

EIT URBAN MOBILITY  
2022 STARTUP INVESTMENTS



Co-funded by the  
European Union



# EIT URBAN MOBILITY

## 2022 STARTUP INVESTMENTS

### GUIDE FOR APPLICANTS

**EIT Urban Mobility - Mobility for More Liveable Urban Spaces**

EIT Urban Mobility

[eiturbanmobility.eu](http://eiturbanmobility.eu)

## 1. HOW DO I SUBMIT AN APPLICATION?

All applications must be submitted directly via [Awardsforce](#) by sending the documents and annexes. EIT Urban Mobility reviews investment applications as they arrive on a regular basis following a standardized 2-staged evaluation process.

The application process does not have strict deadlines and consequently applicants can send in their investment applications anytime starting from February 2022 until December 2022. EIT Urban Mobility notifies the applicant of their decision within a few weeks from submission.

### Documents to be provided when submitting your application:

- Company's logo (PNG or JPG format)
- Pitch deck (PDF or PPT format)
- Company valuation proof (i.e. previous funding round from BAs/ VCs, graduation report from accelerator/ incubator, other certified valuation reports, etc.)
- Optional: video/ picture demonstrations/ use cases of your company's proprietary technology, processes and systems

If you experience technical issues, please contact [investments@eiturbanmobility.eu](mailto:investments@eiturbanmobility.eu)

## 2. WHAT LANGUAGE CAN I SUBMIT MY APPLICATION IN?

Application forms and annexes must be in English in all its mandatory parts in order to be eligible. If the mandatory parts of the application are in any other language, the entire application will not be eligible. English is the official language for all EIT Urban Mobility open calls. English is also the only official language during the whole length of the investment process. This means that any requested deliverables will be admitted only if submitted in English.

## 3. I AM THE FOUNDER OF A NON-PROFIT ORGANIZATION, CAN I APPLY?

Founders/ co-founders of non-profit organisations are not eligible to apply.



#### 4. I AM A SOLO ENTREPRENEUR, CAN I APPLY?

No, only private businesses where equity ownership is split among 2 or more individuals are eligible to apply.

#### 5. I AM NOT AN EU NATIONAL. CAN I APPLY?

Non-EU nationals are eligible to apply as long as the company they represent as Applicant for the 2022 Startup Investment programme is established as a legal entity in one of the EU Member States or listed amidst Horizon Europe associated countries.

#### 6. WHO QUALIFIES FOR STARTUP INVESTMENT

6.1 Startups and scaleups currently fundraising or preferably already in an ongoing funding round with the following characteristics:

- Incorporated not more than 10 years ago
- Less than 100 employees on their payroll

6.2 Innovative product/ service contributing to at least one of the **EIT Urban Mobility's Focus Areas**:

- Integrated Mobility
- Sustainable City Logistics
- Smart Infrastructure
- Future Mobility
- Mobility and Energy

6.3 EIT Urban Mobility seeks double-return investments and thus the operations, products and/ or services of the Applicant must contribute positively to at least one of the **EIT Urban Mobility's Core Sustainable Development Goals (SDGs)**; SDG3 (Good Health & Well-Being), SDG7 (Affordable and Clean Energy), SDG8 (Decent Work and Economic Growth), SDG9 (Industry, Innovation and Infrastructure), SDG11 (Sustainable Cities and Communities) and SDG13 (Climate Action).



- 6.4 The project you request the funds for represents a significant innovation.
- 6.5 You can demonstrate that your idea has commercial prospects and track-record.
- 6.6 You have the management and technical expertise available, with the necessary resources to make the investment a success.
- 6.7 Gender balance: the equality between men and women is a core value for EIT Urban Mobility. We support the adoption of the EIT's Gender Mainstreaming Policy and its impact in the Knowledge Triangle. In consequence, the quality and experience of the founders' team is essential, and a gender-balanced team is evaluated as a significant strength.

## 7. EVALUATION REMARKS

- 7.1 **Team:** strengths of the management team/ co-founders. Complementary skills, demonstration of need for commercial and management experience, including understanding of the financial and organisational requirements for commercial exploitation as well as key third parties needed.
- 7.2 **Market & Business Model:** market trends/ attractiveness (i.e., models such as subscription, on-demand, uberization, XaaS, etc.), realistic serviceable obtainable market, blue-ocean vs red-ocean markets, etc. Realistic and relevant analysis of market conditions and growth-rate, competitors and competitive offerings, key stakeholders, clear identification of opportunities for market introduction. Convincing description of targeted users or customers of the innovation, how their needs have been addressed, why the users or customers identified will want to use the product.
- 7.3 **Product & Technology:** is technology the enabler for business growth and increased profitability? Does it help to sustain strategies that would otherwise be too labour-intensive or not cost-effective? Realistic and relevant description of how the innovation has the potential to scale-up. The scoring will highly reward any documentation underpinned by a convincing business plan with a clear timeline and financial data.



- 7.4 SDG Commitment/ Impact:** the operations, products and/ or services of the Applicant contribute positively to at least one of the EIT Urban Mobility's Core Sustainable Development Goals aforementioned.
- 7.5 Scalability:** for traditional businesses, when a new piece of equipment is acquired the cost to purchase that asset must balance with potential earnings. Startups often have a business model which is repeatable and scalable since inception, being able to multiply their revenues with the minimal incremental cost. Companies must demonstrate growth potential and knowledge of potential markets. The opportunity has to be global with high growth rates. The product/ service should be scalable with internet-based distribution (search, social, mobile) or with proven ability to scale sales.
- 7.6 Traction & KPIs:** they set the objectives at the forefront of decision making, and thus they are especially relevant for companies in a pre-revenue/ pre-market launch, etc. stage. They often explain how startups orchestrate their progress to meet their goals. For more mature companies, they indicate quantitative assessments for comparing and tracking performance or production, such as CAC (Customer Acquisition Cost), LTV (Lifetime Value) and NPS (Net Promoter Score), just to name a few. Please note not all startups are expected to include KPIs in the documentation submitted, or alternatively traction indicators. Applicants have to demonstrate the level of users, sales and profitability they expect to generate and the level of risk associated. This can be demonstrated using measurable indicators such as engaged users, revenues, retention rates, profits.

## 8. WHAT EIT URBAN MOBILITY OFFERS

**Our startup investment instrument consists of up to €500.000 in exchange for equity.** If selected for investment, your company will also benefit from access to regional ecosystems, infrastructure and coaching to drive growth and internationalisation.

These are the requirements that companies need to fulfil to be eligible:



- 8.1 The amount of equity for EIT Urban Mobility needs to be substantiated (e.g. company valuation set in the last funding round, revenues, term sheet, etc.) when submitting the application form.
- 8.2 EIT Urban Mobility will be a strategic shareholder, and EIT Urban Mobility's shares would be diluted in case of capital increases.
- 8.3 Selected Applicants are required to contribute to EIT Urban Mobility's Financial Sustainability Mechanism (FSM). The Applicant will give out company's shares in exchange of the investment received, based on the company's valuation and investment amount agreed by EIT Urban Mobility and the applicant. This means EIT Urban Mobility will benefit from the success of your company.
- 8.4 The investment agreement shall be notarised to formalise the purchase of shares in the company.
- 8.5 EIT Urban Mobility will purchase shares at a nominal share price in the company. The number of shares will be agreed by EIT Urban Mobility and the Applicant as a result of the agreement of the Applicant company's valuation and the percentage of equity to be subscribed/ purchased by EIT Urban Mobility.

## 9. VAT TREATMENT

In no event EIT Urban Mobility shall be liable for any claims, penalties, loss, damage or expenses, howsoever arising, out of or in connection with the tax implications of the 2022 Startup Investment programme. Beneficiaries shall liaise individually with the corresponding tax authorities.

## 10. SELECTION PROCESS

- Submit your application at [EIT Urban Mobility's Awardsforce platform](#).
- Applications will be assessed by EIT Urban Mobility following a standardized 2-staged evaluation process.
- Within a few weeks, EIT Urban Mobility will be in touch to let you know if we can honor your



request and to communicate the next steps. All information will be treated in accordance with the General Data Protection Regulation, GDPR (Regulation EU 2016/679).

## 11. EXCLUSION CRITERIA

Applicants will be excluded if they:

- Are in one of the following situations: a. Bankrupt, being wound up, having their affairs administered by the courts, entered into an arrangement with creditors, suspended business activities or subject to any other similar proceedings or procedures under national law (including persons with unlimited liability for the participant's debts) b. Declared in breach of social security or tax obligations by a final judgment or decision (including persons with unlimited liability for the participant's debts).
- Are found guilty of grave professional misconduct by a final judgment or decision (including persons having powers of representation, decision-making or control).
- Are subject to an administrative sanction (i.e. exclusion).
- Are convicted of fraud, corruption, involvement in a criminal organisation, money laundering, terrorism-related crimes (including terrorism financing), child labour or human trafficking (including persons having powers of representation, decision-making or control).
- Shown significant deficiencies in complying with main obligations under a procurement contract, grant agreement or grant decision financed by the EU or Euratom budget (including persons having powers of representation, decision-making or control).
- Have misrepresented information required for participating in the EIT Urban Mobility funding scheme or fail to submit such information.
- Were involved in the preparation of any documentation regarding this call or are involved in the evaluation process of this call and this entails a distortion of competition

### ANNEX I – FINANCIAL REPORTING TEMPLATE

<b>SUB-GRANT AGREEMENT REFERENCE</b>	
<b>DATE OF SIGNATURE:</b>	
<b>TOTAL AMOUNT OF SUB GRANT</b>	

TASKS	COSTS
-------	-------

Personnel	
1.1 Task description	
1.2 Task description	
1.3 Task description	
1.4 Task description	
	<b>0</b>

Expert Services	
1.1 Task description	
1.2 Task description	
1.3 Task description	
1.4 Task description	
	<b>0</b>

Other Direct Costs (travel, goods and services)	
1.1 Task description	
1.2 Task description	
1.3 Task description	
1.4 Task description	
	<b>0</b>

**0**

Evidence Required
-------------------

<ul style="list-style-type: none"> <li>- Payslips</li> <li>- Proof of payment</li> <li>- Fully signed employment contracts</li> <li>- Fully authorized timesheets</li> </ul>
--

<ul style="list-style-type: none"> <li>- Invoice</li> <li>- Proof of payment</li> <li>- Fully signed contracts</li> </ul> <ul style="list-style-type: none"> <li>- Evidence contract delivered, e.g. report, presentation by supplier, and that it relates to the project</li> <li>- Supporting procurement documentation to ensure transparency and cost effectiveness in the supplier choice</li> </ul>
---

<ul style="list-style-type: none"> <li>- Invoice/Receipts</li> <li>- Proof of payment</li> </ul> <ul style="list-style-type: none"> <li>- Evidence that the goods or services relates to project or travel took place and related to the project</li> <li>- Travel may also be reviewed against timesheets</li> <li>- Supporting procurement documentation (goods or services)</li> </ul>
---



# Annex II – Privacy Policy

## 1. WHO WE ARE

“We”, “us” or “our” means EIT KIC Urban Mobility S.L. We act as controller for the personal data we gather through your use of our website: <https://www.eiturbanmobility.eu> (hereinafter: “Website”).

This Privacy Policy is solely intended to provide you with information in relation to the processing of personal data through your use of the Website. For our privacy practices in relation to our services, we refer you to the agreement as may be concluded between us.

We have developed this Privacy Policy because your privacy is very important to us. This Privacy Policy sets out how we collect, disclose, transfer and use (“process”) the personal data that you share with us, and which rights you have. Please take a moment to read through this Privacy Policy.

If you have any questions, concerns or complaints regarding to this Privacy Policy, to the processing of your personal data or if you wish to submit a request to exercise (one of) your rights as set out in article 4 of this Privacy Policy, you can contact us:

- a) Via e-mail: [info@eiturbanmobility.eu](mailto:info@eiturbanmobility.eu), with subject matter ‘Privacy Policy Website’

This Privacy Policy was revised last on 21/04/2020.

## 2. HOW WE USE AND COLLECT YOUR PERSONAL DATA

Personal data is defined as any information relating to an identified or identifiable natural person. Identifiable refers to identifiers such as name, identification number, location, data, etc., that can be used to directly or indirectly identify a natural person.

The personal data we collect, is collected and used for the purposes as listed hereunder:

- a) In the event you use the contact form on our website you can send us a message, and we will use your personal data in order to reply to your query, via e-mail or telephone
- b) In the event you register for our newsletter, your e-mail address will be used in order to send you our newsletters, which may include invites to events, seminars, etc. organized by us

- c) In the event you are a registered user on our intranet (EIT Urban Mobility Plaza: <https://plaza.eiturbanmobility.eu>), we will use your personal data in order to give you access to our intranet and to operate the EIT Urban Mobility Plaza. We will report to third party funders in order to report on information on specific activities funded or potentially to be funded by the relevant grants and personal data associated with the activities. Whenever possible, we will use anonymized information for reporting purposes. However, it is possible that EIT and/or auditors acting on behalf of our funders will request personal information to monitor or verify our activities. We may make suggestions and recommendations to you and other users of our website and associated platforms about services or synergies that may interest you or them
- d) We process your personal data for the purpose of supporting the Website and enhancing your user experience, which includes ensuring the security, availability, performance, capacity and health of the Website
- e) We process your personal data to enforce or exercise any rights that are available to us based on the applicable law, such as use for the establishment, exercise or defence of legal claims
- f) We may also use your personal data to fulfil our obligations as set out by the applicable law

The following categories of personal data will be processed by us for the purposes as listed above:

- a) Contact data: in the event you make use of the contact form, you will be asked to provide us your name, phone number, name of your organisation and e-mail address. We will also process any personal data that you choose to put in the designated blank field (please do not provide us with any sensitive information, such as health information, information pertaining to criminal convictions, or credit card/account numbers). We will also process your e-mail address if you register for our newsletter. This is personal information that is provided directly by you
- b) Partner data: name, e-mail address, address and other personal data which you might fill in the partner information form



- c) Personal information: your name, e-mail address and other personal data contained in your CV which you provide to us via the use of our e-mail address
- d) Usage data: We collect personal data regarding your activities on our Website, such as: IP address, device ID and type, referral source, language settings, browser type, operating system, geographical location, length of visit, page views, or information about the timing, frequency and pattern of your service use. This information may be aggregated and used to help us provide more useful information regarding the use of our Website. In the event the usage data is completely anonymized (and can therefore not be traced back to you as an individual), this will not be considered personal data for the purpose of this Privacy Policy. This is personal data that is automatically collected through your use of the website
- e) Transaction data: We collect personal data relating to transactions that you make through the Website, including your contact data, payment information and the goods and/or services purchased. This is personal data provided directly by you

The legal basis for the processing of your personal data is based on our legitimate interest. We have the legitimate interest to respond to your requests or job application, to give you as a partner access to our intranet and to provide you with better Website services. In the event we process your personal data to send you our newsletters, the legal basis for the processing is also our legitimate interest, but only in so far you are already a customer of us. In the event you are not yet customer, the legal basis of the processing is your consent. In the latter case, you have the right to withdraw your consent at any time. This will, however, not affect the lawfulness of any processing done prior to the withdrawal of your consent.

Your personal data will solely be used for the purposes as set out in this article.

### **3. RETENTION OF YOUR DATA AND DELETION**

Your personal data, with the exception of the partner data, will be retained for a period of 7 years. Partner data will be retained for as long as you are a partner of us.

In the event you withdraw your consent or you object to our use of your personal data, and such objection is successful, we will remove your personal data from our databases. Please note that we will retain the personal data necessary to ensure your preferences are respected in the future.

The foregoing will, however, not prevent us from retaining any personal data if this is necessary to comply with our legal obligations, in order to file a legal claim or defend ourselves against a legal claim, or for evidential purposes.

## 4. YOUR RIGHTS

This article lists your principal rights under General Data Protection Regulation. We have tried to summarize them for you in a clear and legible way. To exercise any of your rights, please send us a written request in accordance with article 1 of this Privacy Policy. We will respond to your request without undue delay, but in any event within one month of the receipt of the request. In the event of an extension of the term to respond or in the event we do not take action on your request, we will notify you.

### 4.1 THE RIGHT TO ACCESS

You have the right to confirmation as to whether or not we process your personal data and, in the event we do so, you have the right to access such personal data, together with certain additional information that you also find listed in this Privacy Policy.

You have the right to receive from us a copy of your personal data we have in our possession, provided that this does not adversely affect the rights and freedoms of others. The first copy will be provided free of charge, but we reserve the right to charge a reasonable fee if you request further copies.

### 4.2 THE RIGHT TO RECTIFICATION

If the personal data we hold about you is inaccurate or incomplete, you have the right to have this information rectified or, taking into account the purposes of the processing, completed.

### 4.3 THE RIGHT TO ERASURE (RIGHT TO BE FORGOTTEN)

In some circumstances, you have the right to the erasure of your personal data without undue delay. Those circumstances include:

- a) The personal data are no longer needed in relation to the purposes for which they were collected or otherwise processed
- b) You withdraw your consent, and no other lawful ground exists
- c) The processing is for direct marketing purposes
- d) The personal data have been unlawfully processed, or,
- e) Erasure is necessary for compliance with EU law

There are certain exclusions to the right to erasure. Those exclusions include;

- a) For exercising the right of freedom of expression and information
- b) For compliance with a legal obligation, or,
- c) For the establishment, exercise or defence of legal claims

### 4.4 THE RIGHT TO RESTRICT PROCESSING

You have the right to restrict the processing of your personal data (meaning that the personal data may only be stored by us and may only be used for limited purposes), if:

- a) You contest the accuracy of the personal data (and only for as long as it takes to verify that accuracy)
- b) The processing is unlawful and you request restriction (as opposed to exercising the right to erasure)
- c) We no longer need the personal data for the purposes of our processing, but you require personal data for the establishment, exercise or defence of legal claims, or,
- d) You have objected to processing, pending the verification of that objection

In addition to our right to store your personal data, we may still otherwise process it but only:

- a) With your consent
- b) For the establishment, exercise or defence of legal claims
- c) For the protection of the rights of another natural or legal person, or,
- d) For reasons of important public interest

We will inform you before we lift the restriction of processing.

#### 4.5 THE RIGHT TO DATA PORTABILITY

To the extent that the legal basis for our processing of your personal data is consent, and such processing is carried out by automated means, you have the right to receive your personal data from us in a structured, commonly used and machine-readable format. However, this right does not apply where it would adversely affect the rights and freedoms of others.

You also have the right to have your personal data transferred directly to another company, if this is technically possible, and/or to store your personal data for further personal use on a private device.

#### 4.6 THE RIGHT TO OBJECT TO PROCESSING

You have the right to object to the processing of your personal data on grounds relating to your particular situation, but only to the extent that the legal basis for the processing is that the processing is necessary for:

- a) The performance of a task carried out in the public interest or in the exercise of any official authority vested in us
- b) The purposes of the legitimate interests pursued by us or by a third party

If you make such an objection, we will cease to process the personal information unless we can demonstrate compelling legitimate grounds for the processing which override your interests, rights and freedoms, or the processing is for the establishment, exercise or defence of legal claims.

You have the right to object to our processing of your personal data for direct marketing purposes (including profiling for direct marketing purposes). If you make such an objection, we will cease to process your personal data for this purpose.

#### 4.7 THE RIGHT TO COMPLAIN TO A SUPERVISORY AUTHORITY

If you consider that our processing of your personal information infringes data protection laws, you have a legal right to lodge a complaint with a supervisory authority responsible for data protection. You may do so in the EU member state of your habitual residence, your place of work or the place of the alleged infringement. In Spain, you can submit a complaint to the Agencia Española de Protección de Datos (AEPD) (data protection authority) C/ Jorge Juan, 6. 28001 – Madrid (901 100 099), <https://www.aepd.es/agencia/contacto.html>.

### 5. PROVIDING YOUR PERSONAL DATA TO OTHERS

We may disclose your personal data in the event such disclosure is required or necessary in order to fulfil a legal obligation. We may disclose your personal data to our ‘partners’ in the event we receive your consent and to the owner of our intranet. We may also disclose personal data in order to protect your vital interests or the vital interest of another natural person.

As such, we do not disclose your personal data to our social media partners. We do, however, make use of social media plugins to direct you to our social media channels and to allow you to interact with our content. These social media channels are Facebook, LinkedIn and Twitter. In the event you click on such a link, the social media service provider may collect your personal data and may link this information to your existing profile on such social media.

We are not responsible for the use of your personal data by such social media service provider. In such case, the social media service provider will act as controller. For your information only, we have included the relevant links (these may be changed from time to time by the relevant service provider):

- a) Facebook: <https://www.facebook.com/about/privacy>

b) LinkedIn: <http://linkedin.com/legal/privacy-policy>

c) Twitter: <http://twitter.com/privacy>

## 6. INTERNATIONAL TRANSFERS

We will ensure that any transfer of personal data to countries outside of the European Economic Area will take place pursuant to the appropriate safeguards.

## 7. COOKIES

Our website makes use of cookies. For further information relating to our use of cookies, we refer you to our Cookie Policy.

## 8. AMENDMENTS TO THE PRIVACY POLICY

From time to time, we have the right to modify this Privacy Policy. You will always be able to consult the most recent version of the Privacy Policy on the Website.