

## Start-ups Investment Open Call 2023

### AwardsForce application form [TEMPLATE]

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*The following file provides an overview of questions included in the call application form. Please bear in mind that these are not exact questions and in case of drop-down list, selection options are not provided. Neither help text fields are included in the overview.*

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#### InfoBox

Thank you for your interest in the EIT UM Start-ups Investment Open Call!

EITUM's 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.

EITUM will invest in passionate and resilient mobility entrepreneurs dedicated to building disruptive, technology-driven companies that have the potential to deliver both competitive financial returns and social and environmental good.

Full information about the financial instrument can be found at the [official website](#).

#### Privacy Policy

I have read and I accept the [Privacy Policy](#) from EIT Urban Mobility.

I am aware that in case of a successful application the investment is linked to a Shareholder's Agreement for the purchase of shares from the founding shareholders or acquisition of new created shares to nominal value to the latest verifiable company's valuation. Hereby, EIT Urban Mobility will own shares/ equity in the company.

## Business – General Information

Below, you will be asked set of general questions to provide contact details as well as basic information about your venture. Please pay special attention to the help text to provide with correct information, especially numeric ones.

1. Contact person – Name and Surname
2. Contact person e-mail
3. Phone number of main contact person
4. Company name
5. Company URL
6. Other relevant social media channels (optional)
7. Incorporation date (reporting)
8. Incorporation country
9. Company pre-money valuation
10. Fundraising at the moment
  11. Current funding stage (if 11-YES)
  12. Goal of the round (if 11-YES)
  13. Capital committed due date (if 11- YES)
  14. Profile of investors committed to the current round (if 11- YES)
15. Capital raised previously (excluding grants)
16. Average monthly revenue generated
17. Financial runway

## Excellence | Innovation

Below, you will be asked questions to describe in detail your product and innovation proposed to the market. Most questions are asked in the form of open text fields, so you are given flexibility to shape the content. Nevertheless, please pay special attention to the help text to cover all points that should be covered in order to provide EITUM - an impact investor - with qualitative information.

1. Industry sector of the solution (following EITUM division):
  - a. Integrated Mobility
  - b. Sustainable City Logistics
  - c. Smart Infrastructure
  - d. Mobility & Energy
  - e. Future Mobility
2. Problem description:
  - a. Is the problem addressed real/ measurable?
  - b. Which bottlenecks / challenges / needs were you able to recognize?
  - c. How did you validate your market research?
3. Development stage of the product:
  - a. How developed is the product due date? (TRL / MRL)
  - b. Does the Minimum Viable Product exist? Is it already launched?
  - c. What is the USP?
  - d. Have you performed lab validation / pre-commercial or commercial pilots?
4. Competition: what is the competitive landscape for your product/service ? Name at least three competitors – please be specific.
5. Intellectual Property (IP): Has your company filed for a patent, copyright, trademark, trade secret, etc?  
If yes, please describe for what and where.

## Traction

Below, you will be asked questions to describe in detail your traction due date. Most questions are asked in the form of open text fields, so you are given flexibility to shape the content. Nevertheless, please pay special attention to the help text to cover all points that should be covered in order to provide EITUM - an impact investor - with qualitative information.

1. Users: number of active users using the product/service
2. Customers: number of customers paying for product/service
3. Engagement: other key metrics demonstrating progress: MAU, Revenue Growth Rate, Notable partnerships, CAC, etc.
4. What is your current monthly burn rate (in €)? (exact figure)

## Team | Structure

Below, you will be asked questions related to the team and company structure. Please pay special attention to the help text to cover all points that should be covered in order to provide EITUM - an impact investor - with qualitative information.

1. Team Size: no. of FTEs / PTEs working for venture.
2. Team Composition: Co-Founders & C-level - Table (*add Team Competences: role within the team: tech./ product development; sales/marketing; fundraising / contact with investors*)
3. Shareholders list with >5% equity (*mandatory*)

## Impact

Below, you will be asked questions related to impact. Please pay special attention to the help text to cover all points that should be covered in order to provide EITUM - an impact investor - with qualitative information.

1. SDG: to which one do you contribute (*multichoice drop-down list*)
2. Measures initiated due date to mitigate the environmental impact of venture's operations, products, and services. (*multichoice drop-down list*)
3. Measures initiated due date considering the societal criteria of ESG (*multichoice drop-down list*)
4. Measures initiated due date considering the governance criteria of ESG (*multichoice drop-down list*)
5. Document demonstrating implementation of any of the above metrics (*optional upload*)

## Attachments

This section aims to collect materials necessary for the evaluation process.

**Please pay special attention to the help texts in order to provide with relevant materials covering all required points.**

**Incomplete materials or attachments not corresponding to the field (blank submissions) may result with disqualification of the applicant.**

In case of doubts, please contact the team at: [investments@eiturbanmobility.eu](mailto:investments@eiturbanmobility.eu)

At the same time, please note, that the team can only solve technical issues and answer to general questions and cannot support in shaping files' content.

1. **Standard Investors Pitch Deck** (*covering at least: problem explanation; innovative solution & USP (including patents if any); market size and scalability opportunity; business model & pricing; go-to-market strategy; partners and traction due date, market competition; financial projections; funding needs; team*)
2. **Company valuation file** (*latest verifiable valuation proof, i.e., funding round from BAs/ VCs, graduation from accelerator/ incubator, etc., or – in case of the absence of any of the above – duly justified estimation by using standard valuation methodologies, i.e. DCF, VC method, comparables, etc.*)
3. **One Pager – mandatory EIT UM template** (*Please note that this document will be used as the briefing file for the Investment Committee if you are qualified to the second stage of the selection process.*)