



Co-funded by the
European Union

Guide for Applicants

BETTER MOBILITY ACCELERATOR

Inclusive Mobility

Version 2 – April 2023



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1. STRATEGIC FOCUS & CHALLENGES

EIT Urban Mobility (EITUM) 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. EITUM aims to become the largest European initiative transforming urban mobility and the reference in the market for supporting and funding gender-balanced start-ups within urban mobility.

Description of the programme and offering

BETTER MOBILITY ACCELERATOR is one of the thematic accelerator programmes funded by EITUM. The **BETTER MOBILITY ACCELERATOR** is therefore an EU-funded project: a consortium of partners is implementing the project with the financial support of EITUM. The aim of the accelerator projects is to take early-stage mobility start-ups (from EU and Horizon Europe associated countries) to the next level. In particular the programme is designed to offer to selected early-stage start-ups:

- Individualized business coaching and training
- Mentoring by industry experts and experienced founders;
- Product and technology validation with potential 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 [Impact Ventures portfolio webpage](#), and through EIT Urban Mobility communication channels;
- Access to EIT Urban Mobility investment initiatives and funding instruments;
- 2.500€ lump-sum contribution (eligible cost categories is “travel, accommodation, and subsistence costs”);
- Tickets to Tomorrow.Mobility 2023, organised by Fira de Barcelona and co-organised by EIT Urban Mobility. One of the most influential start-up events in Europe with a specific focus on the future of mobility within cities;
- Impact assessment;
- Opportunity to get your start-up recommended for investment to EIT Urban Mobility – Impact Venutres division;

The **BETTER MOBILITY ACCELERATOR** will be a precursor and will **support 12 start-ups** during 2023 with a focus on **inclusive mobility** so that they develop and implement innovative solutions in the field of urban mobility.

Has your startup found the perfect solution to make mobility more sustainable, clean and inclusive for all? Are you ready to scale up your company and test your solution in cities across Europe?

The Better Mobility Accelerator (BMA) is an international six-month accelerator programme for startups who are ready to scale up internationally and access a unique network of international mobility, innovation and inclusivity experts across Europe.

You will get one-to-one business coaching, mentoring, and workshops. The programme offers city match-making to test your solution and facilitates an introduction to test and demonstration labs around Europe.

The main focus is the challenge area “Mobility for all” and therefore the improvement of physical and geographical accessibility for a wide range of target groups, currently often underserved and non-involved passengers as well as vulnerable travellers. The program follows an holistic approach and catalyses innovation and collaboration along sustainable and inclusive mobility. Therefore the scope of the program includes the challenge areas Intermodality, Future Mobility, Creating Public Realm as well Active Mobility.

The core themes:

- Providing access for all
- Ensuring effective and affordable mobility for all
- Improving safety for all
- Securing green mobility for all

Apply now for this six-month online programme and take your chance to get real product-market fit and enter international markets faster!

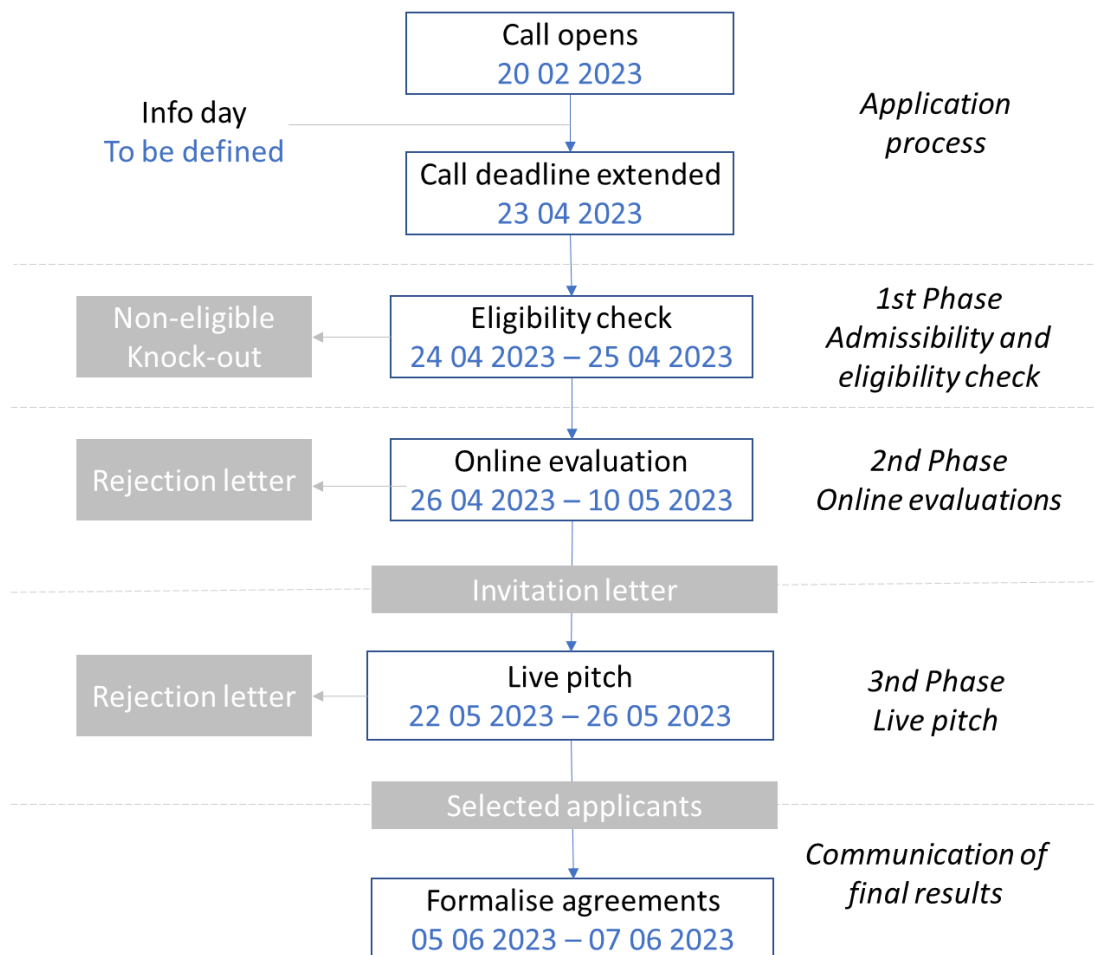
The **BETTER MOBILITY ACCELERATOR consortium partners** managing the accelerator are:

- **Impact Hub Vienna**: Founded in 2010, Impact Hub Vienna is a recognized home for innovators and has served as a launchpad for numerous impact initiatives and enterprises across Europe. Over this decade its community grew to over 1,000 active members, and more than 500 impactful startups were supported in over 40 incubation, acceleration and investment programs together with partners. (Austria)
- **Productized**: Based in Portugal, Productized is operating with the vision that best business ideas need well thought out and designed products to flourish. Productized exists to foster a business culture focused on creating products, offering innovative programs and professional services to organisations that want to flourish in this kind of cultural change within their teams. (Portugal)
- **Punkt vor Strich**: Punkt vor Strich is a knowledge & data platform as well as consultancy that designs data supported mobility solutions for and with organisations, municipalities and communities. These are geared to the needs of all affected people from the very beginning. In this way, better and more human-centred services and products are being created and the full potential is enabled. (Austria).

This Guide for Applicants provides the needed information for applicants of **BETTER MOBILITY ACCELERATOR**.

2. PROJECT DURATION & DEADLINES

Stage of the call	Date
Call opening	20 February 2023
Infoday for applicants	To be defined
Call closure (extended deadline)	23 April 2023
1 st phase: admissibility and eligibility check	24, 25 April 2023
2 nd phase: evaluation of applications	26 April 2023 – 10 May 2023
Announcement of phase 3 shortlist	12 May 2023
3 rd phase: online pitch session	22-26 May 2023
Communication of final results	1 June 2023
BETTER MOBILITY ACCELERATOR participation formalisation	5-7 June 2023
Start date of BETTER MOBILITY ACCELERATOR	12 June 2023



3. ADMISSIBILITY AND ELIGIBILITY CRITERIA

Applicants will have to comply with the following **eligibility criteria (yes/no)**:

- The submitted application is in English language;
- A team with at least **2 FTE**. NOT a single founder. 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 program¹;
- **START-UP incorporation date posterior to 31/12/2012**.

4. AWARD CRITERIA

Applications should comply with the following **award criteria (scoring)**:

- **A clear, scalable business idea**;
- **Founders and employees** (e.g. Employee Stock Ownership Plan, ESOP) should still own more than **50% of shares**;
- **No more than 10% of your shares are held outside of the eligible countries** (no detailed cap table needed);
- Duly justified, preferred **TRL 4 – 7**, according to TRL definition in [Horizon Europe Work Programme 2023 – 2024 \(Part 13\)](#);
- **FIT with BETTER MOBILITY ACCELERATOR thematic accelerator scope** on:
 - The program follows an holistic approach and catalyses innovation and collaboration along sustainable and inclusive mobility. Therefore the scope of the program includes the challenge areas Intermodality, Future Mobility, Creating Public Realm as well Active Mobility.
 - The core themes:
 - Providing access for all
 - Ensuring effective and affordable mobility for all
 - Improving safety for all
 - Securing green mobility for all

Start-ups taking part in the accelerators programme with particular success, may be granted additional EITUM funding in the framework of fast-tracking its activities.

¹ The certificate must be available at the latest 5 calendar days after the selected start-up receives notification of acceptance.

5. HOW TO APPLY

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:

1. Start a new application;
2. Select Chapter EIT UM – Impact Venures;
3. Select Category - BETTER MOBILITY ACCELERATOR;
4. Follow the application formulaire.

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**.

6. EVALUATION PHASES AND CRITERIA

The evaluation of proposals and fit with the defined challenges will be conducted in **three phases**:

1st phase – Admissibility and eligibility check

START-UP applications will be first checked following a yes/no criteria (knock-out criteria). Applications meeting all the **formal eligibility requirements** will be selected for phase 2 - online evaluation.

2nd phase – Online evaluation

START-UP applications will be reviewed by a **panel composed by 2 evaluators** with same weighting of scores:

- 1 internal expert evaluator
- 1 external expert evaluator

Each evaluator will have to score each STARTUP application based on **four standardised criteria** for a maximum of 20 points: **Excellence / Innovation** (5 points), **Team / structure** (5 points) **Impact** (5 points), **Implementation and overall merit** (5 points). The average of all evaluators scores will give the online evaluation score for a given applicant.

	1. Excellence / Innovation	2. Team / Structure	3. Impact	4. Implementation and overall merit	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 BETTER MOBILITY ACCELERATOR . 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 24 ranked START-UP applications will qualify to phase 3 – the live pitch. Once the four evaluators have concluded their assessment, a Consensus Meeting is organised: for each application a final score will be decided, and a brief evaluation report will be produced. Applicants will be notified via e-mail about the outcome of the evaluation.

Scoring criteria – 2nd Phase

Each criteria will be assessed according to the following scoring system:

Score	Description	
0	None	The information requested is missing or incomplete
1	Very poor	The information provided is considered irrelevant or inadequate compared to the specific information required for the block and/or call provisions
2	Poor	The information provided lacks relevant quality and contains significant weaknesses, compared to the specific block required information and/or call provisions
3	Fair	The overall information provided is adequate, however, some aspects are unclearly or insufficiently detailed, compared to the specific block required information and/or call provisions
4	Good	The information provided is adequate with sufficiently outlined details, compared to the specific block required information and/or call provisions
5	Excellent	The information provided is outstanding in its details, clarity and coherence, compared to the specific block required information and/or call provisions

3rd phase – Live pitch

START-Ups will pitch their candidacy to join the accelerator to a **panel composed by 2 jury members** with same weighting of scores:

- 1 internal expert evaluator
- 1 external expert evaluator

Each evaluator will have to score each STARTUP application based on **two standardised criteria** for a maximum of 20 points: **Pitch** (10 points), **Overall fit to accelerator** (10 points). The average of all evaluators scores will give the total score for a given applicant.

	1. Pitch	2. Overall fit to accelerator	TOTAL
Evaluation criteria	Evaluation of pitch deck clarity on: <ul style="list-style-type: none"> - Founding team - Problem – solution fit - Innovativeness - Market validation - Business model, pricing and go-to-market strategy - Partners and traction - Competition and USP - Financial projections (3-5 years) - Funding needs 	Merits and fit of start-up to the accelerator call	20
Score	10	10	

The format of the live pitch will be 5 minutes presentation by the START-UP and 8 minutes questions from the jury panel. Once the four evaluators have concluded their assessment, a Consensus Meeting is organised: for each application a final score will be decided, and a final evaluation report will be produced.

The total score of phase 2 will be added to the total score of phase 3. Top 12 ranked START-UP applications will be conditionally accepted² to join the **BETTER MOBILITY ACCELERATOR**. If conditions are met, the START-UP will be granted the support service package. Applicants will be notified via e-mail about the outcome of the evaluation.

Scoring criteria – 3rd phase

Each criteria will be assessed according to the following scoring system:

Score	Description	
0	None	The information requested is missing or incomplete
2	Very poor	The information provided is considered irrelevant or inadequate compared to the specific information required for the block and/or call provisions
4	Poor	The information provided lacks relevant quality and contains significant weaknesses, compared to the specific block required information and/or call provisions
6	Fair	The overall information provided is adequate, however, some aspects are unclearly or insufficiently detailed, compared to the specific block required information and/or call provisions
8	Good	The information provided is adequate with sufficiently outlined details, compared to the specific block required information and/or call provisions
10	Excellent	The information provided is outstanding in its details, clarity and coherence, compared to the specific block required information and/or call provisions

7. COMMUNICATION OF RESULTS

Results will be communicated to the email of the startups representative registered at the AwardForce platform. *Note: Please, check your junk folder too!*

- Phase 1 results will be communicated with a rejection letter to non-qualified applicants;
- Phase 2 results will be communicated with a rejection letter and a brief evaluation report to non-qualified applicants; and an invitation to the live pitch for the qualified applicants;
- Phase 3 results will be communicated with a rejection letter and a final evaluation report to non-qualified applicants; and an announcement letter and a final evaluation report to selected start-ups.

The start-up points of contact of any application deemed inadmissible/ineligible who disputes the ineligibility decision, may appeal. This appeal must be sent to patrick.wuerschl@impacthub.net within 5 calendar days from the official notification of ineligibility, by identifying and describing the factual errors that according to the applicant invalidate the decision. A final decision on the appeal is taken by the Accelerator consortium.

² Refer to [ACTIVITIES IMPLEMENTATION AND FINANCIAL ASPECTS](#).

8. ACTIVITIES IMPLEMENTATION AND FINANCIAL ASPECTS

Selected startups will have to diligently collaborate to:

- Provide the registration certificate (mandatory to provide at the latest 5 calendar days after the selected start-up receives notification of conditional acceptance);
- Sign the legal agreement with their Accelerator (mandatory to provide when an applicant has been conditionally accepted and before the BETTER MOBILITY ACCELERATOR starting date);
- Include on the webpage of their organisation a clear reference to EIT UM and to the accelerator programme BETTER MOBILITY ACCELERATOR (mandatory to provide when an applicant has been conditionally accepted and before the BETTER MOBILITY ACCELERATOR starting date);
- Drawing-up BETTER MOBILITY ACCELERATOR documentation for reporting purposes towards EIT;
- Complete and submit in due time the monitoring survey/s which will be provided by the Accelerators;
- Actively promote the participation at **BETTER MOBILITY ACCELERATOR** to reach public audience.

After the evaluation and selection process, **BETTER MOBILITY ACCELERATOR** will grant each selected start-up with a fixed lump sum of 2,500 €. This amount is meant to cover the travel, accommodation, and subsistence costs³ of the representatives of the start-ups when attending Accelerators and EIT UM events during 2023 (see [Annex 2](#)).

9. SUPPORT AND CONTACT

For any questions regarding **EIT Urban Mobility Guide for Applicants** you can contact impact.ventures@eiturbanmobility.eu

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

³ According to the conditions established in the *Eligibility of expenditures* document.

ANNEX 1 - Application form, sections and required information

Here is a detail on the different sections and compulsory/optional information requested to all applicants:

Business - General information	
Item	Description
Company Name	Enter the registered name for the company
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.
<i>Phone number optional</i>	<i>Provide the contact person phone number</i>
Company type	Select the type of company.
Growth Stage	Select the growth stage of the company.
VAT number	Provide your company VAT number
<i>PIC ID optional</i>	<i>If your organisation is registered at the EC Funding & Tenders portal, please provide the 9-digit Participant Identification Code (PIC)</i>
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 Horizon Europe 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-euratom_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>

Excellence / Innovation		
Item	Description	MAX Score
Describe what your company does	Be clear and concise. This is how you catch our attention.	5
What problem do you solve?	Provide a concise description.	
What is your solution?	Provide a concise description.	
Who are your customer groups?	Provide a concise description.	
Who are the end users?	Provide a concise description.	
Who are your main competitors? Name at least three:	Provide a list of your main competitors.	
How is your product /service different from existing solutions? What is your USP?	Provide a concise description.	
Why are you applying to the EIT Urban Mobility Better Mobility Accelerator?	Describe why joining EIT Urban Mobility Better Mobility Accelerator is an opportunity for your company.	

Team / Structure		
Item	Description	MAX Score
How many people work for your startup?	Please count both FTEs and team members involved in the project (e.g., 0.5 FTE).	5
Team composition (Co-Founders and C-Level)	Provide the name, surname, role, gender and linkedin profile of founders and C-Level positions.	
Do founders and employees (e.g. ESOP) own more than 50% of shares?	Do founders and employees own more than 50% of shares? (Yes/No)	
Do non-EU shareholders own more than 10% of the company?	Please indicate if there are more than 10% of your shares held by non-EU shareholders (no detailed cap table needed).	
<i>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>	
What is your team best at?	Provide a concise description.	
What is your team missing?	Provide a concise description.	

Impact		
Item	Description	MAX Score
How do you provide impact (environmental, societal and economic)?	Provide a concise description. Take into account environmental, societal and economic impact.	5
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	
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.	
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.	
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.	

Implementation and overall merit		
Item	Description	MAX Score
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 (pilots, paying customers...) - Competition and USP (including IP & patents if any) - Financial projections (3-5 years) - Funding needs and use of funds - Fit with the Accelerator - Team <p>Only in PDF or PPT formats. Max. 15 slides. NOTE: Your deck will not be shared externally.</p>	5
<p><i>Any other material (one-pager, videos about team, product or service...)</i> <i>Optional</i></p>	<p><i>If needed, use this field to attach relevant information and documents to fully evaluate your start-up / application.</i></p>	

ANNEX 2 – Lump sum contribution of 2,500€

Impact Ventures: Accelerators support to selected start-ups

Type of Activity

Accelerator Programmes provide support for innovative mobility solutions by nurturing start-ups. These include, among other support services, business coaching, mentoring by industry experts as well as urban mobility specific expertise such as technology or market validation, product-market fit or market entry. Accelerators will nurture start-ups from the various EIT Urban Mobility programmes as well as other promising start-ups from the EU and Third countries associated to Horizon Europe.

The Accelerators perform a scouting service for EIT Urban Mobility in identifying, evaluating, and selecting the most promising start-ups to be involved in the Accelerator's activities.

For start-ups, the benefits of being selected in the given Accelerator comprise:

- Mentoring and coaching, technology development, product-market fit, business model fine-tuning and other valuable acceleration services;
- Financial support for attending the Accelerator's and EIT UM events (including bilateral meetings).

Further details about the description of the programme and offering are included in section [1. STRATEGIC FOCUS & CHALLENGES](#).

Grant amount and types of expenses

After the evaluation and selection process, Accelerators will grant each selected start-up with a fixed lump sum of 2,500 €. This amount is meant to cover the cost of the human resources (daily rate), travel, accommodation, and subsistence costs of the representatives of the start-ups when attending a minimum of two Accelerators and EIT UM events (including bilateral meetings) during the period 21.04.2023-31.12.2023.

Requirements for awarding the grant

- The start-up should be successfully selected by the Accelerator in an open call;
- The start-up must commit to take part in the Accelerator actions to justify the lump sum.

Payment process

Once the start-up is successfully selected by the Accelerator open call, an agreement will be signed between the accelerator consortium partner managing the financial contribution and the start-up. The Lump Sum will be transferred to the start-up by the Accelerator consortium partner managing the financial contribution after the signature of the agreement.

Supporting documentation

As there is no financial reporting, there are no financial checks, reviews or audits related to actual costs and the resources used. We do not impose any obligation to keep financial records in lump sum grants. Please note that participating start-ups will have to comply with record-keeping obligations outside the agreement signed with the Accelerators, e.g. under national law or internal procedures.

Controls will focus on the proper attendance of the start-up at the events/meetings organised by the Accelerators and EIT UM during the duration of the Accelerator programme. To prove the attendance at the event/meeting, the following evidence will need to be provided:

- copy of the list of attendance provided by the Accelerator, in case of online meetings;
- signed participants list provided by the Accelerator, in case of physical meetings.