



Guide for Applicants

Energy and Public Realm Accelerator

1st March 2021



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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.

The Energy and Public Realm Accelerator is one of the thematic accelerator programmes from Business Creation. The Energy and Public Realm Accelerator 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 EIT Urban Mobility Public Realm Accelerator provides support for innovative mobility solutions, focusing on creating a better public space and improving the wellbeing of residents by addressing energy- and mobility-related aspects. These two topics are interlinked, and many early-stage START-UPS contributing to Public Realm come also from the areas of Energy and Mobility. In addition, changing the Public Realm requires a lot of effort, and Energy and Mobility impacts this transition and contributes to a better space for living.

START-UPS can apply from any of the two thematic areas, their solution does not have to cover both energy and the public realm.



The acceleration is provided to the START-UPS by 3 partners, with long-standing experience in START-UP acceleration.

Zone Cluster: ZONE Cluster is the cluster management organization of the Connected and Automated Mobility Cluster of Zala, which was established by leading Hungarian information technology, electronics, UTM, and automotive companies, with the goal of institutionally connecting research, development, and innovation capacities in the field of intelligent transport systems. Through its extensive professional network, the cluster has the ability to reach out to, and engage with a wide variety of stakeholders, which are relevant for the public space transformation, and the creation of sustainable, livable cities. With its unique position, ZONE Cluster can connect to competencies, resources, and the interests of these stakeholders, to ensure the success of public space design, and transformation.

PowerHUB: PowerHUB is an industrial partner focused on Transfer of Technologies in City safety, Mobility and Energy with Accelerator and Incubator. PowerHUB as a Research & Innovation Industrial Center has an excellent track record with ICT Development, IT Platform, Urban Planning, in IT development of Big Data solutions and with citizen engagement applications. From the citizen engagement platform could be mentioned „Your City“ yourcity.powerhub.cz or CitySafety.citysafety.powerhub.cz.

SpinLab Accelerator GmbH: SpinLab is a Leipzig-based accelerator with a primary focus on Smart-city, energy, and eHealth/public wellbeing. Since 2015 around 100 entrepreneurial teams have been supported in creating and growing innovative businesses. Besides a 6-month acceleration program with mentoring and training from seasoned entrepreneurs, participating START-UPS receive up to 15.000€ equity-free grants. Over the past years, SpinLab accelerated teams raise average funding of ~1M EUR. Independent studies from the University of Cologne and Venionaire Capital have ranked SpinLab twice in the top three START-UP accelerators in Germany and top twenty within Europe. With a network of 400 VCs and 150 business angels, SpinLab receives about 350 worldwide applications per batch.

More information can be found on the Energy and Public Realm Accelerator website: <https://www.eiturbanmobility.eu/business-creation/accelerator/public-realm/#>

This Guide for Applicants provides the needed information for applicants of the Energy and Public Realm Accelerator call.

2. OFFERING

EIT Urban Mobility – Business Creations Energy and Public Realm Accelerator will offer to 10 selected applicants:

- Six interactive, virtual learning sessions about the following topics, e.g.: finding product-market fit, KPIs, social media marketing, behavioral marketing, investments and presentation skills
- Individual mentoring sessions with senior business experts from our diverse and experienced mentor pool
- Networking opportunities with investors, cities, industry representatives and other START-UPS
- In-person events, such as an international bootcamp or conferences (if regulations allow)
- Access to other networking opportunities with START-UPS from other accelerators

3. TIMETABLE - DEADLINES

Stage of the call	Date
Call opens	1 st March 2022
Deadline	1 st May 2022
1st phase: evaluation of applications Announcement of phase 2 shortlist.	2-10 th May 2022
2nd phase: online pitch session	16-20 th May 2022
Communication of results	23 rd May 2022
Energy and Public Realm Accelerator participation formalisation	27 th May 2022
Start date of the Energy and Public Realm Accelerator	1 st June 2022



4. ELEGIBILITY

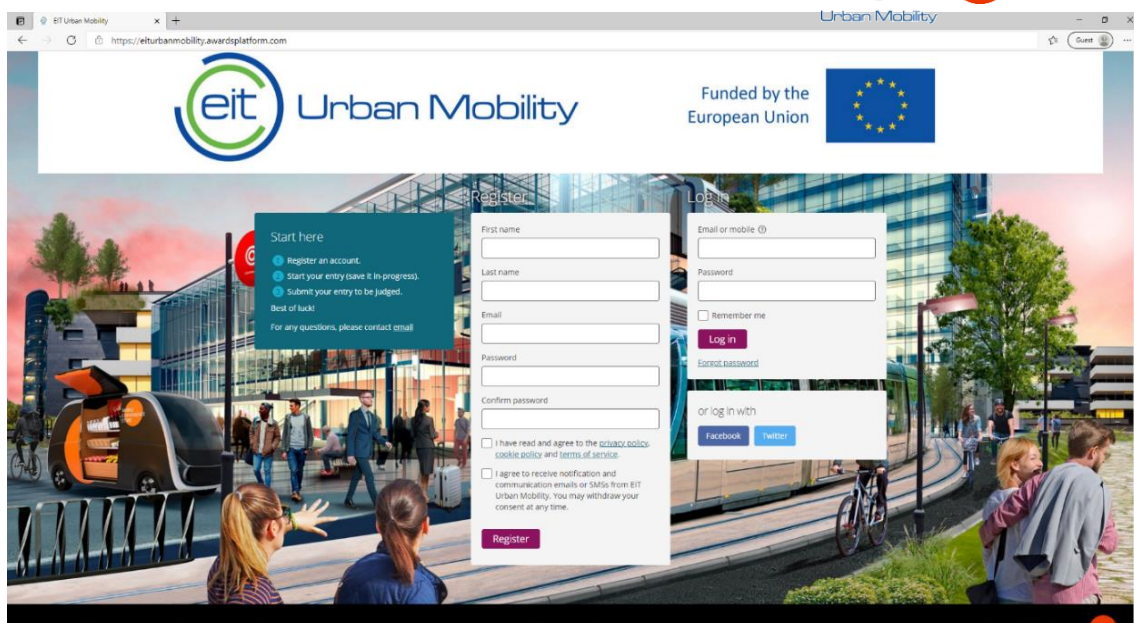
Applicants will have to comply with the following **eligibility criteria**:

- 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 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 the Energy and Public Realm Accelerator thematic accelerator scope** on:
 - o Fit with the scope of Public Realm:
 - Support the better design, use and management of public spaces through socially innovative, inclusive, environmentally sustainable and accessible solutions.
 - Contribute to the liveability and sustainability in European cities and have a long-term positive societal impact on the development and use of public spaces.
 - Having a positive impact on local communities by enabling innovative solutions related to:
 - Improving the quality of the existing public infrastructure for safe and healthy mobility (walking and cycling networks)
 - Encouraging sustainable travel habits and a reduction of car dependency for short trips by improving local accessibility including to public transport
 - Supporting connectivity for pedestrians and cyclists
 - Boosting recreational and business purposes by respacing city streets, widening sidewalks and refurbishing the public realm
 - Embedding local improvements in urban design to make street spaces friendlier and enjoyable places
 - Rethinking parking spaces
 - Helping to decrease congestion caused by delivery and logistics inside the cities
 - Supporting health aspects of public realm and decreasing pollution in cities

- Fit with the scope of Energy:
 - Supporting an energy transition as:
 - Supporting the shift towards electricity and hydrogen energy
 - Accelerating the change in the types of vehicles and storage
 - Rethinking electric micromobility solutions
 - Including e-mobility in public transportation and logistics
 - Rethinking the charging infrastructure

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 Energy and Public Realm Accelerator**.

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 experts nominated by consortium partners (3/4)

Each evaluator will have to score each START-UP application based on **three standardised criteria** for a maximum of 15 points: **Excellence and Innovativeness (5 points)**, **Impact (5 points)**, **Team, feasibility and risks (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 Energy and Public Realm Accelerator call. 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 15-20 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 experts nominated by consortium partners

The format of the live pitch will be 3-5 minutes presentation (TBD.) by the START-UP and a Q&A 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.

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 the Energy and Public Realm Accelerator 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 the Energy and Public Realm Accelerator Documentation for reporting purposes towards EIT.
- Actively promote the participation at the Energy and Public Realm 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 **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-auratom_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 START-UP?	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> Optional</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>