

### Submission checklist – Tips for Applicants

Based on the experience from past editions as well as multiple other programmes preceded by selection processes, the aim of this document is to convey a non-exhaustive submission checklist that helps entrepreneurs in polishing their application forms. With the growing database of submitted entries, the list will be continuously updated contributing to closing the expectation gap between entrepreneurs and EIT Urban Mobility team.

Before sending your application, please ensure that:

- (1) **Your answers provided are matching questions**, i.e., they are clear and straight-to-the-point. Long and generic descriptions presenting market overview can educate, but do not provide insights on your idea.
- (2) **Your application demonstrates fit to the call**, i.e., the answers are referring to the specific focus of the programme you are applying to. Copy-paste approach can save your time but on the other hand significantly decreases your chances to be selected.
- (3) **There is a clear timeline demonstrating progress**: you are submitting application at a specified point in time with product/service having certain characteristics/features. You should be able to guide the reader through the key achievements leading you to the present moment and list milestones for the following 18-24 months.
- (4) **The market perception is complemented by strategy and framed in a plan**: majority of entrepreneurs rely on TAM-SAM-SOM metrics playing with numbers anchored in research or available benchmarking. While they give a fair first approximation of revenue opportunities, without further deep-dive in company strategy and steps to acquire market shares, there is little value behind the numbers.
- (5) **The team is well-presented** with experience and skills visibly linked to the sector of venture's operations. Limiting presentation to the list of previous companies and positions held by team members does not always demonstrate their ability to successfully run business in different vertical.
- (6) **Sell the vision, provide insights**: as innovation is all about unleashing potential, impact investors are looking for brave ventures ready to challenge the status quo. However, grounding the business in market realities requires profound market validation where key metrics come into the picture. Provided traction data related to company's operations facilitates understanding of future outlook which is – at the end of the day – de-risking investors' commitments.