



Business Plan 2023 – 2025  
SME Market Expansion Call  
**Call Manual**

EIT Urban Mobility - Mobility for more liveable urban spaces

EIT Urban Mobility

Barcelona | 28 November 2023

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

# History of changes

| Version | Publication Date | Change   |
|---------|------------------|--|
| 1.0     | 21.11.2023       | Initial version  |
| 2.0     | 28.11.2023       | 1.4.1 clarification of FSM for EITUM portfolio companies added.<br>Annex II: Evaluation for additional grant updated |

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# Introduction

The first edition of this Call for Proposals (formally named “Small Call”) launched in early 2023 was closely monitored during the Call process and resulted in a strong batch of 11 projects funded.

This second edition of the Small Call is now launching under its new name SME Market Expansion Call. An estimated amount of €714.000 has been allocated to the Call with the intent to fund around 12 projects in 2024.

SME Market Expansion Call is a mono-beneficiary type of Call addressed to small and medium enterprises (SMEs) with innovations for urban mobility challenges. SMEs are invited to apply with the support of an end-client, public or private entity, inclined to test and demo state-of the art innovations.

Each entity awardee may receive a total EIT contribution of €59.500 per project. The wider goal of the pilot mechanism is to provide new pathways into wider co-operation with the EIT Urban Mobility ecosystem and create new partnerships with public and private entities, by simplifying procedures and processes.

Proposals submitted to this Call for Proposals must support EIT Urban Mobility’s vision and mission and substantially contribute to tackling our strategic objectives (SOs) and Challenge Areas. As such, the Call focuses on Sustainable City Logistics, Future Mobility and Mobility and Energy.

# Call summary

| Call for Proposals Main Features                   |  |                               |
|--|--|-------------------------------|
| Key dates <sup>1</sup>                             | Application opening (Call opening date)  | 21 November 2023              |
|  | Application submission deadline (Call closing date)  | 19 February 2024 by 17:00 CET |
|  | Eligibility and admissibility check  | Beginning of March 2024       |
|  | Evaluation of proposals (Phase 1)  | End of March 2024             |
|  | Remote Panel Hearing (Phase 2)   | Beginning of April 2024       |
|  | Communication of results   | Mid-April 2024                |
|  | Administration and FSM negotiations:   | May 2024                      |
|  | Tentative start of the projects  | May-June 2024                 |
| Total estimated EIT Funding allocated to this Call | €714.000 (around 12 projects to be implemented by 12 different SMEs, each with an EIT funding allocation of €59.500)   |                               |
| Project duration                                   | This Call is open to proposals of 6 months, from June to December 2024.  |                               |
| Submission portal                                  | Proposals shall be submitted on <a href="#">AwardsForce</a> .  |                               |
| List of documents to be submitted                  | <ol style="list-style-type: none"> <li>1. Application form (available on the AwardsForce platform)</li> <li>2. Letter of support (available on the Call webpage)</li> </ol>  |                               |
| List of documents to take into consideration       | <ol style="list-style-type: none"> <li>1. Call Manual</li> <li>2. EIT Urban Mobility Strategic Agenda 2021-2027</li> <li>3. Eligibility of expenditure</li> <li>4. Appeal procedure</li> <li>5. Project Implementation Handbook</li> <li>6. Guidelines for Applicants (how to apply in AwardForce)</li> <li>7. Template of the Financial Support Agreement</li> <li>8. Template of the Letter of Support</li> <li>9. <a href="#">Horizon Europe Model Grant Agreement</a></li> </ol> |                               |
| Short summary of the topics to be addressed        | <p>Proposals must fit into one of the three EIT Urban Mobility Challenge Areas:</p> <ul style="list-style-type: none"> <li>• Mobility and Energy</li> <li>• Sustainable City Logistics</li> <li>• Future Mobility</li> </ul>   |                               |

<sup>1</sup> Please note that this calendar is indicative. Dates may be subject to change.

|                            |   |
|----------------------------|---|
|                            | See Section 1.3.2 for details.  |
| <b>Evaluation criteria</b> | <b>Phase 1: Quality Evaluation</b> <ul style="list-style-type: none"><li>• Strategic fit</li><li>• Excellence, impact, and implementation</li></ul> <b>Phase 2: Panel Hearings</b> <ul style="list-style-type: none"><li>• Results of the hearing</li><li>• Portfolio fit</li></ul> |

# 1 Call requirements

## 1.1 Applicant eligibility and membership

### 1.1.1 *Who can apply*

The SME Market Expansion Call is particularly focused on contributing to EIT Urban Mobility's society impact goal of job creation and strengthening the European urban mobility sector. Therefore, the Innovation focus is on offering pathways for SMEs to expand and grow. This Call specifically aims to support SMEs to enter into business and commercial relations with transport providers, cities, and city authorities that normally have heavy procurement and compliance requirements which de facto excludes SMEs from supplying solutions to our urban mobility challenges.

As such, this Call for Proposals is open to SMEs (Small and medium-sized enterprises<sup>2</sup>) that meet the following requirements:

- SMEs must be registered as legal entities not more than 10 years ago from the official closing date of the Call.
- SMEs applying must be registered as legal entities in either an EU Member State or a Third country associated to Horizon Europe, including UK.
- Have a minimum of 3 full-time employees.

The Call is addressed to a single legal entity-mono-beneficiary scheme- and, consequently it is expected that proposals are submitted by and include one single entity only. It is neither necessary nor possible to submit a proposal with multiple entities.

Applicants must plan to develop and test the product/service/solution with an end-client within an EU Member State and/or Third country associated to Horizon Europe, including UK.

In case an applicant submits more than one proposal, only the proposal with the highest score in the portfolio ranking list (after the Panel Hearing phase) may be selected for funding.

#### **Special case for Swiss entities**

In duly justified cases (innovativeness of the product and clear benefit for the EU market), entities established in Switzerland are eligible to participate and to receive an EIT allocation of €59.500 per organisation for this Call.<sup>3</sup>

This Call for Proposals follows the main rules and principles established by EIT Urban Mobility general principles. The Call processes respect the principles of openness, transparency, equal treatment, and efficacy.

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<sup>2</sup> Refer to SME definition according to the EC: [https://single-market-economy.ec.europa.eu/smes/sme-definition\\_en](https://single-market-economy.ec.europa.eu/smes/sme-definition_en)

<sup>3</sup> Please note that in any case, one Swiss entity cannot receive more than a maximum EIT funding of €59.999,99 for the entire duration of the BP23-25.

### 1.1.2 Membership

Participating in one of EIT Urban Mobility's projects means being part of the EIT Urban Mobility Community.

Implementing projects is one of the core activities of the EIT Urban Mobility Community. Beyond this activity, the Community has a broader role in connecting their members and facilitating networking activities to enable all sustainable mobility players to work together and multiply the impact of their initiatives.

All entities of selected proposals are asked to be part of the EIT Urban Mobility Community for the given year. Their membership status will be confirmed upon award and may require the payment of a reduced annual fee of €2.500<sup>4</sup>.

Detailed description of all packages and related benefits, as well as the registration and conditions for membership is outlined on our website: <https://www.eiturbanmobility.eu/become-a-partner>.

## 1.2 Call objective

The primary focus of the SME Market Expansion Call will be on EIT Urban Mobility Strategic Objectives (SO). Proposals must address **SO3/TSO3 Deploy and scale green, safe and inclusive mobility solutions for people and goods** and **SO4/TSO4 Accelerate market opportunities with an agile innovation approach**.

Applicants must pay attention to the requirements outlined in this Call Manual to ensure the SME Market Expansion Call mechanism is suited to your company and/or product/service/solution.

The aim of this Call is to support SMEs (to either option A or option B) to:

A) Develop a **new** product/service/solution for existing clients;

**OR**

B) **Significantly improve** an existing product/service/solution for expansion into a **new industry sector** or a **new geographic** area.

### 1.2.1 Key Performance Indicators (KPIs)

The key project outcome for either option a) or b) will be the launch into the market of an innovation. Proposals submitted to this Call must comply with the following mandatory Key Performance Indicators (KPIs) definition as well as with the required minimum target value.

Proposals selected for funding will be required to provide the supporting evidence described below **by 31 December 2024**:

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<sup>4</sup> Provided that the same entity is not participating in other types of EIT UM activities in 2024. In that case, the regular fee applies.



| KPI   | KPI Definition  | Supporting evidence  | Minimum target value |
|---|---|--|----------------------|
| EITHE02.4<br>Marketed<br>Innovations            | Number of innovations introduced on the market during the project duration or at the latest within 18 months from the start of the project, with a documented sales revenue of at least €10.000. Innovations include new or significantly improved products (goods or services) and processes sold. | <p><b>Structured data:</b></p> <ul style="list-style-type: none"> <li>- Year of reporting.</li> <li>- Name of the innovation.</li> <li>- Type of innovation (e.g., new product, new service).</li> <li>- Market (country).</li> <li>- Country of origin of the company commercialising the innovation.</li> <li>- Reference to a specific KIC KAVA.</li> <li>- Was the innovation developed and launched on the market as a result of the capacity building activities delivered as part of the HEI CBI?</li> <li>- Was the innovation launched by learners/graduates from labelled programmes (or with direct link to those participating in the labelled activity?)</li> </ul> <p><b>Supporting evidence:</b></p> <ul style="list-style-type: none"> <li>• Declaration of the product owner describing the innovativeness (new or significant improvement in terms of physical or functional parameters) of a product/process, link to the KIC societal challenge and the project, as well as information on the project investment in the innovation development: -&gt; <a href="#">TEMPLATE</a></li> <li>• Documented proof demonstrating that purchases of at least €10.000 have been made by a customer/s. It should include: <ul style="list-style-type: none"> <li>○ Official purchase order from the buyer including buyer invoice details (name, VAT, etc.)</li> <li>○ Acceptance of invoice by the buyer AND/OR paid confirmation of the invoice (bank note)</li> </ul> </li> </ul> | 1                    |
| KONHE20 #<br>Designed/<br>Tested<br>Innovations | Number of innovative products/services resulting from innovative projects (a) filed for some form of intellectual property protection   | E.g., Report with information about the innovative products/services, document describing innovative products/services, etc.   | 1                    |

| KPI | KPI Definition   | Supporting evidence | Minimum target value |
|-----|--|---------------------|----------------------|
|     | (i.e. patents, trademarks, registered designs, copyrights), or innovative products/services that have progressed towards commercialisation, defined as one or more of: progress by at least one technology or manufacturing readiness level (TRL/MRL); prototype/proof of concept/beta version developed; product/ service/ model piloted; or (b) innovative products tested through testbeds or other innovative platforms. |                     |                      |

### 1.3 Project scope

To meet the general fit of the SME Market Expansion Call, proposals should comply with all the following points:

1. **Offer solutions** to key providers within the Urban Mobility Ecosystem such as city authorities, passenger transport operators, logistics and mobility providers, energy companies, police, and security services, etc.
2. Propose a product/service/solution **starting from a minimum of TRL7**.
3. Have an **existing track record** of product development, innovation and sales that **increase revenue and turnover** **OR** be a spin-out of an entity that has this track record and commit to ongoing support and mentoring. If the backer is a University, then there must be multi-year commitment from the Research Translation/Commercial department.
4. **Deliver the product/service/solution by 31 December 2024** including the evidence for KPI EITHE02.4.
5. Provide full usage and testing of the product/service/solution with **an end-client** within the project implementation period.

This Call is open to proposals of 6 months of duration, from June to December 2024.

### 1.3.1 Letter of support from end-client

An end-client letter signed by a public or private entity is required at the proposal submission stage. The end-client should have a real intention to consider becoming a client of the SME that applies to this Call, during or after the project.

The letter signed by the end-client must be in English and on letterhead (including the logo, address, and name of contact person). The content of the letter should be clear and specific and include the following aspects:

- their enthusiasm to see the proposed solution developed
- the importance/relevance of the solution to their work
- their plans to test and demo the solution as a part of the proposed project interest to continue working together if the project goes well

Applicants can find the *letter of support from end-client* template on the Call webpage.

### 1.3.2 Challenges

The three challenge areas Future Mobility, Sustainable City Logistics, and Mobility and Energy are outlined below. This is not an exhaustive list. Applicants are free to discuss any proposal idea with our local innovation team located in our five Innovation Hubs.

#### Future Mobility

New services and disruptive technologies reshape the ways in which we live, work, and move. Public transport solutions that improve the reliability, accessibility, regularity and operations to enable mass transit adoption. This may include digital technologies such as artificial intelligence, blockchain, 5G, Internet of Things (IOT), and big data analysis, that are and will shape all sectors and fields. In the field of mobility, these innovative technologies enable the creation and adoption of new services such as mobility as a service (MaaS), shared micro-mobility services, autonomous driving, and urban air mobility. The future of mobility is to optimise the use of resources while adapting the mobility supply to continuously changing demand.

#### Sustainable City Logistics

Freight transport includes the transport of goods, from parcel delivery, delivery of building materials to construction sites, and to domestic and commercial waste disposal. Cooperation between a wide range of partners and new vehicles, business models, and technologies are needed.

Solutions include new vehicles, procurement/purchasing models, consolidation solutions, hub services, production models, software solutions for optimising freight, and solutions for managing loading/unloading etc.

#### Mobility & Energy

Replacing internal combustion engines with cleaner fuel-propulsion solutions requires new vehicle technologies, charging/refuelling supply, as well as generating demand for the fuels. This challenge requires new partnerships, business models, and infrastructure.

The widescale adoption of electric vehicles in urban areas poses challenges relating to appropriate charging infrastructure for transport such as taxi, truck, small delivery vehicles, bus, boat, moped, and e-bike, as well as private cars. Alternative fuels to replace combustion include, but are not limited to, hydrogen fuel-cell, battery electric vehicles, hydrogen combustion, biogas and battery energy storage for and for V2X technologies.

## 1.4 Financial aspects

The total **maximum EIT funding** allocated to this Call is **expected to be €714.000**. This Call intends to fund around 12 projects and provides a lump sum with a fixed amount of **€59.500 per selected project** (more projects might be funded in case additional funding is available).

The aim of the use of this lump sum funding is to reduce administration and financial errors, as well as to simplify complex and time-consuming reporting, making participation in the EIT Urban Mobility community more transparent and accessible. More information on the lump sum design and processes can be found in Annex 1 at the end of this document.

Furthermore, each selected SME may receive additional support of up to €59.500. This additional support may be allocated only to SMEs which chose "equity shares" as their Financial Sustainability Mechanism (see also Section 1.4.1). The finance model for this additional support will be to assign a grant to the SME to pursue activities which are in line with overall EIT Urban Mobility objectives. The overall purpose of this additional grant is to provide financial support to foster the hiring, growth, product development, R&D, legal and marketing development of the selected SME.

While the cost incurred in the implementation of these challenges will be part of a lump sum (i.e. they will be paid out upon successful receipt of the mandatory deliverables), the cost incurred in the implementation of the additional grant shall be reported on a real cost basis. For information on the eligibility of costs of your project's budget, please refer to the document Eligibility of Expenditure published on the Call webpage.

### 1.4.1 Contribution to EIT Urban Mobility Financial Sustainability

EIT Urban Mobility has developed a Financial Sustainability Mechanism (FSM). This FSM strategy aims to create a perpetual innovation fund that will sustain innovation beyond the predefined 14-year cycle of European Commission block grants. This financial independence will be based on a mix of both active earned income and passive investment revenue.

Accordingly, each applicant should have a credible commercialisation strategy for their own product/service/solution evidenced by a credible financial revenue forecast for their specific product/service/solution to be developed/improved during the project implementation.

Applicants should also indicate how a small contribution towards achieving EIT Urban Mobility's financial sustainability could be made. This is often done via:

- Defined revenue and success fee. The FSM will be a defined revenue and success fee based on a Commercial Readiness Level (CRL) assessment and the company size.

OR

- Options of equity purchase might also be available upon internal evaluation by EIT Urban Mobility.

For companies which have EITUM among their shareholders, the FSM to be chosen **must** be equity.

For this SME Market Expansion Call, it is mandatory for all applicants to sign a **Commercial Agreement** with EIT Urban Mobility before the beginning of the project. The Commercial Agreement will be monitored for a minimum of one year after the end of the project.

Additionally, sales enablement can be supported via the Innovation Advisory Service, during or after the commercial agreement negotiation.

#### ***1.4.2 Additional grant for “equity shares” FSM***

Each selected SME may receive additional support of up to €59.500. This additional support may only be allocated to SMEs which are accepted for "equity shares" as their Financial Sustainability Mechanism (see also the chapter 1.4.1 “ Contribution to EIT Urban Mobility Financial Sustainability” and Annex II). The selected proposal will undergo an additional evaluation (see the full list of criteria outlined in Annex II) that will decide on additional support funds. This second evaluation will be performed by one external evaluator and one EIT Urban Mobility evaluator. The final decision will be taken by a Selection Committee composed of EIT Urban Mobility experts. In case of a positive evaluation, an additional grant of up to €59.500 may be assigned.

## 2 Support on proposal preparation

To guarantee the maximum support to applicants with the preparation and submission of their proposals, EIT Urban Mobility will host an online Call Info Day. It will be focused on the Call content, the challenges, as well as on the rules of participation, and the submission and evaluation processes. Please find the calendar and the link to register in the table below:

| Type of event | Topic covered   | Date and time (CET)                                       | Access to platform   |
|---------------|---|---|--|
| Webinar       | <b>Call Info Day:</b><br>Call calendar, evaluation, scope and challenges of the Call, KPIs, EU registration numbers (PIC number), contribution to EIT Urban Mobility financial sustainability, end client role etc. | <b>28<br/>November<br/>2023</b><br>11.00h -<br>12.30h CET | <a href="#">Register on Teams</a><br><br><a href="#">EIT UM YouTube</a><br>(Recording to be available after) |

Additionally, all applicants may contact EIT Urban Mobility to resolve any concerns or doubts on Call content, as well as on the rules of participation, evaluation process etc. 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 | <a href="mailto:pmo@eiturbanmobility.eu">pmo@eiturbanmobility.eu</a>                     |
| Proposal ideas and Call scope                            | <a href="mailto:taylor.sawyer@eiturbanmobility.eu">taylor.sawyer@eiturbanmobility.eu</a> |

# 3 Evaluation and selection process

Once the applicants have submitted their proposals, the EIT Urban Mobility team will proceed to:

- Check specific Call eligibility criteria of those proposals and, if successful:
- Initiate the evaluation of the content by external experts.

## 3.1 Eligibility and admissibility check

A proposal will be eligible if:

| <b>1. Completeness</b>                           | The submitted proposal is completed, submitted on time by the applicant via the AwardForce submission tool, in English, with all its mandatory sections.  |          |           |        |          |                     |   |         |                             |   |
|--|---|----------|-----------|--------|----------|---------------------|---|---------|-----------------------------|---|
| <b>2. Applicant eligibility and registration</b> | Applicants respect the requirements defined in Section 1.1.   |          |           |        |          |                     |   |         |                             |   |
| <b>3. Applicant registration</b>                 | Applicants are registered in the EU Participant Portal (they have a PIC number).  |          |           |        |          |                     |   |         |                             |   |
| <b>4. Letter of support (end-client letter)</b>  | The proposal includes a signed letter of support from the client that will use and test the developed product/service/solution.   |          |           |        |          |                     |   |         |                             |   |
| <b>5. KPIs addressed</b>                         | <p>All proposals must plan to deliver the following mandatory KPIs.</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr style="background-color: #0056b3; color: white;"> <th>KPI Code</th> <th>KPI title</th> <th>Target</th> </tr> </thead> <tbody> <tr> <td>EITHE2.4</td> <td>Marketed Innovation</td> <td>1</td> </tr> <tr> <td>KONHE20</td> <td>Designed/Tested Innovations</td> <td>1</td> </tr> </tbody> </table> | KPI Code | KPI title | Target | EITHE2.4 | Marketed Innovation | 1 | KONHE20 | Designed/Tested Innovations | 1 |
| KPI Code   | KPI title   | Target   |           |        |          |                     |   |         |                             |   |
| EITHE2.4   | Marketed Innovation   | 1        |           |        |          |                     |   |         |                             |   |
| KONHE20  | Designed/Tested Innovations   | 1        |           |        |          |                     |   |         |                             |   |
| <b>6. Mandatory deliverables</b>                 | <p>All proposals must include the following mandatory deliverables:</p> <ul style="list-style-type: none"> <li>• DEL 1: Commercial agreement</li> <li>• DEL 2: Branding and communications</li> <li>• DEL 3: Technical Report on KPIs</li> </ul>  |          |           |        |          |                     |   |         |                             |   |

Proposals 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 proposal failed to meet the criteria.

In case of missing or incorrect information linked to end-client letter, KPIs, deliverables and registration, 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 proposals will be sent to the next step of the evaluation process (see section 2.2 below).

The applicant of any proposal 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).

## 3.2 Evaluation of proposals

The evaluation process has two phases: the Quality Evaluation and the Panel Hearing.

1. The Quality Evaluation has a maximum of 75 points weighted as 80% of the final score.
2. The Panel Hearing has a maximum of 20 points weighted at 20% of the final score.

Each evaluation phase is comprised of 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                                |

### 3.2.1 Quality Evaluation

The purpose of the evaluation is to assess the excellence, impact and implementation, of each proposal that successfully passes the eligibility and admissibility check. The evaluation will be carried out by one External Expert Evaluator and one Business Specialist from EIT Urban Mobility. The External Expert Evaluator will also act as a Rapporteur and will produce a Final Summary Evaluation Report per proposal.

| Strategic Fit (10 points)   |  | Max. scoring     |
|---|--|------------------|
| <b>Strategic Fit</b>  |  | <b>10 points</b> |
| <ul style="list-style-type: none"> <li>• Aligned with the Call requirements regarding the project objectives and scope (section 1.3)</li> </ul> |  | <b>5 points</b>  |
| <ul style="list-style-type: none"> <li>• Aligned with the challenges defined in the Call (section 1.3.2)</li> </ul>                             |  | <b>5 points</b>  |

| Excellence: novelty and innovation (20 points)  |  | Max. scoring     |
|---|--|------------------|
| <b>Coherence of the intervention logic</b>  |  | <b>10 points</b> |
| <ul style="list-style-type: none"> <li>• The proposal objectives are SMART (Specific, Measurable, Achievable, Realistic and Time Bound).</li> </ul> |  | 5 points         |
| <ul style="list-style-type: none"> <li>• The aim and the objectives of the proposals are clearly related to outcomes and results.</li> </ul>        |  | 5 points         |



|  |                  |
|--|------------------|
| <ul style="list-style-type: none"> <li>The product/service/solution developed will directly impact mobility services, solutions and product identified in the letter of support from end-client.</li> </ul>  |                  |
| <b>Innovation potential/Thought leadership and results-focus</b>   | <b>10 points</b> |
| <ul style="list-style-type: none"> <li>The proposal represents a step forward regarding current state-of-the-art innovation and all key solution elements are defined.</li> </ul>  | 5 points         |
| <ul style="list-style-type: none"> <li>The proposal demonstrates its need and relevance for the target user (public transport, utility, mobility providers, local government, police &amp; security services, public infrastructure providers and maintainers...)</li> </ul> | 5 points         |

| <b>Impact: social, economic, financial, and general sustainability (30 points)</b>  | <b>Max. scoring</b> |
|---|---------------------|
| <b>Ambition of the proposal and contribution to expected impact</b>   | <b>10 points</b>    |
| <ul style="list-style-type: none"> <li>The impact (social, economic, and environmental impact) of the proposal is clearly defined and is measurable at a quantitative level. The product has the potential for replication and scaling in other European contexts.</li> </ul>   | 5 points            |
| <ul style="list-style-type: none"> <li>The proposal provides a credible commercialisation and development strategy for the specific product/service/solution. This includes providing an outline of sales strategy and go-to-market approach to business acceleration and the preferred contribution mechanism to EIT Urban Mobility financial sustainability.</li> </ul> | 5 points            |
| <b>Robustness of the test/validation tasks</b>  | <b>10 points</b>    |
| <ul style="list-style-type: none"> <li>The product/service/solution demonstration is specific and detailed.</li> </ul>  | 5 points            |
| <ul style="list-style-type: none"> <li>The proposal clearly describes the proper commitment and engagement of an end-client, aligned with the content of the letter/s of support provided.</li> </ul>   | 5 points            |
| <b>Effectiveness of the proposed measures to exploit and disseminate the proposal results (including IPR management), to communicate the proposal and to manage data, where relevant</b>  | <b>10 points</b>    |
| <ul style="list-style-type: none"> <li>The proposal defines clear plans for dissemination of the project activities and outcomes.</li> </ul>  | 5 points            |
| <ul style="list-style-type: none"> <li>The proposal defines clear measures for IPR management to manage commercialisation and exploitation of proposal results.</li> </ul>  | 5 points            |

| <b>Implementation: planning and sound financial management (15 Points)</b>  | <b>Max. scoring</b> |
|---|---------------------|
| <b>Coherence and effectiveness of the workplan, including appropriateness of the allocation of budget, tasks, and resources</b>   | <b>10 points</b>    |
| <ul style="list-style-type: none"> <li>The workplan is aligned to the achievement of objectives and KPIs expected and sufficiently defines deliverables, milestones, timeline and risks and mitigation to be considered for lump sum award</li> </ul> | 5 points            |
| <ul style="list-style-type: none"> <li>The proposed cost estimations, the resources mobilised, and the resulting overall lump sum are plausible and reasonable.</li> </ul>  | 5 points            |
| <b>Background of the applicant</b>  | <b>5 points</b>     |
| <ul style="list-style-type: none"> <li>Expertise of key staff to effectively manage the project (bios of minimum 3 key staff).</li> </ul>   | 5 points            |

The total scoring of 75 points (with a weight of 80%) is distributed as follows:

|                     | Max. score       |
|---------------------|------------------|
| Strategic Fit       | 10 points        |
| Excellence          | 20 points        |
| Impact              | 30 points        |
| Implementation      | 15 points        |
| <b>Total points</b> | <b>75 points</b> |
| <b>Total weight</b> | <b>80%</b>       |

Only the top 20 proposals ranked with 50 points or more (threshold) in the Quality Evaluation will be invited to the online Panel Hearing with the EIT Urban Mobility Selection Committee.

If multiple proposals from the same applicant have reached the threshold and are within the top 20 proposals, EIT Urban Mobility reserves the right to invite to the online Panel Hearing more than 20 proposals that have reached the threshold.

Instructions on how to prepare for the panel hearing will be provided to the corresponding applicants together with the invitation to the Panel Hearing via email.

In case of equal scores during the Quality Evaluation, prioritisation will be given according to the following order: Impact, Excellence, and Implementation.

### 3.2.2 Panel Hearing

The final portfolio selection will be done through a Panel Hearing with the EIT Urban Mobility Selection Committee. The EIT Urban Mobility Selection Committee will be composed of two members from EIT Urban Mobility (the Innovation Director and the CFO) and the External Expert Evaluator (to assess the results of the Panel Hearing factor only). Additionally, a Business specialist will act as an observer.

The Panel Hearing will take place remotely on Zoom and will last 15 minutes each. Applicants will be asked to prepare a 5-minute pitch presentation describing the solution, how the live demo of the solution with the end client is envisioned, and the commercial readiness of the solution. After the pitch presentation, there will be 10 minutes of Q&A in which the Applicant will respond to questions from the Selection Committee.

The EIT Urban Mobility Selection Committee will select the portfolio of pre-selected proposals following the ranking list resulting from the assessment of the following factors and scoring criteria (maximum scoring: 20 points). The Selection Committee will also create a reserve list (if applicable) that remains valid in case funds are available and throughout the duration of this Business Plan.

| Assessment Factor        | Description of Assessment   | Max. Score                          |
|--------------------------|---|-------------------------------------|
| Results of Panel Hearing | <ul style="list-style-type: none"> <li>Credibility and quality of the pitch delivered.</li> </ul> | Up to 10 points (up to 5 points x2) |

|               |  |                                     |
|---------------|--|-------------------------------------|
|               | <ul style="list-style-type: none"> <li>• Clarity of the responses to questions asked by the Selection Committee.</li> <li>• Responses to issues and concerns expressed by the Selection Committee members, if applicable.</li> </ul>   |                                     |
| Portfolio Fit | <ul style="list-style-type: none"> <li>• Complementarity of the proposal within the current/past portfolio of the Thematic Area and/or EIT Urban Mobility.</li> <li>• Entities from underrepresented countries within EIT Urban Mobility portfolio.</li> <li>• Evident relevance and significance of the solution to the end-client.</li> <li>• (if applicable) Relevance of Swiss entities (innovativeness of the product and clear benefit for the EU market)</li> </ul> | Up to 10 points (up to 5 points x2) |

|                        | Max Score        |
|------------------------|------------------|
| Results of the Hearing | 10 points        |
| Portfolio Fit          | 10 points        |
| <b>Total point</b>     | <b>20 points</b> |
| <b>Total weight</b>    | <b>20%</b>       |

The score of the Panel Hearing will be provided to the applicants invited to this phase to compliment the original first stage evaluation report.

In case two proposals are based on similar solutions and considered to be a duplication, the Selection Committee may select either the highest score from the list or select according to the Challenge area best fit.

In case an applicant submitted multiple proposals and these proposals reached the Panel Hearing phase, only that best ranked proposal in the portfolio ranking list will be pre-selected. In such case, the other proposal(s) from the same applicant will be disregarded from the ranking list and the next proposal(s) in the portfolio ranking list will be pre-selected.

### 3.3 Communication of results to applicants

All applicants will receive an email notification with the final evaluation results (the Summary Evaluation Report (SER), together with the Pitch Panel Hearing Evaluation if applicable). If the proposal is pre-selected, the evaluation results may include a set of recommendations and/or conditions. The communication will set up a defined and non-negotiable deadline. The applicant of a pre-selected proposal under conditions

will need to respond and update the proposal according to these conditions within the timeframe outlined in the communication.

If the applicant fails to comply with the provided conditions or does not respond by the time allocated, EIT Urban Mobility reserves the right to withdraw the conditional notification. In such a case, the next proposal on the portfolio ranking list will be contacted following the ranking list defined after the Panel Hearings.

After this compliance check, the applicant will receive the final confirmation on their inclusion in the EIT Urban Mobility portfolio.

The successful execution and completion of the activities financed under the framework of the present call may unlock the possibility of receiving additional EIT UM funding. This process is regulated by the provisions included in the EIT Urban Mobility's Guidance on the *fast-track mechanism*.

### 3.4 Appeal on Evaluation Results

The applicant of a rejected proposal who disagrees with the decision may appeal only in the event where a quality evaluation report comment is in clear contradiction with the information provided in the proposal. In this case, the applicant 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).

# Annex I: Lump sum

The aim of the use of this lump sum funding is to reduce administration and financial errors, as well as to simplify complex and time-consuming reporting, making participation in the EIT Urban Mobility community more accessible.

## Budget main features

All project proposals must provide a detailed cost estimation, which must be an approximation of the actual costs. The estimation provided must be:

- subject to the same eligibility rules as in actual costs grants, i.e. cost estimations can only be included if the same cost item/type of cost would be eligible in an actual cost grant
- detailed in terms of tasks: applicants must identify the budget assigned to each task and the expected ending date of the task
- must be in line with normal practices
- must be reasonable/not excessive
- must be in line with and necessary for the activities proposed

## Payments

### First Payment

The first payment will be disbursed following the signature of the Financial Support Agreement (FSA) and submission of the Commercial Agreement/Equity Agreement (DEL 1) and will represent up to 50% of the EIT Urban Mobility contribution.

### Final payment (payment of the balance)

It closes the financial aspects of the grant and takes place after the official closing of the project.

The remaining amount of the EIT Urban Mobility contribution to be received by the beneficiary – up to 50% of EIT Urban Mobility contribution remaining to be received - will be paid according to the total amount of mandatory deliverables declared fully completed and approved by EIT Urban Mobility, as well as declared partially completed and approved or completely rejected. The project performance and percentage of KPIs achievement declared within the mandatory deliverable 3 might affect the balance payment (i.e. application of the performance rate methodology to the balance payment).

## Mandatory deliverables

To prove the successful implementation of the activity, and consequently to have the right to receive the EIT Urban Mobility contribution according to its defined value, the following compulsory deliverables will have to be submitted and successfully approved by EIT Urban Mobility:

|  | Value assigned to deliverables regarding to total EIT UM contribution to be received |
|--|--|
| DEL 1: Commercial agreement/Equity agreement | 40% of the total EIT UM contribution   |
| DEL 2: Branding and communications           | 20% of the total EIT UM contribution   |
| DEL 3: Technical Report on KPIs Achieved     | 40% of the total EIT UM contribution   |
| <b>Total 100%</b>                            |  |

## Reporting

Reporting periods and technical reporting follow the rules and procedures established in section 6 and 7 of the *Project Implementation Handbook*, with the focus on successful completion and approval of the mandatory deliverables submitted by the partners.

If a mandatory deliverable cannot be completed for scientific-technical reasons, the applicant must ask for an amendment from EIT Urban Mobility to make it feasible, including the possibility to extend the project duration, if allowed by EIT Urban Mobility.

Before a lump sum mandatory deliverable is rejected as incomplete, the applicant is invited to respond to the observations of the EIT Urban Mobility project officer/s.

If a mandatory deliverable is declared incomplete or needs to be improved, it will be rejected by EIT Urban Mobility, and the lump sum share concerned will be not paid at that point in time. Accordingly, the beneficiary will have to complete/improve the mandatory deliverable later and resubmit it at the end of any subsequent reporting period for its approval and subsequent payment.

If the rejection of the mandatory deliverable is confirmed, the total project budget (or the percentage) linked to it is not paid/refunded.

## Assessment

EIT Urban Mobility will assess the reports and the status of the mandatory deliverables at the end of the project (final reporting). For each mandatory deliverable submitted, EIT Urban Mobility will assess and choose between ‘completed’, ‘partially completed’ and ‘not completed’. Where EIT Urban Mobility declares a mandatory deliverable as ‘partially completed’, the percentage of completion will be calculated according to the specific grant reduction methodologies established by EIT Urban Mobility:

| DEL   | Indicator  | Weight (%) |
|-------|--|------------|
| DEL 1 | <b>Financial Sustainability Mechanism (FSM)/Commercial Agreement</b> <ul style="list-style-type: none"> <li>○ <b>Projects with the requirement to have a Commercial Agreement:</b> <ul style="list-style-type: none"> <li>▪ Agreement is signed: no reduction.</li> <li>▪ Agreement not signed: 30% reduction.</li> </ul> </li> <li>○ <b>Projects with other FS mechanisms:</b> <ul style="list-style-type: none"> <li>▪ Achieved: no reduction.</li> <li>▪ Not achieved: 30% reduction.</li> <li>▪ Partial achievement: reduction proportional to underachievement of targets.</li> </ul> </li> </ul> | Up to 40%  |
| DEL 2 | <b>Branding and Communications</b>   | Up to 20%  |

| DEL   | Indicator   | Weight (%) |
|-------|---|------------|
|       | Evidence of the correct implementation of brand & communication requirements according to the documents “EIT Urban Mobility 2023-2025 Brand Book” and “EIT Urban Mobility 2023-2025 Communication guidelines”.  |            |
| DEL 3 | <p><b>Technical Report on KPIs Achieved</b></p> <ul style="list-style-type: none"> <li>○ <b>EITHE02.4 Marketed Innovations: KPI 35%</b> <ul style="list-style-type: none"> <li>▪ All KPIs achieved: no reduction.</li> <li>▪ No KPIs achieved: 35% reduction.</li> <li>▪ Some EIT KPIs achieved: reduction proportional to underachievement.</li> </ul> </li> <li>○ <b>KONHE20 Design/Tested Innovations: 5%.</b> <ul style="list-style-type: none"> <li>▪ All KPIs achieved: no reduction.</li> <li>▪ No KPIs achieved: 5% reduction.</li> <li>▪ Some EIT Urban Mobility specific KPIs achieved: reduction proportional to underachievement</li> </ul> </li> </ul> | Up to 40%  |

EIT Urban Mobility will reject a mandatory deliverable when a significant or essential part of the information has not been provided or is not completed, and this has not been justified or accepted. If EIT Urban Mobility intends to reject a mandatory deliverable, the beneficiary will have the opportunity to react to the observations of the EIT Urban Mobility. In this case, EIT Urban Mobility will either send the beneficiary a request for additional information or reject the technical report and ask the beneficiary to justify the completion of the mandatory deliverable.

# Annex II: Evaluation for additional grant

Applicants successfully selected for this Call and which chose "equity shares" as their Financial Sustainability Mechanism, will undergo an additional evaluation stage. In case of a positive evaluation, that is being scored at least 21/30, an additional grant of up to the same amount of the challenge originally awarded may be assigned.

Below is the list of criteria which will be assessed during this phase.

| Evaluation criteria | Description  | Max. score |
|---------------------|--|------------|
| Portfolio fit       | <ul style="list-style-type: none"> <li>- Business model; HW/SW integration; Vertical balance (portfolio enrichment)</li> <li>- Cannibalization on existing portfolio (direct competition in the region)</li> <li>- Geographical dispersion / balance</li> </ul>  | 5          |
| Strategic fit       | The application is in line with Impact Ventures investment strategy.   | 5          |
| Product & Market    | <p><b>Solution - Product Fit</b><br/>Analyse the alignment between customer's needs and/or pain points and the solution. Assess whether it is unique and effectively solves the problems it is designed to address.</p> <p><b>Market/Sector Added Value</b><br/> <ul style="list-style-type: none"> <li>- Examine the grade of novelty embedded in the core business line, benchmarking the offering to the industry/sector champions.</li> <li>- Examine the timing - is the product too early/just right/too late on market entry?</li> <li>- Reflect on the USP - Unique Selling Proposition - and expected market advantage of the product/service/technology offered.</li> </ul> </p> <p><b>Market Opportunity Size:</b><br/>Examine the scale of the market, considering the financial ability (purchasing power) to buy products and services in the targeted communities/ buyer personas as predictions are overly optimistic. Assess average growth from competitors, aiming to recognize challenges (PEST) that reveal opportunities and potential threats early on.</p> <p><b>Time-to-Market (Costs, Risks)</b><br/> <ul style="list-style-type: none"> <li>- Examine the relationship between TTM and the TAM/SAM/SOM. e.g., a late product introduction can decrease the window of opportunity for revenue generation and accelerate the product's obsolescence.</li> <li>- Reflect on the costs and risks associated with market launch or expansion related to the sector/industry the prospect is targeting.</li> </ul> </p> | 5          |



|               |  |    |
|---------------|--|----|
| Scalability   | <b>Product</b><br>- Deeper explanation of TRL level described in application (e.g. pilot projects, customer feedback on these, trajectory of product dev)<br>- Biz model: presentation of approach (B2B, B2G etc.) in combination with sales approach<br>- Sales & Financials: number of users, customer pipeline volume, customers (including e.g. CAC, CLTV, margin, churn), revenue development & projections   | 5  |
|               | <b>Fundraising: current round and future roadmap</b><br>- Current round: Reason why EIT UM should become an investor; status of soft and hard commitments of co-investors; planned milestones if startup would receive funding<br>- Future roadmap: how will runway be stretched to the max; exit scenario: who will eventually buy EIT UM's shares and why  |    |
| Impact        | <b>Impact: SDGs</b><br>Positive contribution to one of the core SDGs has been convincingly presented.  | 5  |
|               | <b>Core KPIs</b><br>Presentation of positive/negative impact contribution for EIT UM's strategic KPIs: contribution to societal infrastructure; jobs and taxes; contribution to GHG and non-GHG emissions.   |    |
| Team Strength | Evaluate the founders' experience impartially to prevent biases. Stress adaptability as a key trait for successful entrepreneurs. Ensure that diverse management teams mirror the demographics of the target markets/ segments:<br><b>Technical and business-oriented co-founders, strengths and complementary skills of <u>the management team</u></b><br>Team has a unique advantage or edge (e.g. serial entrepreneurs, other unique traits): in-depth expertise in the sector, previous track record and industry experience, etc. | 5  |
| Total         |  | 30 |
| Threshold     |  | 21 |