



Guide for Applicants

E+Mobility Accelerator

E+MOBILITY
ACCELERATOR



Co-funded by the
European Union



Contents

1. GENERAL INFORMATION	2
2. OFFERING	2
3. TIMETABLE - DEADLINES	3
4. ELEGIBILITY	3
5. APPLICATION PROCESS.....	4
6. EVALUATION PHASES AND CRITERIA.....	4
7. COMMUNICATION OF RESULTS.....	5
8. SELECTED START-UPS	6
9. SUPPORT AND CONTACT	6
ANNEX 1 - Application form, sections and required information.....	7

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. Its main goal is 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.

E+Mobility is one of the thematic accelerator programmes from Business Creation. The E+Mobility is an EU-funded programme implemented through partners to take early-stage mobility start-ups from EU and Horizon Europe to the next level.

The E+Mobility Accelerator is a continuation of the EIT Urban Mobility Hub South Acceleration Program, with a specific focus into the mobility & energy, micromobility and shared mobility thematic fields. Its main objective is to accelerate the introduction of startups-led solutions in the market while helping cities and companies solve their challenges faster and efficiently.

Some companies accelerated in the previous batches (2020-2021): [Asimob](#), [Bia](#), [Deep Traffic](#), [Fluctuo](#), [Smart Monkey](#), [Solum](#), [Vianova](#) and [Volvero](#).

E+Mobility is built upon a mix of agents with different profiles (public institutions, education & research entities, corporates) adding value through their experience and knowledge in the business and technical fields and providing access to different european countries to connect with relevant stakeholders. List of partners: [Barcelona Activa](#) (Barcelona City council), [CARNET](#) (Future Mobility Research Hub), the Centre for Research and Technology - Hellas ([CERTH](#)), [Connected Mobility Hub](#), the Automotive Technology Centre of Galicia ([CTAG](#)), [ENEA](#), [Ferrovial](#), the Universitat Politècnica de Catalunya · BarcelonaTech ([UPC](#)) and [UPF](#) (Pompeu Fabra University) | [UPF Ventures](#).

This Guide for Applicants provides the needed information for applicants of E+Mobility 2022 call.

2. OFFERING

EIT Urban Mobility – Business Creations E+Mobility 2022 will offer to 10 selected applicants:

- 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

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.	25 April 2022
2nd phase: online pitch session	28-29 April 2022
Communication of results	02 May 2022
E+Mobility participation formalisation	02-15 May 2022
Start date of E+Mobility	16 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 – Eligibility \(page 10\)](#)
- A team with at least **2 TE** (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 E+Mobility thematic accelerator scope** on:
 - o Energy & Mobility
 - o Micromobility
 - o Shared mobility

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 E+Mobility 2022 call**.

During the application all compulsory fields must be filled. Details about the application form, sections and required information are included in [Application form, sections and required information](#).

Remember: save and submit the pilot proposal before the call is closed.

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 consortium partners (3/4)

Each evaluator will have to score each startup application based on **four standardised criteria** for a maximum of 25 points: **Innovativeness (5 points), Team (5 points), Impact (5 points) and Overall project (10 points)**.

	Innovation	Team	Impact	Overall (*)	TOTAL
Evaluation criteria	Innovativeness of the solution: solution and achievements.	Team / founders (profile, experience, coachability).	SDG impact (incl. urban mobility) / team + gender diversity	Overall project quality and feasibility.	
Score	5	5	5	10	25

(*) based on Pitch Deck, including mandatory sections: Problem, Solution, Value Proposition, Business Model, Market, Go To Market Strategy, Competition, Traction, Team.

Top 20 ranked start-up applications by challenge will qualify to phase 2 – live pitch.

2nd phase – Live pitch

Start-ups will pitch their pilot proposal to a **panel composed by at least 5 jury members**:

- 2 member from EIT Urban Mobility – Business Creation area.
- 3 external experts nominated by consortium partners.

The format of the live pitch will be 5 minutes presentation by the start-up and 3 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 start-up representative registered at the 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 E+Mobility 2022 call.

8. SELECTED START-UPS

Selected start-ups will have to diligently collaborate to:

- Provide the registration certificate as a requirement to join the programme.
- Drawing-up E+Mobility Accelerator Documentation for reporting purposes towards EIT.
- Actively promote the participation at E+Mobility Accelerator 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 **platforma**, 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-atom_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).

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		
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
How many people work for your startup?	Please count both FTEs and team members involved in the project (e.g., 0.5 FTE).	
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.	
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	Score
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>	10
Any other material (one-pager, videos about team, product or service...) <i>Optional</i>	<i>Detail your offered contribution to EIT Urban Mobility Financial Sustainability. Please attach relevant information and documents to fully evaluate your offered contribution.</i>	