



Business Plan 2023 – 2025  
Permanently Open Call for  
applications  
Financial support to start-ups  
**Call Manual**

(Amended version 08.07.2023)

EIT Urban Mobility - Mobility for more liveable urban spaces

EIT Urban Mobility

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eiturbanmobility.eu

# History of changes

Version	Publication Date	Change
1.0	03.03.2023	Initial version
1.1	21.04.2023	<ul style="list-style-type: none"> <li>• Updated section 3.1 “What EIT Urban Mobility offers and expects”</li> <li>• Updated section 5.3 “Applications assessment”, section 5.4 “Online live pitches assessment” and section 5.5 “Final selection”</li> </ul>
1.2	08.07.2023	<ul style="list-style-type: none"> <li>• Updated section 1 call summary: new definition RIS companies</li> <li>• Updated sections 2.2.1 and 5.1: new eligibility criteria added</li> <li>• New section “2.2.3 membership”: mandatory subscription</li> </ul>

# Contents

Abbreviations.....	4
Glossary .....	5
Introduction.....	7
<b>1. Call summary .....</b>	<b>8</b>
<b>2. General requirements.....</b>	<b>10</b>
2.1 EIT Urban Mobility strategic focus and objectives .....	10
2.1.1 <i>Vision and Mission</i> .....	10
2.1.2 <i>Strategic Objectives</i> .....	10
2.2 Applicants' eligibility .....	11
2.2.1 <i>Eligible applicants and application</i> .....	11
2.2.2 <i>Who can apply</i> .....	12
2.2.3 <i>Membership</i> .....	12
2.2.4 <i>Exclusion criteria</i> .....	13
<b>3. Call specific requirements.....</b>	<b>14</b>
3.1 What EIT Urban Mobility offers and expects.....	14
3.1.1 <i>Deliverables</i> .....	15
<b>4. Application preparation and submission .....</b>	<b>16</b>
4.1 Support on application preparation.....	16
4.1.1 <i>Call information sessions</i> .....	16

4.1.2	Call Contact points .....	16
4.2	Application submission and call calendar .....	17
<b>5.</b>	<b>Evaluation and selection process.....</b>	<b>19</b>
5.1	Eligibility and admissibility check .....	19
5.2	Evaluation scoring system .....	19
5.3	Applications assessment.....	20
5.4	Online live pitches assessment.....	23
5.5	Final selection.....	25
5.6	Communication of results to applicants .....	25
5.7	Appeal on Evaluation Results .....	26

# Abbreviations

BP	Business Plan
CfA	Call for Applications
EEE	External Expert Evaluator
HE	Horizon Europe
KIC	Knowledge and Innovation Community
MGA	Model Grant Agreement
RIS	Regional Innovation Scheme
SA	Strategic Agenda
SER	Summary Evaluation Report
SO	Strategic Objectives
TA	Thematic Area

# Glossary

<b>Project Leader</b>	<p>The Project Leader is the central contact point for EIT Urban Mobility from the application submission stage to the end of the project implementation.</p> <p>The Project Leader represents the project and the consortium partners (the other partners participating in the project) towards EIT Urban Mobility, and has also the responsibility for creating and submitting a application.</p> <p>For mono-beneficiary grants, the mono-beneficiary (the single legal entity involved in the project) also has the Project Leader role.</p>
<b>Call for Applications</b>	<p>The Call for the applications is the instrument used to allocate funding by EIT Urban Mobility to third parties to support the deployment and development of the Strategic Agenda through projects. EIT Urban Mobility uses 3 different types of calls following the provisions included in the specific rules for EIT KIC actions in HE MGA Annex 5: (1) Regular Open Calls (2) Calls for partners (3) Permanently Open Calls/Permanently Open Calls for partners.</p>
<b>Call Manual</b>	<p>The Call Manual is the document where the terms, conditions, and criteria of any call for applications are defined and stated according to the principles of transparency, equal treatment, open competition, and sound procedural management.</p>
<b>Deliverable</b>	<p>Deliverables are tangible or intangible good or service produced at a given moment during the project implementation. Deliverables chart the path to reach project objectives and could be a report, a document, a software product, a course, an event or any other building block of a project. The deliverables specified need to fully demonstrate the achievements of the activity and judicious use of public funds.</p>
<b>Evaluation Process</b>	<p>Process by which EIT Urban Mobility examines the quality of an application to decide if it should be selected to receive EIT funding.</p>
<b>Evaluation Panel</b>	<p>Group of external expert evaluators (EEEs), usually 3 EEEs and 1 rapporteur, with specific expertise in a specific area/segment of the call, aiming to evaluate a set of eligible applications submitted to a call. In the case of Calls with applications below 60.000 EUR of EIT funding allocation, the evaluation panel is composed of at least one external expert evaluator.</p>
<b>Evaluation results list</b>	<p>List of applications in order of scoring, based on the quality evaluation process results.</p>
<b>Horizon Europe Model Grant Agreement</b>	<p>The Horizon Europe Model Grant Agreement (HE MGA) sets out the rights and obligations and terms and conditions applicable to the grant awarded.</p>
<b>Knowledge triangle integration</b>	<p>EIT Urban Mobility aims to gather close-knit partnerships of European education, research and business entities (knowledge triangles) and also involves cities, either in the composition of the members of the projects or in the expected impact of the projects' results.</p>
<b>Ranking list</b>	<p>List of applications in order of scoring after the selection committee assessment.</p>

<b>Summary Evaluation Report</b>	A single and final Summary Evaluation Report (SER) per application is produced by the Rapporteur after the consensus meetings. This document summarizes the final score, the strengths, weaknesses, risks, and potential recommendations of an application.
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# Introduction

Urban mobility is undergoing one of the most transformational shifts of a generation. A successful strategy in the industry requires the adoption of a comprehensive and coherent approach, centred on innovative ventures that are disrupting this landscape.

This drastic global transformation may account for the potentially disruptive long-term impacts, where the new pace of living, consuming, and behaving in cities create a new paradigm for mobility companies to develop products, services, and technologies in all facets: collective, individual, and goods transport.

While the pandemic has taken a heavy toll on the economy, the crisis has also encountered major opportunities for innovation and investments. Examples of drivers underpinning this ongoing transformation are mobility companies with high financial, environmental impact and growth potential.

In pursuit of leading positive change and business prosperity, EIT Urban Mobility is granting financial support up to €500.000 per company in mobility ventures to accelerate their journey, to continue critical innovation and to ultimately transform the European urban mobility landscape.

We look forward to receiving your applications for inclusion in the Business Plan 2023-2025.

Maria Tsavachidis

CEO

EIT Urban Mobility



# 1. Call summary

Call for Applications Main Features <sup>1</sup>	
Key dates of the call calendar	<p><b>Call opening:</b> 1 March 2023</p> <p><b>Cut off dates:</b></p> <ul style="list-style-type: none"> <li>• <b>First cut-off date:</b> 03 May 2023 at 17:00 CET               <ul style="list-style-type: none"> <li>○ Eligibility and admissibility check: May 2023</li> <li>○ Evaluation of applications: June 2023</li> <li>○ Communication of result: June 2023</li> </ul> </li> <li>• <b>Second cut-off date:</b> 07 July 2023 at 17:00 CET               <ul style="list-style-type: none"> <li>○ Eligibility and admissibility check: July 2023</li> <li>○ Evaluation of applications: August 2023</li> <li>○ Communication of result: August 2023</li> </ul> </li> <li>• <b>Third cut-off date:</b> 29 September 2023 at 17:00 CET               <ul style="list-style-type: none"> <li>○ Eligibility and admissibility check: October 2023</li> <li>○ Evaluation of applications: November 2023</li> <li>○ Communication of result: November 2023</li> </ul> </li> </ul>
Total EIT Funding allocated to this call	<p><b>The total EIT funding allocated to this call is 3M EUR* **</b></p> <p>*Out of which up to 1M EUR dedicated to support start-ups from RIS countries only. Under this call, RIS covers companies from RIS countries with a pre-money valuation of maximum 8,5 Million Euro. Companies from RIS countries with a pre-money valuation between 8,5 and 20 Million Euro will be covered by the general budget.</p> <p>**The total amount could be increased based on the budget availability of the Impact Ventures Area.</p>
Link to the submission portal	The <a href="#">EIT Urban Mobility AwardsForce Platform</a> will be available as of 20 February 2023
List of documents to be submitted	Application form is available on the <a href="#">EIT Urban Mobility AwardsForce Platform</a> .
List of documents to take into consideration	<ul style="list-style-type: none"> <li>• Call Manual</li> <li>• <a href="#">EIT Urban Mobility Strategic Agenda 2021-2027</a></li> <li>• <a href="#">Eligibility of expenditure</a></li> <li>• <a href="#">Appeal procedure</a></li> <li>• Project Implementation Handbook</li> <li>• <a href="#">Horizon Europe Model Grant Agreement</a> (specifically Articles 16 and 17)</li> </ul>

<sup>1</sup> Please note that this calendar is indicative. Dates might be subject to slight changes.

<p><b>Short summary of the topics to be addressed</b></p>	<p>EIT Urban Mobility – Impact Ventures Financial Support Programme grants financial support to start-ups offering innovative urban mobility solutions to create a more social and healthier environment in cities.</p> <p>As an impact investor, EIT Urban Mobility supports solutions that contribute positively to at least one of the Sustainable Development Goals (SDGs) related to sustainable cities and communities, clean energy, and climate action. Furthermore, EIT Urban Mobility encourages inclusive and gender-balanced teams to apply for this funding on green mobility.</p> <p>To stimulate the talent and entrepreneurial mindset in all of Europe, EIT Urban Mobility pays special attention to start-ups incorporated in the Regional Innovation Scheme (RIS), where conservative and risk-avoiding policy-making can slow down change and innovation.</p> <p>The Financial Support Programme offering to start-ups, includes real product-market fit as well as access to enter international markets faster.</p>
<p><b>Evaluation criteria applicable to all the topics</b></p>	<p>For the <b><i>applications assessment</i></b>:</p> <ul style="list-style-type: none"> <li>● Product &amp; Technology</li> <li>● Market &amp; Business Model</li> <li>● Team</li> <li>● Scalability</li> <li>● Impact (Environment, Society, Health, and Knowledge)</li> </ul> <p>For the <b><i>online live-pitches assessment</i></b>:</p> <ul style="list-style-type: none"> <li>● Alignment with EITUM vision</li> <li>● Team capability</li> <li>● Impact and financial sustainability</li> <li>● Excellence, novelty, and innovation</li> <li>● Quality and efficiency of the implementation, including sound financial management</li> </ul> <p>For the <b><i>final selection</i></b>:</p> <ul style="list-style-type: none"> <li>● Strategic fit</li> <li>● Portfolio fit</li> </ul>

## 2. General requirements

### 2.1 EIT Urban Mobility strategic focus and objectives

Start-ups applying to this Call for applications must be aligned to EIT Urban Mobility's vision and mission and substantially contribute to tackling our strategic objectives (SOs). Applications need to demonstrate how the activity will contribute to specific SOs, as stated in the **Strategic Agenda 2021-2027** (SA).

The evaluation and selection of the submitted applications will be highly dependent on their contribution to the strategic elements as outlined below.

#### 2.1.1 *Vision and Mission*

At EIT Urban Mobility, our mission is to accelerate change towards a sustainable mobility model for liveable urban spaces. As the leading European innovation community for urban mobility, we foster integration by bringing together the key players across the whole value chain of mobility. We facilitate collaboration between cities, industry, academia, research and innovation and put the challenges facing cities at the centre of all our activities. We aim to develop and deploy solutions for the mobility of people and goods that solve problems and create impact for cities and citizens. All activities of EIT Urban Mobility serve the purpose of achieving three societal impact goals:

- Improve quality of life in cities;
- Mitigate and adapt to climate change;
- Create jobs and strengthen the European urban mobility sector.

Further details on the strategic focus of the IMPACT VENTURES Thematic Areas are given in Section 3.

#### 2.1.2 *Strategic Objectives*

Five strategic objectives (SOs), as set out in the Strategic Agenda 2021-2027, steer our activities and ambitions, and will lead us to achieve our mission:

- SO1 - Create liveable urban spaces
- SO2 - Close the knowledge gap
- SO3 - Deploy and scale green, safe, and inclusive mobility solutions for people and goods
- SO4 - Accelerate market opportunities
- SO5 - Promote effective policies and behavioural change

The submitted applications must be aligned with **SO4 – Accelerate market opportunities** and must fit with the scope of the proposed activities as set out in section 3 below.

In addition, the innovative product/service proposed by the start-up and scale-up must contribute **to at least one of the EIT Urban Mobility's Focus Areas:**

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

## 2.2 Applicants' eligibility

The EIT creates ecosystems. The KICs are anchored in regional and local communities via their Co-location Centres (called Innovation Hubs within EIT Urban Mobility). The KIC is the mechanism to link the knowledge triangle components of education, research, and businesses across Europe and into the wider world.

At EIT Urban Mobility, we integrate the knowledge triangle components and extend them by an additional group: cities. Accordingly, EIT Urban Mobility currently brings together more than 300 partners from 33 countries and four sectors: academia, research, industry, and cities.

### 2.2.1 Eligible applicants and application

This Call for Applications is open for profit private businesses established in the Member States (MS) of the European Union (EU), and/or in [Third countries associated to Horizon Europe](#) with less than 100 employees on their payroll. Additionally, only companies with a pre-money valuation of up to 20 million Euro can be considered eligible.

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 financial support process. This means that any requested deliverables will be admitted only if submitted in English. Additionally, only applications with accurate information and correct attachments in the mandatory fields will be eligible.

#### Specific cases

Start-ups established in the United Kingdom, and exceptionally in Switzerland, are entitled to receive EITUM funding only up to a cumulative maximum of 60.000 EUR for all projects they are involved in across the three years period 2023-2025. When exceeding this maximum amount the above mentioned start-ups can participate but at their own costs.

## 2.2.2 Who can apply

This Call for Applications is open to start-ups and scale-ups currently fundraising or preferably already in an ongoing funding round with the following characteristics:

- **Developing new** product/services/solutions serving urban and suburban mobility ecosystems.
- **Significantly improving** an existing product/services/solutions for expansion into a new industry sector or a new geographic area.
- Innovative product/service contributing to at least one of the **EIT Urban Mobility Focus Areas**:
  - Integrated Mobility
  - Sustainable City Logistics
  - Smart Infrastructure
  - Future Mobility
  - Mobility and Energy
- Operations, products and/ or services contributing 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).
- Ideas demonstrating commercial prospects and track-record.
- Management and technical expertise available.
- 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.
- Urban mobility ventures in pre-seed and seed rounds.

## 2.2.3 Membership

Participating in EIT Urban Mobility's project via this Call means being part of the World's largest community for Urban mobility start-ups – Growth Lab (GL). GL helps ambitious entrepreneurs to access mobility stakeholders by providing expert support to engage with EIT Urban Mobility pan-European network. The successfully selected applicants will benefit from EIT Urban Mobility's community to raise, engage and leverage their current and future needs.

By submitting their application to this Call, all entities that will be eventually awarded a sub-grant and are not yet EIT Urban Mobility Growth Lab members, accept to become members of the EIT Urban Mobility Growth Lab for the years 2023-2024. The associated yearly membership fee of 1,700€ will be paid after the grant approval.

## 2.2.4 Exclusion criteria

Start-ups applying or participating in the program can be excluded **at any time** (during the assessment, the contracting phase, or the implementation phase) if they:

- Are in one of the following situations:
  - a. Bankrupt, being wound up, having their affairs administered by the courts, entered 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.

## 3. Call specific requirements

EIT Urban Mobility is looking for start-ups offering innovative urban mobility solutions to create a more social and healthier environment in cities. The overall purpose of the call is to provide financial support to European mobility ventures to foster the hiring, growth, product development, R&D, legal and marketing development of the venture.

This “Financial support call” provides support to start-ups, driving growth and going international. It also supports start-ups from outside Europe willing to expand their business in the European ecosystem related to urban mobility. Gender-balanced teams in these topics are encouraged to apply.

### 3.1 What EIT Urban Mobility offers and expects

EITUM offers a financial support instrument for start-ups, which are entitled to receive up to **500K EUR** of financial support (also known as “sub-grant”) per company to pursue activities which are in line with the overall EITUM objectives.

Start-ups which will be selected to receive EITUM’s financial support (as “subgrantees”) will be allowed to **contribute to EITUM’s financial sustainability** by enabling EIT UM to become a shareholder offering EITUM equity share for a nominal price or for free. This will allow the company to comply with financial sustainability goals requirements of EITUM and to participate in the largest European initiative transforming urban mobility, of which the EITUM is the leading actor. In this regard, the company will also benefit from access to regional ecosystems, infrastructure and coaching to drive growth and internationalisation.

This financial support call includes mentoring and **hands-on support** to scale your company with increased visibility and access to **top-tier events**. Also, this financial support call includes fast-track introduction to the **largest pan-European mobility network** including cities, corporates, and other sister European organisation such as the EIB, the EIC and the EIF. Finally, this financial support call includes access to exclusive funding opportunities to scale sustainable through innovation projects and follow-on financial support opportunities.

These are the requirements that companies must fulfil in order to be granted financial support:

- Conclude the Financial Support Agreement.
- Conclude the needed agreements to formalise the contribution of the Selected Applicants to EIT Urban Mobility’s Financial Sustainability goals. The Applicant will give out (donation) company’s

shares based on the company's valuation<sup>2</sup> or at a nominal price (EIT Urban Mobility using its own funds).

The call will be divided in **three cut-off dates**, according to the following calendar<sup>3</sup>:

Cut-off	Dates
First cut-off date	03 May 2023 at 17:00 CET
Second cut-off date	07 July 2023 at 17:00 CET
Third cut-off date	29 September 2023 at 17:00 CET

### 3.1.1 Deliverables

Start-up should focus on providing deliverables and outputs linked to the project plan proposed in the Subgrant Agreement. The **minimum core deliverables expected** from a project are shown in the table below. This provides the list of mandatory deliverables to be submitted during the project implementation. Minor additional deliverables may be needed, depending on the product/service/solution.

Mandatory Deliverables	Description	Due date
Financial Reporting	Cost Reporting for Subgrantees	January 15, 2024

**Important:** all project deliverables and outputs must be achieved within the project duration.

For more information on your project's life cycle (implementation, monitoring and reporting phases), please refer to the document *EIT Urban Mobility Project Implementation Handbook 2023* published on the Call webpage.

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<sup>2</sup> 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.

<sup>3</sup> Please, note that all dates are tentative and subject to be modified or removed according to the needs from EIT UM



# 4. Application preparation and submission

## 4.1 Support on application preparation

Recorded webinars and contact details are available to guarantee the maximum support to the applicants during the s preparation process.

### 4.1.1 Call information sessions

To help applicants with the preparation and submission of their applications, EIT Urban Mobility will host the below information sessions after the publication of the call. These online information events will be focused on the call content, the challenges and requirements, as well as on the general procedures, such as the submission and evaluation process, the financial aspects and the monitoring and reporting activities.

Please find the calendar of events and the link to register in the table below:

Type of event	Topic covered	Date and time (CET)	Access to platform
Webinar	<p>Launch of the Call info session: scope and challenges of the call, tips to applicants.</p> <p>General procedures: Call calendar, evaluation and selection process, financial aspects and AwardsForce submission tool.</p>	March 3, 2023	Zoom/Teams

### 4.1.2 Call Contact points

In parallel to the call information sessions, all applicants may contact EIT Urban Mobility to resolve any concerns or doubts on the general/technical procedures and call content.

These are the key contact details of the EIT Urban Mobility team for questions related to this call:

Type of contact	Email
Legal, Financial, Administrative and general procedures	pmo@eiturbanmobility.eu
Impact Ventures	investments@eiturbanmobility.eu

## 4.2 Application submission and call calendar

### 4.2.1 How to apply

Before starting an application, all applicants must register on the following two platforms:

- [The EU Funding & tender opportunities portal](#) to obtain a 9-digit Participant Identification Code (PIC number) and
- [The AwardsForce Platform](#)

Applicants are invited to send their applications at any time and before any of these cut-off dates:

Cut-off	Dates
First cut-off date	03 May 2023 at 17:00 CET
Second cut-off date	07 July 2023 at 17:00 CET
Third cut-off date	29 September 2023 at 17:00 CET

**Applications submitted after the third cut-off date will be ineligible.**

The following documentation must be submitted by the Project Leaders through the [AwardsForce](#) e-submission platform no later than the indicated deadlines:

- Filled Application Form
- Company's logo (PNG or JPG format)
- Pitch deck (PDF or PPT format)<sup>4</sup>
- 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

Applicants are requested to carefully read the registration and submission processes available on the website.

### 4.2.2 Call calendar

An indicative timeline is outlined in the table below. Please note that this calendar is indicative. The dates might be subject to slight changes.

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<sup>4</sup> Applicants selected by the Investment Committee evaluation will be invited to an online pitch session.

Topic	Activity	Indicative Date
<b>First cut-off date</b>	First cut-off date	<b>May 3, 2023</b>
	Eligibility check	<i>2<sup>nd</sup> half of May 2023</i>
	Applications and online live-pitches assessment	<i>1<sup>st</sup> half of June 2023</i>
	Communication of results to applicants	<i>1<sup>st</sup> half of June 2023</i>
<b>Second cut-off date</b>	Second cut-off date	<b>July 7, 2023</b>
	Eligibility check	<i>2<sup>nd</sup> half of July 2023</i>
	Applications and online live-pitches assessment	<i>1<sup>st</sup> half of August 2023</i>
	Communication of results to applicants	<i>2<sup>nd</sup> half of August 2023</i>
<b>Third cut-off date</b>	Third cut-off date (call closing)	<b>September 29, 2023</b>
	Eligibility check	<i>2<sup>nd</sup> half of October 2023</i>
	Applications and online live-pitches assessment	<i>1<sup>st</sup> half of November 2023</i>
	Communication of results to applicants	<i>1<sup>st</sup> half of November 2023</i>

# 5. Evaluation and selection process

Once the applicants have submitted their applications by a specific cut-off date, the EIT Urban Mobility team will proceed to:

- Check eligibility and admissibility of those applications and, if successful
- Initiate the evaluation of the content by external experts.

## 5.1 Eligibility and admissibility check

An application will be eligible if:

<b>1. Completeness</b>	The submitted application is completed with all its mandatory sections and attachments, submitted in time by the applicant via the AwardsForce submission tool, filled-in in English language.
<b>2. Applicants registration</b>	The applying start-up meets the requirements defined in Section 2.2 and is fully registered in the EU Participant Portal (PIC number).
<b>3. Applicants eligibility</b>	The applying start-up is a for profit private business established in a Member State (MS) of the European Union (EU), or in a Third country associated to Horizon Europe with less than 100 employees on its payroll. The applying start-up should have a pre-money valuation of maximum 20 million Euro.

Applications containing one or more ineligible elements will receive an official communication from EIT Urban Mobility setting out the outcome of the admissibility and eligibility check and explaining why the application failed to meet the criteria.

In case of missing or incorrect information linked to the eligibility criteria applicants will be awarded 5 calendar days from the official communication for the completion of the application. If the applicants respond positively to this requirement and within the time limit, the applications will be sent to the next step of the evaluation process (see section 5.2 below).

If the applicants fail to respond or respond after the deadline, the applications will remain ineligible and will not be further processed.

Applicants of any application deemed inadmissible/ineligible who disputes the ineligibility decision, may appeal. This appeal must be made within 5 calendar days of the official EIT Urban Mobility notification of ineligibility (see document *Appeal procedure* published on the Call webpage).

## 5.2 Evaluation scoring system

All evaluation stages will be integrated by different groups of criteria and sub-criteria which will be assessed according to the following scores:

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

### 5.3 Applications assessment

Three External Expert Evaluators (EEEs) will be invited to evaluate each application that successfully passes the eligibility and admissibility check. They will assess the Product & Technology, Market & Business Model, Team, Scalability, and Impact.

The applications are evaluated and scored against the criteria listed below:

Evaluation Criteria	Description	Max score
Product & Technology	<ul style="list-style-type: none"> <li>• Innovativeness / overall grade of novelty of the product / service</li> <li>• USP – Unique Selling Proposition &amp; market advantage</li> <li>• Fit to the market (solving existing problem/bottleneck or contributing to the improvement of existing solutions/ services)</li> <li>• Technology risks associated with development / launch / scaling phase</li> </ul>	<i>5 points</i>
Market & Business Model	<p><b>Market Perception:</b></p> <ul style="list-style-type: none"> <li>• Market trends / attractiveness</li> <li>• Realistic calculation of TAM, SAM, SOM</li> <li>• Scale-up potential and plans for other markets</li> </ul> <p><b>Business Model:</b></p> <ul style="list-style-type: none"> <li>• Customer segment and groups identified and profiled</li> <li>• Revenue model, Pricing</li> <li>• Average account size and/or lifetime value</li> <li>• Sales &amp; distribution model</li> <li>• Plausible go-to-market strategy</li> </ul>	<i>5 points</i>
Team	<ul style="list-style-type: none"> <li>• Technical and business-oriented co-founders, strengths and complementary skills of the management team</li> <li>• A team that complements each other</li> </ul>	<i>5 points</i>

	<ul style="list-style-type: none"> <li>• In-depth expertise in the sector, previous track record / industry experience</li> <li>• Co-founders trying to solve a problem they previously had</li> </ul> <p>As an impact investor, EITUM actively promotes and is in favour of diverse and gender-balanced teams. Thus, for mature companies (with more than 5 employees) failing to maintain a gender-balanced team score cap at 3 out of 5 should be considered.</p>	
<p><b>Scalability</b></p>	<ul style="list-style-type: none"> <li>• Growth objectives</li> <li>• Revenue generation perspectives</li> <li>• Risks</li> </ul> <p>This factor should be assessed taking into account the development stage of the company (i.e. early-stage companies should not be penalised).</p>	<p><b>5 points</b></p>
<p><b>Impact</b></p>	<p><b>TOTAL IMPACT</b></p>	<p><b>5 points</b></p>
	<p><b><u>Impact - Environment</u></b></p> <p>Environmental impact is defined as any change to the environment, whether adverse or beneficial, resulting from a company’s activities, products, or services.</p> <ul style="list-style-type: none"> <li>• GHG emissions <ul style="list-style-type: none"> <li>- Positive – Removing or contributing towards the reduction of greenhouse gas emissions.</li> <li>- Negative – Creating greenhouse gas emissions.</li> </ul> </li> <li>• Non-GHG emissions <ul style="list-style-type: none"> <li>- Positive – Removing or contributing towards the reduction of non-GHG emissions, such as land, water, and air pollution.</li> <li>- Negative – Creating non-GHG emissions, such as land, water, and air pollution.</li> </ul> </li> <li>• Scarce natural resources <ul style="list-style-type: none"> <li>- Positive – Saving or increasing the amount of highly scarce natural resources, such as freshwater, and scarce minerals and metals.</li> <li>- Negative – The use of highly scarce natural resources, such as freshwater, or scarce minerals and metals.</li> </ul> </li> <li>• Waste <ul style="list-style-type: none"> <li>- Positive – Treating waste and encouraging, enabling, or practicing recycling or the re-use of materials.</li> <li>- Negative – Creating all types of waste.</li> </ul> </li> </ul>	<p><i>5 points (1/4 of the total points assigned to impact)</i></p>
	<p><b><u>Impact – Society</u></b></p>	<p><i>5 points (1/4 of the total points assigned to impact)</i></p>

	<p>Social impact can be defined as the effect on people that happens as a result of an action or inaction, from a company's products or services.</p> <ul style="list-style-type: none"> <li>• Jobs – Employing people and thus enabling them to gain financial actorship and identity in society.</li> <li>• Societal infrastructure – Contributing to or forming basic societal infrastructure, such as roads, sewage systems and electricity networks.</li> <li>• Equality &amp; human rights – Increasing racial, economic or gender equality, or enforcing human rights.</li> </ul>	
	<p><b>Impact- Health</b></p> <p>Health impact refers to both positive and negative changes in community health that are attributable to a company's products or services.</p> <ul style="list-style-type: none"> <li>• Physical diseases <ul style="list-style-type: none"> <li>- Positive – Treating, preventing, or contributing towards the treatment or prevention of physical diseases, injuries or fatalities.</li> <li>- Negative – Causing or contributing towards the development or occurrence of physical diseases, injuries, or fatalities.</li> </ul> </li> <li>• Relationships <ul style="list-style-type: none"> <li>- Positive – Improving the quality of human relationships and connection.</li> <li>- Negative – Worsening the quality of human relationships and connection.</li> </ul> </li> </ul>	<p><i>5 points (1/4 of the total points assigned to impact)</i></p>
	<p><b>Impact – Knowledge</b></p> <p>Knowledge impact means both the creation and distribution of knowledge, as well as in providing a knowledge infrastructure. Knowledge here refers to all information, technological innovation, and expertise on handling solutions and procedures.</p> <ul style="list-style-type: none"> <li>• Knowledge infrastructure <p>Contributing to knowledge infrastructure and thus enabling the effective and safe creation, distribution, and maintenance of knowledge, information, and data.</p> </li> <li>• Creating knowledge <p>Enabling, encouraging, or practicing the creation of data, information, or knowledge.</p> </li> </ul>	<p><i>5 points (1/4 of the total points assigned to impact)</i></p>

	<ul style="list-style-type: none"> <li>• Distributing knowledge             <ul style="list-style-type: none"> <li>- Positive – Distributing already existing data, information, or knowledge.</li> <li>- Negative – Distributing untrue, misleading information, or spreading spam content that takes up space from trustworthy information and burdens human cognitive capacity.</li> </ul> </li> <li>• Scarce human capital The opportunity cost of employing people with scarce skills and capabilities.</li> </ul>	
<b>Total points</b>		<b>25 points</b>
<b>Total weight</b>		<b>40%</b>

Once the evaluators have concluded their assessment a Consensus Meeting is organised and a ranking list with recommendations is produced, together with a Summary Evaluation Report (SER). Only applications with a total score **equal or over 15 points** (threshold) can be considered for the next steps, by being invited to the online live pitches. Among these, however, only the first 24 application (out of which 12 from RIS Countries) will be invited to the live pitch presentation. In case of same scoring in two or more applications, priority will be given to the application with higher score in the following clusters (and in the following order): impact, excellence, and implementation.

## 5.4 Online live pitches assessment

An Investment Committee (IC), composed of three External Expert Evaluators (EEEs) and one EITUM evaluator, will be invited to participate into the live pitches and to assess the projects' alignment with EITUM vision as well as the team, excellence, impact, implementation of the projects.

The pitches are evaluated and scored against the criteria listed below:

Evaluation criteria	Description	Max. score
Alignment with EITUM vision	<ul style="list-style-type: none"> <li>• The application addresses EIT Urban Mobility vision and core values as well as the long-term portfolio building strategy, with emphasis on sector and geographic diversity.</li> </ul>	<b>5 points</b>
Team capability	<ul style="list-style-type: none"> <li>• The management team/co-founders have complementary skills and proven commercial and management experience, including understanding of the financial and organisational requirements for commercial exploitation.</li> <li>• The team provides equal access to opportunities and resources for people who might otherwise be excluded or marginalized.</li> </ul>	<b>5 points</b>



	<ul style="list-style-type: none"> <li>The team properly conveys the idea behind their business and capabilities of successful execution of the project when delivering its pitch.</li> </ul>	
<b>Impact and financial sustainability</b>	<ul style="list-style-type: none"> <li>The product or service of the applicant contributes positively to at least one of the EIT Urban Mobility's Core Sustainable Development Goals (list SDGs).</li> <li>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.</li> <li>Disruptive technology in the mobility landscape.</li> </ul>	<b>5 points</b>
<b>Excellence, novelty, and innovation</b>	<ul style="list-style-type: none"> <li>The application presents a realistic and relevant analysis of market trends and conditions, competitors and competitive offerings, as well as a clear identification of opportunities for market introduction.</li> <li>The application clearly describes the targeted users or customers of the innovation, how their needs have been addressed, why the users or customers identified want to use the product.</li> <li>The application demonstrates the level of users, sales and profitability expected to generate with measurable indicators (e.g., engaged users, revenues, retention rates, profits...).</li> <li>The application sets pertinent and clear milestones with a sound proposal to achieve them.</li> </ul>	<b>5 points</b>
<b>Quality and efficiency of Implementation</b>	<ul style="list-style-type: none"> <li>The application sets pertinent and clear milestones for the short and long term (achievable and specific tasks have been defined).</li> <li>The application shows some level of risk assessment in relation to the implementation of the workplan as well as contingency plans.</li> <li>The application foresees tools to track results.</li> </ul>	<b>5 points</b>
<b>Total points</b>		<b>25 points</b>
<b>Total weight</b>		<b>40%</b>

After the pitches, the evaluators will gather in a Consensus Meeting. A ranking list with recommendations will be produced, together with a Summary Evaluation Report (SER). These documents are provided to the Selection Committee.

## 5.5 Final selection

The EIT Urban Mobility Selection Committee (SC) is composed by the EITUM CEO, the director of Impact Ventures thematic area and the director of one of the other EITUM Thematic Areas. The SC will assess the applications pre-selected by the Investment Committee.

The total weight of the first two evaluation phases represents the 80% of the total final scoring. The SC evaluation will consider the following strategic factors (see table below) and will grant an additional maximum 10 points. The total weight of the CEO evaluation represents 20% of the total final scoring.

Evaluation criteria	Description	Max. score
Strategic fit	<ul style="list-style-type: none"> <li>The application contributes to the EIT Urban Mobility Strategic Objectives, especially the ones emphasized in Section 2.1.2.</li> <li>The application is aligned with the call specific requirements as indicated in Section 3.</li> <li>The proposal shows potential to achieve the Call's expected outcomes and impacts as indicated in Section 3.</li> </ul>	<b>5 points</b>
Portfolio fit	<ul style="list-style-type: none"> <li>Business model.</li> <li>Cannibalization on existing portfolio (direct competition in the region)</li> <li>Geographical dispersion / balance.</li> </ul>	<b>5 points</b>
<b>Total points</b>		<b>10 points</b>
<b>Total weight</b>		<b>20%</b>

The final scoring will take into account: the application and the online live-pitches evaluations (maximum 50 points) and the Selection Committee evaluation (maximum 10 points). The total weight is distributed as follows:

	Weight
Applications assessment	40%
Online live pitches assessment	40%
Final selection	20%
<b>Total weight</b>	<b>100%</b>

## 5.6 Communication of results to applicants

Each applicant will receive an email notification with the results of the evaluation. If the applicant does not confirm acknowledgement of the decision, it is up to EIT UM to decide whether to allocate funding to another start-up in the portfolio list or to allocate funding to the next cut-off date.

## 5.7 Appeal on Evaluation Results

The start-up of a rejected application who disagrees with the decision may appeal only in the event where a SER/FER comment is in clear contradiction with the information provided in the application. In this case, the start-up will have 5 calendar days after receipt of the final evaluation results to submit an appeal to the Evaluation (see document *Appeal procedure* published on the Call webpage).