



## **Guide for Applicants**

# **Sustainable City Logistics Accelerator**

01 March 2022

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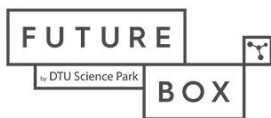
## 1. GENERAL INFORMATION

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 Sustainable City Logistics Accelerator is one of the thematic accelerator programmes from Business Creation. The Sustainable City Logistics 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 the following services and support:

- A consortium of seven strong international startup accelerators
- Individualized business coaching and training
- City matchmaking to test your solution
- Mentoring by industry experts and experienced founders
- Free co-working space in Munich, Milan or Copenhagen
- Product and technology validation with access to a network of living labs
- 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

*Partners involved:*



## 2. OFFERING

The Sustainable City Logistics Accelerator is an international six-month accelerator programme for startups who are ready to scale up internationally and access a unique network of the leading deep tech startup accelerators across Europe.

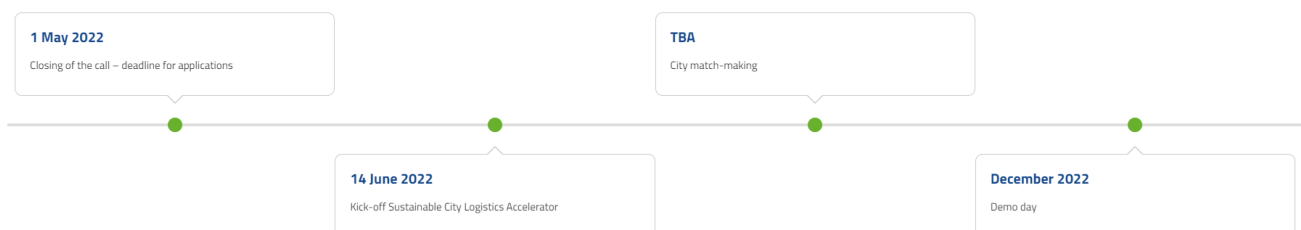
In the Sustainable City Logistics Accelerator, your startup will get ready to kick off sales in international markets. You will get one-to-one business coaching, mentoring, and workshops. The programme offers city matchmaking to test your solution and facilitates an introduction to test and demonstration labs around Europe.

Is your startup facing the challenges of creating more sustainable freight and goods transportation in cities and overall sustainability in city logistics? Then this six-month online programme is your chance to get real product-market fit and enter international markets faster.

## 3. TIMETABLE - DEADLINES

Stage of the call	Date
Call opens	01 March 2022
Deadline	01 May 2022
1st phase: evaluation of applications Announcement of phase 2 shortlist.	May 2022
2nd phase: online pitch session	
Communication of results	
Live Kick-Off in Munich	14 June 2022

### Important moments



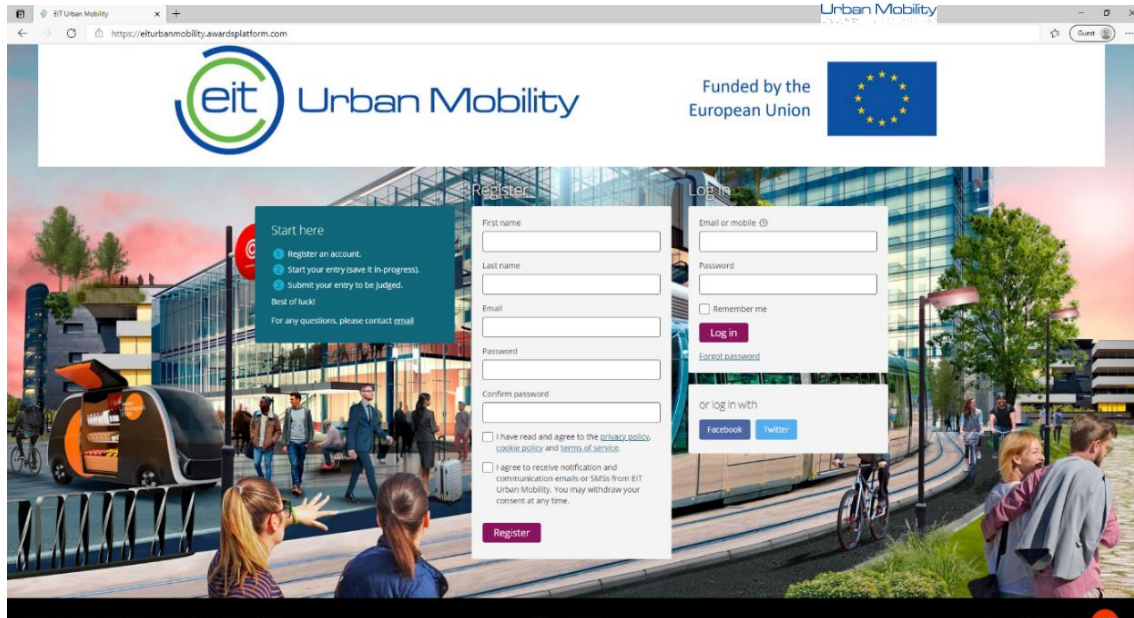
## 4. ELIGIBILITY

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 Sustainable City Logistics Accelerator scope on:**
  - o Sustainability aspect must be highlighted (direct impact):  
Energy consumption reductions, reduction of CO2 emissions, healthier city environment
  - o Logistics includes transportation of goods & services, tools to monitor logistics such as traffic systems etc & other innovative solutions related to logistics:
  - o eMobility & other “people” transportations systems are not included in this (apply for other accelerators in EIT UM)
  - o Includes reverse logistics like waste management, and recycling, etc.
  - o Freight transportation:  
Transport of goods, from parcel delivery, delivery of building materials to construction sites, (last mile delivery etc)  
Domestic and commercial waste disposal.
  - o Solving issues related to negative impacts from freight transportation on cities such as:  
air and noise pollution,  
GHG emissions,  
blocking areas of the public realm,  
Deadly collisions with vulnerable road users.  
e-commerce and on-demand consumerism, e.g. increased distances driven, more vehicles on the road and unsustainable conditions for delivery companies.

## 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 Sustainable City Logistics Accelerator**.

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](#).

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 thematic scope will be conducted in **two steps**:

### 1<sup>st</sup> 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 20 points: **Excellence and Innovativeness (5 points)**, **Team / Structure (5 points)**, **Impact (5 points)** and **Overall Impression (5)**. The average of all scores will give the total score for a given applicant.

	Excellence / Innovation	Team / Structure	Impact	Overall	TOTAL
<b>Evaluation criteria</b>	Innovativeness of the solution. Potential of the product or service to improve urban mobility. Achievements and pilot experience. USP.	Team/founders (C levels, experience, coachability and hiring plan). Diverse / complementary skills of founding team. 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 the Sustainable City Logistics Accelerator. Competitive and effective pitch deck including mandatory sections: Problem, Solution, Value Proposition, Business Model, Market, Go To Market Strategy, Competition, Traction, Team.	<b>20</b>
<b>Score</b>	<b>5</b>	<b>5</b>	<b>5</b>	<b>5</b>	

Top 20-25 ranked START-UP applications will qualify to phase 2 – live pitch.

### 2<sup>nd</sup> phase – Live pitch

STARTUPS will be invited to a virtual pitch in front of a **panel composed by at least 5 jury members**:

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

The format of the live pitch will consist a presentation of the team followed by a Q&A by the jury.

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 STARTUP 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.

## 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 Sustainable City Logistics Documentation for reporting purposes towards EIT.
- Actively promote the participation in the Sustainable City Logistics 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](mailto:business.creation@eiturbanmobility.eu)

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



1. ANNEX 1 - Application form, sections and required information

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: <a href="https://europa.eu/european-union/about-eu/countries_en">https://europa.eu/european-union/about-eu/countries_en</a> List of countries associated to the Horizon Europe: <a href="https://ec.europa.eu/info/funding-tenders/opportunities/docs/2021-2027/common/guidance/list-3rd-country-participation_horizon-euratom_en.pdf">https://ec.europa.eu/info/funding-tenders/opportunities/docs/2021-2027/common/guidance/list-3rd-country-participation_horizon-euratom_en.pdf</a>	
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: <a href="https://ec.europa.eu/international-partnerships/sustainable-development-goals_en">https://ec.europa.eu/international-partnerships/sustainable-development-goals_en</a>	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	Score
Pitch Deck	<p>Pitch Decks are expected to cover the following content:</p> <ul style="list-style-type: none"> <li>- The <b>problem</b> you are solving (and for whom)</li> <li>- Your <b>innovative solution</b> (ideally with evidence of product-market-fit), its degree of innovativeness and stage of development (MVP, prototype, product launched)</li> <li>- Your <b>market</b> opportunity: market size, potential and scalability of your solution.</li> <li>- <b>Business model, pricing and go-to-market strategy</b></li> <li>- <b>Partners and traction</b></li> <li>- <b>Competition and USP</b> (including IP &amp; patents if any)</li> <li>- <b>Financial projections</b> (3-5 years)</li> <li>- <b>Funding needs and fit with the Call</b></li> <li>- <b>Team</b></li> </ul> <p>PDF format is preferred. NOTE: Your deck will not be shared externally.</p>	5
Optional: Any other material	One-pager, videos about team, product or service...	