associated countries** according to the official list of countries by the European Union and [third countries associated to Horizon Europe](#). The registration certificate will be required to participate in the program.
- **Founders and employees** (e.g. Employee Stock Ownership Plan, ESOP) should still own more than **70% of shares**.
- **No more than 5% of your shares are held outside of the eligible countries** (no detailed cap table needed).
- **FIT with 5G TURBO thematic accelerator scope** on:
 - 5G related technologies and connectivity (5G / 5G NSA, NBIoT, LTE-M)
 - Traffic efficiency and traffic management (Speed guidance for traffic lights, green wave, congestion alerts, traffic lights priority for emergency vehicles, etc.)
 - Active solutions for road safety (emergency braking alerts, management of vehicle damages, intersection collisions management, dangerous road conditions monitoring and awareness, vulnerable road user’s localisation and communication tools, etc.).
 - Infotainment applications
 - Smart parking (payment, parking automation, free spots identification, etc.)
 - Vehicle-to-everything (V2X)
 - Vehicle platooning
 - Lane-change assistance.
 - ADAS

5. APPLICATION PROCESS

Go to <https://eiturbanmobility.awardsplatform.com/> (PLATFORM)



START-UP representatives must **register and validate the account** if this is the first time accessing the platform. If START-UP representative has already created an account, proceed to **log in**.

Once logged in, start a **new application**, and **select 5G TURBO**.

During the application all compulsory fields must be filled. Details about the application form, sections and required information are included in **ANNEX 1 - Application form, sections and required information**.

6. EVALUATION PHASES AND CRITERIA

The evaluation of proposals and fit with the defined challenges will be conducted in **two steps**:

1st phase – Online evaluation

START-UP applications will first be reviewed online by a **panel composed by at least 4 evaluators** with same weighting of scores:

- 1 member from EIT Urban Mobility – Business Creation area (1/4)
- 3 external experts nominated by 5G TURBO consortium partners (3/4)

Each evaluator will have to score each STARTUP application based on **four standardised criteria** for a maximum of 20 points: **Excellence and Innovativeness** (5 points), **Impact** (5 points), **Team, feasibility and risks** (5 points), **Overall merit and fit with 5GTurbo accelerator** (5 points). The average of all scores will give the total score for a given applicant.

	Excellence / Innovation	Team / Structure	Impact	Overall	TOTAL
Evaluation criteria	Innovativeness of the solution. Potential of the product or service to improve urban mobility. Achievements and pilot experience.	Team/founders (C levels, experience, coachability and hiring plan). Stakeholder relations with investors and other partners.	SDG impact and Societal impact. Applicant demonstrates to tackle SDG impact, gender equality and team diversity.	Overall merit of applicant and application fit to 5G TURBO. Competitive and effective Pitch deck including mandatory sections: Problem, Solution, Value Proposition, Business Model, Market, Go To Market Strategy, Competition, Traction, Team.	20
Score	5	5	5	5	

Top 30 ranked START-UP applications by challenge will qualify to phase 2 – live pitch (organized online on 27 April 2022).

2nd phase – Live pitch

START-UPS will pitch their pilot proposal to a **panel composed by at least 4 jury members**:

- 2 members from EIT Urban Mobility – Business Creation area (2/4)
- 2 external experts nominated by consortium partners (2/4)

The format of the live pitch will be 5 minutes presentation by the START-UP and 8 minutes questions from the jury panel.

The final selection of the START-UP will be agreed by the jury members in a consensus meeting.

7. COMMUNICATION OF RESULTS

Results will be communicated to the email of the startups representative registered at the AwardForce platform. *Note: Please, check your junk folder.*

Phase 1 results will be communicated with a rejection letter to non-qualified applicants or an invitation letter to phase 2 of the evaluation process. Results will include the scores obtained for each evaluation criteria as well as the overall cut-off threshold.

Phase 2 results will be communicated with a rejection letter to non-selected applicants or the announcement to the selected start-up according to the decision taken in the consensus meeting.

Individual scores and comments made by evaluators will remain confidential. There is no appeal process for 5G TURBO.

8. SELECTED START-UPS

Selected startups will have to diligently collaborate to:

- Provide the registration certificate as a requirement to join the programme.
- Drawing-up 5G TURBO Documentation for reporting purposes towards EIT.
- Actively promote the participation at 5G TURBO to reach public audience.

9. SUPPORT AND CONTACT

For any questions regarding **EIT Urban Mobility Guide for Applicants** you can contact business.creation@eiturbanmobility.eu

For any questions regarding the **PLATFORM**, please use the chat function <https://eiturbanmobility.awardsplatform.com/>

ANNEX 1 - Application form, sections and required information

Here is a detail on the different sections and compulsory information requested to all applicants:

Business - General information	
Item	Description
Company Name	Enter the registered name for the SME or Start-up
Contact Person (Name and Surname)	Enter the name and surname of the start-up representative as main point of contact.
Contact person e-mail	Enter start-up representative email contact for official communications.
Company type	Select the type of company.
Company URL	Provide the main website address for your company.
Company incorporation date	Indicate the incorporation date of your start-up
Incorporation country	Applicants are required to be incorporated in one of the EU Member States or HE Associated countries. List of EU Member States: https://europa.eu/european-union/about-eu/countries_en List of countries associated to the Horizon Europe: https://ec.europa.eu/info/funding-tenders/opportunities/docs/2021-2027/common/guidance/list-3rd-country-participation_horizon-euratom_en.pdf
Verifiable company valuation	Do you have a verifiable company valuation? (Yes/No)
<i>Company valuation (€) optional</i>	<i>Please provide the verifiable company valuation.</i>
<i>Next funding round target (in €) optional</i>	<i>Please indicate your next funding round target.</i>
Do non-EU shareholders own more than 5% of the company?	Please indicate if there are more than 5% of your shares held by non-EU shareholders (no detailed cap table needed).

Excellence / Innovation		
Item	Description	Score
Describe what your company does	Be clear and concise. This is how you catch our attention.	5
Who is your ideal target customer? What is the problem you are trying to solve for them?	Provide a concise description.	
How does your product address or solve this problem?	Provide a concise description.	
How is your product /service different from existing solutions? What is your USP?	Provide a concise description.	
Who are your main competitors? Name at least three:	Provide a list of your main competitors.	
Why are you applying to the EIT Urban Mobility Accelerator?	Describe why joining EIT Urban Mobility Accelerator is an opportunity for your company.	

Team, feasibility and risks		
Item	Description	Score
Team composition (Co-Founders and C-Level)	Provide the name, surname, role, gender and linkedin profile of founders and C-Level positions.	5
Do founders and employees (e.g. ESOP) own more than 70% of shares?	Do founders and employees own more than 70% of shares? (Yes/No)	
<i>Please list all your shareholders (including founders, employees and investors) of the company that own at least 5% equity including their title and percentage: (optional)</i>	<i>Provide Shareholder name, title and % of equity</i>	

Impact		
Item	Description	Score
In which main area associated with the Sustainable Development Goals (SDGs) are you aiming to achieve positive impact?	Select one of the following: SDGs3 (Good health and wellbeing), SDG7 (Affordable and clean energy), SDG8 (Decent work and economic growth), SDG9 (Industry, Innovation and Infrastructure), SDG11 (Sustainable cities and communities) , SDG13 (Climate action). List and elaborated description of SDGs: https://ec.europa.eu/international-partnerships/sustainable-development-goals_en	5
Do you already measure your environmental and specifically your carbon footprint?	Select one option: Yes; No, but planned in the next 12 months; No.	
Specify how you measure/will measure your environmental impact and carbon footprint. Select one of the following	Justify your answer by selecting one of the following options: Greenhouse gas emissions (Scopes 1, 2, 3), Energy use, Air pollution (SOx, NOx, PM2.5, Ozone, Mercury etc.), Water use (inflows/withdrawals, outflows/discharges), Other.	
How many people work for your startup?	Please count both FTEs and team members involved in the project (e.g., 0.5 FTE).	
Are you tracking the female/male split of your co-founder team, C-Suite, employee base, Advisory Committee and Board?	Select one options: Yes; No, but planned in the next 12 months; No.	
Do you already have a policy in place to ensure team diversity?	Select one options: Yes; No, but planned in the next 12 months; No.	
Please provide us with split % women / %men across levels (founders, C-Suite, employees, Advisory Committee and Board)	Provide the split (%) of women and men across business levels (founders, C-Level, employees, Advisory Committee and Board)	
Do you already have a policy in place to ensure team diversity?	Select one options: Yes; No, but planned in the next 12 months; No.	

Attachments and additional information	
Item	Description
Pitch Deck	<p>Pitch Decks are expected to cover the following content:</p> <ul style="list-style-type: none"> - The problem you are solving (and for whom) - Your innovative solution (ideally with evidence of product-market-fit), its degree of innovativeness and stage of development (MVP, prototype, product launched) - Your market opportunity: market size, potential and scalability of your solution. - Business model, pricing and go-to-market strategy - Partners and traction - Competition and USP (including IP & patents if any) - Financial projections (3-5 years) - Funding needs and fit with the Call - Team <p>PDF format is preferred. NOTE: Your deck will not be shared externally.</p>
<p><i>Any other material (one-pager, videos about team, product or service...)</i> <i>Optional</i></p>	<p><i>Detail your offered contribution to EIT Urban Mobility Financial Sustainability. Please attach relevant information and documents to fully evaluate your offered contribution.</i></p>