



## **Guide for Applicants**

# **SCALE-UP PROGRAMME**



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## 1. STRATEGIC FOCUS

EIT Urban Mobility (EITUM) is an initiative supported by the European Institute of Innovation and Technology (EIT) acting to accelerate positive change on mobility to make urban spaces more liveable since January 2019. EITUM aims to become the largest European initiative transforming urban mobility and the reference in the market for supporting and funding gender-balanced start-ups within urban mobility.

### Scale-Up Programme

The **SCALE-UP PROGRAMME** is funded by EIT Urban Mobility and implemented through well recognised partners to boost the growth phase of mature start-ups (scale-ups). The main objective of the **SCALE-UP PROGRAMME** is to support companies to scale-up their market presence, drive internationalisation.

### Offering

The SCALE-UP PROGRAMME offering to each selected company includes:

#### **EVENTS, NETWORKING and PROMOTION**

- Increased visibility via pitching events and programme partner's networks;
- Participation at internal and high-level international events such as [Engaged Investments Conference](#) (Prague, Czechia), [Ultimate DemoDay](#) (Munich, Germany)<sup>1</sup>
- Two tickets to [Tomorrow.Mobility 2024](#), organised by Fira de Barcelona and co-organised by EIT Urban Mobility. One of the most influential start-up events in Europe with a specific focus on the future of mobility within cities;
- 2,500€ lump-sum contribution (eligible cost categories is "travel, accommodation, and subsistence costs") for attending the programme's activities;
- Access to city and industry network for exploring potential pilot opportunities;
- Promotion of your company at the [Impact Ventures portfolio webpage](#), and through EIT Urban Mobility communication channels;
- 6 months of paid GrowthLab Premium subscription. The [GrowthLab](#) is the largest community of mobility entrepreneurs, including scouted opportunities for start-ups (funding, pilots, programmes and advisory services) and exclusive perks for premium members.

#### **FUNDING OPPORTUNITIES & CONNECTIONS**

- Access to investors and potential clients
- Access to EIT Urban Mobility investment initiatives and funding instruments;
- Opportunity to get your company recommended for investment to EIT Urban Mobility – Impact Ventures division;
- Access to the consortium partners and mentors pan-European network

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<sup>1</sup> The Final list of included events and participation options to be confirmed and subject to change.

### COACHING & MENTORING

- Individualised business coaching and training, up to 10 hours by industry experts and experienced founders;
- Impact assessment measurement through licence and support provision;
- Expert webinars and workshops by industry experts and experienced executives such as Pilot Preparation, Stop Guessing & Start Failing (PowerHUB Buildinn Academy) and ESG & Sustainability Academy; Market research activities for individual ideas and products;

The **SCALE-UP PROGRAMME** will be a precursor and will **support 12 companies** during 2024 with a cross-thematic focus on so that they can expand their business based on innovative solutions in the field of urban mobility.

The **SCALE-UP PROGRAMME consortium partners** managing the programme are:

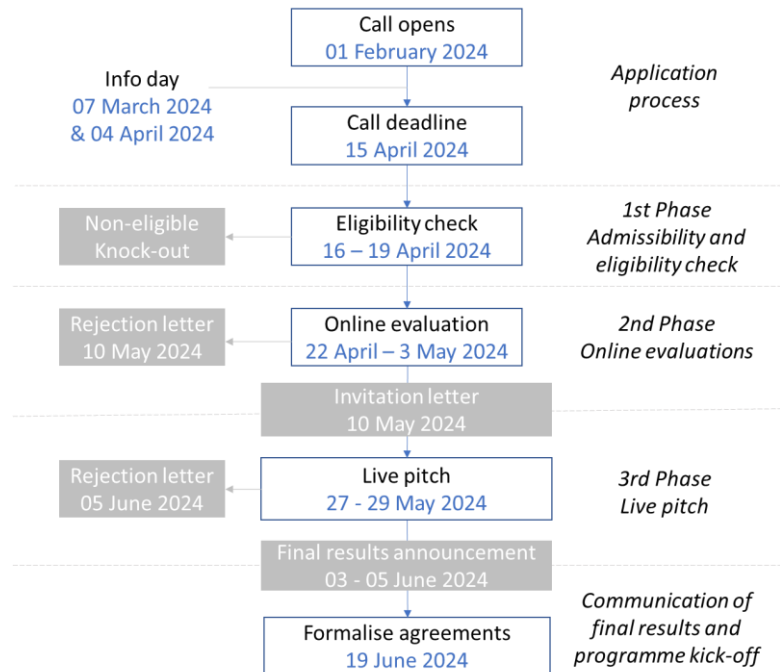
- **CARNET**: Is an open hub for industrial and academic partners from the areas of automotive and mobility research & innovation founded by Volkswagen Group Innovation, SEAT S.A. & Universitat Politècnica de Catalunya · BarcelonaTech (UPC) (Spain);
- **Fraunhofer-Gesellschaft zur Förderung der angewandten Forschung**: Is one of the leading organizations for applied research in Europe. With more than 70 institutes all over Germany (Germany);
- **Technische Universität Braunschweig, Niedersächsisches Forschungszentrum Fahrzeugtechnik (NFF)**: Interdisciplinary Research Centre around Mobility (Germany);
- **PowerHUB**: Research & Innovation Industrial Center and Technology Transfer organisation. Provides acceleration services, organises pilots, prototyping, ICT Development incl. Big Data solutions and citizen engagement applications. Its large European network spans industry players, public institutions, cities, R&D organisations...etc... (Czech Republic);
- **UnternehmerTUM (UTUM)**: UnternehmerTUM is Europe's largest center for entrepreneurship and innovation. With over 200 employees and a strong ecosystem of experienced entrepreneurs, mentors, scientists, and investors, UTUM offers a complete service in company building: from developing an initial idea, prototyping, funding, trainging to IPO (Germany).

This Guide for Applicants provides the needed information for applicants of **SCALE-UP PROGRAMME**.

## 2. PROJECT DURATION & DEADLINES

Stage of the call	Date
Call opening	01 February 2024
Infoday for SCALE-UP PROGRAMME applicants #1	07 March 2024
Infoday for SCALE-UP PROGRAMME applicants #2	04 April 2024
Call closure	15 April 2024
1 <sup>st</sup> phase: admissibility and eligibilty check	16 - 19 April 2024
2 <sup>nd</sup> phase: evaluation of applications	22 April 2024 – 03 May 2024

Announcement of phase 3 shortlist	10 May 2022
3 <sup>rd</sup> phase: online pitch session	27 - 29 May 2024
Communication of final results	03 - 05 June 2024
SCALE-UP PROGRAMME participation formalisation	19 June 2024
Start date of SCALE-UP PROGRAMME	20 June 2024



### 3. ADMISSIBILITY AND ELIGIBILITY CRITERIA

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

- The submitted application is in English language;
- A team with at least **3 Full Time Employees (FTEs)**. NOT a single founder. FTEs are not necessarily connected to monetary compensation;
- **START-UP incorporated in EU or EU associated countries** according to the official list of countries by the European Union and [third countries associated to Horizon Europe](#). The registration certificate will be required to participate in the programme<sup>2</sup>;
- **Not having been selected** and benefited from previous editions of the programme, which are **Scale-up Hub (2020), ScaleTHENGlobal (2021), Scale-up programme (2022, 2023)**.<sup>3</sup>
- **START-UP** must be **registered** at the **Growth Lab**.
- **START-UPS** can only be **supported in one of the following programmes during 2024**: one thematic Market Readiness Accelerator programme or the SCALE-UP PROGRAMME (this admissibility criteria does not take into account if start-ups is supported via other programmes different from the ones listed above).

<sup>2</sup> The certificate must be available at the latest 5 calendar days after the selected start-up receives notification of acceptance.

<sup>3</sup> GoGlobal 2020 and Welcome2Europe 2021 supported start-ups are eligible

## 4. AWARD CRITERIA

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

- A **clear, scalable business idea**;
- **Founders and employees** (e.g. Employee Stock Ownership Plan, ESOP) should still own more than **50% of shares**;
- **No more than 10% of your shares are held outside of the eligible countries** (no detailed cap table needed);
- Duly justified, preferred **TRL 7 – 9**, according to TRL definition in [Horizon Europe Work Programme 2023 – 2024](#)
- **FIT with EIT Urban Mobility SCALE-UP PROGRAMME**: Teams will be asked to elaborate how they will engage and contribute to the SCALE-UP PROGRAMME:
  - o Due to its cross-thematic focus, applicants are suggested, **but not limited to** contribute to at least one of the following fields or areas:

**Contributing areas of interest for the programme:**

- |                              |                                      |
|------------------------------|--------------------------------------|
| - Integrated Mobility        | - Mobility Infrastructure            |
| - Sustainable City Logistics | - Pollution reduction                |
| - Future Mobility            | - Intermodality & Inclusive Mobility |
| - Mobility and Energy        | - Active Mobility                    |
| - Smart Infrastructure       | - Public realm                       |

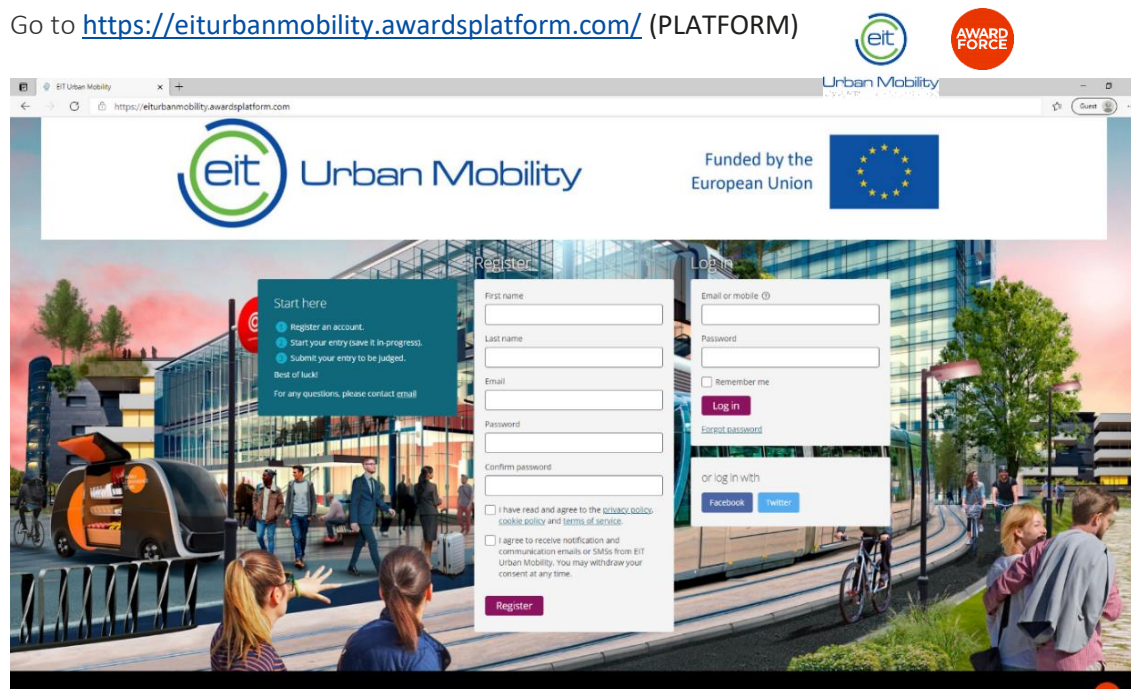
**Contributing thematic fields of interest for the programme:**

- |  |  |
|--|--|
| - Hydrogen mobility  | - Vehicle Marketplaces and Aftermarket             |
| - Urban Air Mobility   | - Smart Cities & Smart Parking                     |
| - Waterway Transportation & Water Logistics                              | - First/ Last-mile Delivery & Green Logistics      |
| - Connected Vehicles   | - Mapping and Navigation                           |
| - Autonomous Vehicles and Systems  | - Sustainable Energy Systems                       |
| - Public transport, intercity mobility and connections for rural regions | - Circular Economy for vehicles and infrastructure |
| - Sensors and Training Data  | - Low-emission mobility                            |
| - Mobility Services  | - Battery Tech & Transport electrification         |
| - Traffic management   | - Circular freight and waste management            |

Start-ups taking part in the SCALE-UP PROGRAMME with particular success, may be granted additional EITUM funding. This process is regulated by the provisions included in the EIT Urban Mobility's Guidance on the fast-track mechanism.

## 5. HOW TO APPLY

Go to <https://eiturbanmobility.awardsplatform.com/> (PLATFORM)



START-UP representatives must **register and validate the account** if this is the first time accessing the platform. If START-UP representative has already created an account, proceed to **log in**.

Once logged in:

1. Start a new application;
2. Select Programme Type – EIT UM Programmes;
3. Select Call – **SCALE-UP PROGRAMME 2024**;
4. Follow the application form.

During the application all compulsory fields must be filled. Details about the application form, sections and required information are included in **ANNEX 1 - Application form, sections and required information**.

## 6. EVALUATION PHASES AND CRITERIA

The evaluation of proposals and strategic fit will be conducted in **three phases**:

### 1<sup>st</sup> phase – Admissibility and eligibility check

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

### 2<sup>nd</sup> phase – Online evaluation

START-UP applications will be reviewed by a **panel composed by at least 2 evaluators** with same

weighting of scores:

- A minimum of 1 internal expert evaluator
- A minimum of 1 external expert evaluator

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

	1. Excellence / Innovation	2. Team / Structure	3. Impact	4. Implementation and overall merit	TOTAL
<b>Evaluation criteria</b>	Innovativeness of the solution and clear business idea . Potential of the product or service to contribute to sustainable mobility. Achievements and pilot experience.	Team/founders (C levels, experience, coachability and hiring plan). Stakeholder relations with investors and other partners.	Averaged Net Impact Ratio converted to impact score based on the products/services selected by applicants ( <a href="#">Annex 3</a> ).	Overall merit of applicant and application fit to <b>SCALE-UP PROGRAMME</b> . Competitive and effective Pitch deck including mandatory sections: Problem, Solution, Value Proposition, Business Model, Market, Go To Market Strategy, Competition, Traction, Team.	<b>20</b>
<b>Score</b>	<b>5</b>	<b>5</b>	<b>5</b>	<b>5</b>	

At least Top 24 ranked START-UP applications will qualify to phase 3 – the live pitch. Once the evaluators have concluded their assessment, a Consensus Meeting is organised: for each application a final score will be decided, and a brief evaluation report will be produced. Applicants will be notified via e-mail about the outcome of the evaluation.

### Scoring criteria – 2nd Phase

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

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



### 3<sup>rd</sup> phase – Live pitch

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

- A minimum of 1 internal expert evaluator – jury member.
- A minimum of 1 external expert evaluator – jury member.

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

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

The format of the live pitch will be 5 minutes presentation by the START-UP and up to 10 minutes questions from the jury panel. Once the evaluators have concluded their assessment, a Consensus Meeting is organised: for each application a final score will be decided, and a final evaluation report will be produced.

The total score of phase 2 will be added to the total score of phase 3. Top 12 ranked START-UP applications will be conditionally accepted<sup>4</sup> to join the **SCALE-UP PROGRAMME**. If conditions are met, the START-UP will be granted the support service package. Applicants will be notified via e-mail about the outcome of the evaluation.

### Scoring criteria – 3<sup>rd</sup> phase

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

Score	Description	
0	<b>None</b>	The information requested is missing or incomplete
2	<b>Very poor</b>	The information provided is considered irrelevant or inadequate compared to the specific information required for the block and/or call provisions
4	<b>Poor</b>	The information provided lacks relevant quality and contains significant weaknesses, compared to the specific block required information and/or call provisions
6	<b>Fair</b>	The overall information provided is adequate, however, some aspects are unclearly or insufficiently detailed, compared to the specific block required

<sup>4</sup> Refer to [ACTIVITIES IMPLEMENTATION AND FINANCIAL ASPECTS](#).

		information and/or call provisions
8	Good	The information provided is adequate with sufficiently outlined details, compared to the specific block required information and/or call provisions
10	Excellent	The information provided is outstanding in its details, clarity and coherence, compared to the specific block required information and/or call provisions

## 7. COMMUNICATION OF RESULTS

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

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

The start-up point of contact of any application deemed inadmissible/ineligible who disputes the ineligibility decision, may appeal. This appeal must be sent to [impact.ventures@eiturbanmobility.eu](mailto:impact.ventures@eiturbanmobility.eu) within 5 calendar days from the official notification of ineligibility, by identifying and describing the factual errors that according to the applicant invalidate the decision. A final decision on the appeal is taken by the Programme consortium.

## 8. ACTIVITIES IMPLEMENTATION AND FINANCIAL ASPECTS

Selected start-ups will have to diligently collaborate to:

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

After the evaluation and selection process, SCALE-UP PROGRAMME will grant each selected start-up with a fixed lump sum of 2,500 €. This amount is meant to cover the travel, accommodation, and subsistence costs<sup>5</sup> of the representatives of the start-ups when attending SCALE-UP PROGRAMME and EIT UM events during 2024 (see [Annex 2](#)).

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<sup>5</sup> According to the conditions established in the *Eligibility of expenditures* document.

## 9. SUPPORT AND CONTACT

For any questions regarding the **SCALE-UP PROGRAMME** you can contact [albert.verges@carnetbarcelona.com](mailto:albert.verges@carnetbarcelona.com)

For any questions regarding **EIT Urban Mobility / Impact Ventures** you can contact [impact.ventures@eiturbanmobility.eu](mailto:impact.ventures@eiturbanmobility.eu)

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

## ANNEX 1 - Application form, sections and required information

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

Business - General information	
Item	Description
<b>Company</b>	Enter the registered name for the company.
<b>Contact Person</b> (name and surname)	Enter the name and surname of the start-up representative as main point of contact.
<b>Contact person e-mail</b>	Enter start-up representative email contact for official communications.
<b>Phone number</b>	Enter the phone number of the contact person.
<b>VAT number</b>	Provide your company value added tax identification number.
<b>Company Registration Number</b>	Provide your Company Registration Number (CRN) as the unique national identifier (combination of numbers, at times of numbers and letters) to verify the legal existence as an incorporated entity. The CRN can be found on the Certificate of Incorporation, on all official documentation received from the issuing entity or on the excerpts of the register.
<i>PIC ID optional</i>	<i>If your organisation is registered at at the EC Funding &amp; Tenders portal, please provide the 9-digit Participant Identification Code (PIC).</i>
<b>Incorporation date</b>	Indicate the incorporation date of your company.
<b>Incorporation country</b>	Applicants are required to be incorporated in one of the EU Member States or HE Associated countries. List of EU Member States: <a href="https://europa.eu/european-union/about-eu/countries_en">https://europa.eu/european-union/about-eu/countries_en</a> List of countries associated to the Horizon Europe: <a href="https://ec.europa.eu/info/funding-tenders/opportunities/docs/2021-2027/common/guidance/list-3rd-country-participation_horizon-euratom_en.pdf">https://ec.europa.eu/info/funding-tenders/opportunities/docs/2021-2027/common/guidance/list-3rd-country-participation_horizon-euratom_en.pdf</a> ELIGIBILITY CRITERIA: Company incorporated in EU or EU associated countries according to the official list of countries by the European Union and third countries associated to Horizon Europe. The registration certificate will be required to participate in the programme.
<b>Company URL</b>	Provide the main website address for your company.
<i>Other relevant company websites/social media channel optional</i>	Provide the company's LinkedIn profile or any other official channel used for marketing and communication.
<b>Company pre-money valuation (€)</b>	Please provide the latest verifiable company valuation. If you are not in possession of an official company verifiable valuation resulting from previous fundraising or programme participation, you can provide a calculated pre-money valuation based on one of the widely accessible,

	<p>accredited methodologies, e.g. Discounted Cash Flow (DCF), Berkus Approach; or benchmark your business against the existing market.</p> <p>If you do not have any verifiable or calculated pre-money valuation, fill in with a “0”.</p>
<b>What is your current funding/company stage?</b>	In case your company is not fundraising, please provide information on the last closed round indicating the growth stage of the company.
<b>Next funding round target (in €)</b>	Please indicate your next funding round target.
<b>EISMEA support</b>	Has the company received EISMEA support (via EIC programmes or Interregional Innovation Investment Instrument)? Select one option: Yes/No.
<b>Participation in previous EIT UM programmes</b>	In which EIT urban Mobility Programme have you participated? Accelerator Programmes (2020 – 2023); Scale-Up Programme (2020 – 2023); Investment Readiness Programme (2022 – 2023); Other EIT UM programmes; None of the above.
<i>Note on eligibility criteria for Scale-Up Programme: Not having been selected and benefited from previous editions of the programme, which are Scale-up Hub (2020), ScaleTHENGGlobal (2021), Scale-up programme (2022, 2023). GoGlobal 2020 and Welcome2Europe 2021 supported start-ups are eligible.</i>	
<b>Is your company an EIT UM equity portfolio start-up?</b>	Please indicate whether there is any Investment Agreement or Future Equity instrument signed between your company and EIT Urban Mobility.
<b>Have you applied / will you apply to a thematic Market Readiness Accelerator?</b>	<p>Inclusive Mobility (Better Mobility Accelerator); Smart Mobility (DMS Accelerator); Future Mobility (Accelerate2MOVE); Urban Air Mobility Piazza Accelerator; Sustainable Mobility; No, I have not applied and do not intend to apply to any thematic Market Readiness Accelerator.</p> <p>ELIGIBILITY CRITERIA: START-UPS can only be supported in one of the following programmes during 2024: one thematic Market Readiness Accelerator programme or the Scale-Up Programme.</p>
<b>Growth Lab <a href="https://growthlab.eitum.eu/">https://growthlab.eitum.eu/</a></b>	<p>Checkbox: I am registered at the Growth Lab.</p> <p>ELIGIBILITY CRITERIA: START-UP must be registered at the Growth Lab.</p> <p>The GrowthLab is the largest community for mobility entrepreneurs powered by EIT UM.</p>

Excellence / Innovation		
Item	Description	MAX Score
Describe what your company does	Be clear and concise. This is how you catch our attention. (max. 500 characters)	5
What problem do you solve?	Provide a concise description. (max. 1000 characters)	
What is your solution?	Provide a concise description. (max. 1000 characters)	
Who are your customer groups?	Provide a list of customer groups or a concise description. (max. 500 characters)	
Who are the end users?	Provide a list of end users or concise description. (max. 500 characters)	
Who are your main competitors?	Name your main three competitors.	
How is your product /service different from existing solutions? What is your USP?	Provide a concise description. (max. 500 characters)	
Why are you applying to this programme?	Describe why joining this EIT Urban Mobility programme is an opportunity for your company. (max. 500 characters)	

Team / Structure		
Item	Description	MAX Score
How many FTE (full time equivalent) work for your company including the founders?	Please count both FTEs and team members involved in the start-up, including part-time commitment (e.g., 0.5 FTE). FTEs are not necessarily connected to monetary compensation.	5
<i>Note on eligibility criteria for ScaleUp Programme: a team with at least 3 Full Time Employees (FTEs). Not a single founder.</i>		
Team composition (Co-Founders, C-Levels and other relevant leading positions)	Please identify and assign the following competences within the team: tech. / product development, sales / marketing, fundraising / contact with investors. Provide the name, surname, role, gender and linkedin profile of founders and C-Level positions. If relevant for your company, please also include other leading positions such as spokespersons, advisors, business developers...	
Do founders and employees (e.g. ESOP*) own more than 50% of shares?	Do founders and employees own more than 50% of shares? Select one option: Yes/No. <i>*Employee Stock Ownership Plan: Financial compensation tool for employees which are offered stock options of the company they work for.</i>	
List all your shareholders (including	Provide Shareholder name, title and % of equity.	

<i>founders, employees and investors) of the company that own at least 5% equity including their title and percentage: (optional)</i>		
Do non-EU shareholders own more than 10% of the company?	Please indicate if there are more than 10% of your shares held by non-EU shareholders.	
What is your team best at?	Provide a concise description. (max. 500 characters)	
What is your team missing?	Provide a concise description. (max. 500 characters)	

Impact		
Item	Description	MAX Score
Which products and/or services does your company offer?	Based on the products/services selected by each applicant, an averaged Net Impact Ratio will be automatically calculated. The aggregated Net Impact Ratio is then automatically converted to a score based on the <a href="#">Scoring Criteria – 2<sup>nd</sup> Phase</a> . Further information about the impact section approach and scoring system is described at <a href="#">Annex 3</a> of the Guide for Applicants.	5
<i>If not listed above, indicate your main product or service that your company offers (optional)</i>	Name your main product or service that your company offers in 10 words max.	

Implementation and overall merit		
Item	Description	MAX Score
Pitch Deck	<p>Pitch Decks are expected to cover the following content:</p> <ul style="list-style-type: none"> <li>- The <b>problem</b> you are solving (and for whom).</li> <li>- Your <b>innovative solution</b> (ideally with evidence of product-market-fit), its degree of innovativeness and stage of development (MVP, prototype, product launched).</li> <li>- Your <b>market</b> opportunity: market size, potential and scalability of your solution.</li> <li>- <b>Business model, pricing and go-to-market strategy</b>.</li> <li>- <b>Partners and traction</b>.</li> <li>- <b>Competition and USP</b> (including IP &amp; patents if any).</li> <li>- <b>Financial projections</b> (3-5 years).</li> </ul>	5

	<ul style="list-style-type: none"> <li>- <b>Funding</b> received, funding needs and use of funds.</li> <li>- <b>Motivation</b> and <b>fit</b> with the programme.</li> <li>- <b>Impact / SDG / KPIs.</b> Describe how you provide impact (environmental, societal and economic), which areas of the business are associated with the Sustainable Development Goals (List and elaborated description of SDGs: <a href="https://ec.europa.eu/international-partnerships/sustainable-development-goals_enSDGs">https://ec.europa.eu/international-partnerships/sustainable-development-goals_enSDGs</a>) and which impact KPIs do you take into consideration, if any.</li> <li>- <b>Team.</b></li> </ul> <p>Only in PDF. Max. 15 slides.</p>	
<p><i>Any other material (one-pager, videos about team, product or service...) Optional</i></p>	<p><i>If needed, use this field to attach relevant information and documents to fully evaluate your start-up / application.</i></p>	

Final Submission				
Checkbox: My application is complete. By submitting I acknowledge that the information provided is trustworthy.				
Checkbox: I accept to be contacted at the email and telephone number (when provided) included at my application form.				
Checkbox: I accept to share the information included at the application form with EIT UM and consortium partners responsible for the programme for the sole purpose of evaluating my candidacy to the present call.				
Feedback: The information about the programme provided at the webpage, guide for applicants and info days is:	5 – Very clear and complete	4	3	2 1 - Vague and insufficient
Feedback: The application process is:	5 - Simple to follow and information is well contextualised	4	3	2 1 - Tedious and ambiguous
Feedback: How did you know about this programme? <ul style="list-style-type: none"> <li>- Personal contact</li> <li>- Mailing / Newsletter</li> <li>- Social media post</li> <li>- Event, exhibition or fair</li> <li>- Previous applicant of EIT Urban Mobility programmes</li> </ul>				



- RIS (Regional Innovation Scheme) contact - Other
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Is there anything else you want to tell us?
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## ANNEX 2 – Lump sum contribution of 2,500€

### Impact Ventures: SCALE-UP PROGRAMME support to selected start-ups

#### Type of Activity

SCALE-UP PROGRAMME provides support for innovative mobility solutions by nurturing start-ups. This includes, among other support services, business coaching, mentoring by industry experts as well as urban mobility specific expertise such as technology or market validation, product-market fit or market entry. SCALE-UP PROGRAMME will nurture start-ups from the EU and Third countries associated to Horizon Europe.

The SCALE-UP PROGRAMME performs a scouting service for EIT Urban Mobility in identifying, evaluating, and selecting the most promising start-ups to be involved in the SCALE-UP PROGRAMME' activities.

For start-ups, the benefits of being selected in the SCALE-UP PROGRAMME comprise:

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

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

#### Grant amount and types of expenses

After the evaluation and selection process, SCALE-UP PROGRAMME will grant each selected start-up a fixed lump sum of 2,500 €. This amount is meant to cover the cost of the human resources (daily rate), travel, accommodation, and subsistence costs of the representatives of the start-ups when attending a minimum of two SCALE-UP PROGRAMME and/or EIT UM onsite events (including bilateral meetings) during the period 01.06.2024-31.12.2024.

#### Requirements for awarding the grant

- The start-up should be successfully selected by the SCALE-UP PROGRAMME in an open call;
- The start-up must commit to take part in the SCALE-UP PROGRAMME activities to justify the lump sum.
- The start-up must display prominently the EIT UM logo on its website

#### Payment process

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

#### Supporting documentation

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

Controls will focus on the proper attendance of the start-up at the events/meetings organised by the SCALE-UP PROGRAMME and EIT UM during the duration of the SCALE-UP PROGRAMME activities. To prove the

attendance at the event/meeting, the following evidence will need to be provided:

- copy of the list of attendance provided by the SCALE-UP PROGRAMME, in case of online meetings;
- Scale-Up Programme.SCALE-UP PROGRAMME, in case of physical meetings.

In case of non-attendance to at least two onsite SCALE-UP PROGRAMME or EIT UM events, unless force majeure, the SCALE-UP PROGRAMME reserves the right to reclaim the grant from the start-up.

## ANNEX 3 – Impact section and evaluation criteria

EIT UM has defined a process to objectivise the assessment of impact at the online evaluation stage (phase 2) for companies applying to the following programmes:

- Market Readiness Accelerators:
  - o Smart Mobility – DMS Consortium Accelerator;
  - o Future Mobility – Accelerate2MOVE;
  - o Inclusive Mobility – Better Mobility Accelerator;
  - o Sustainable Cities and Clean Mobility;
  - o UAM Piazza Accelerator.
- ScaleUp Programme.

The process is based on [Upright Project](#) approach to quantify the **net impact** of companies’ core business. Each product/service has a Net Impact Ratio defined by four dimensions (society, knowledge, health and environment) and a total of 19 subcategories following [Upright net impact framework](#).

EIT UM retrieved a list of 208 products/services directly or indirectly related to mobility, with Net Impact Ratios ranging from -156% to +78%. Data was retrieved on January 10<sup>th</sup> 2024 and will remain static for the whole selection process of the present call.

Based on the products/services selected by each applicant, an averaged Net Impact Ratio will be automatically calculated. If the main product/service from the company is not listed, applicants will write down the product/service and a Net Impact Score will be calculated following the same approach.

The averaged Net Impact Ratio is then automatically converted to a score based on the Scoring Criteria – 2nd Phase. Averaged Net Impact Ratios are linearly and directly converted to Impact scores as detailed in the following table:

Averaged Net Impact Ratio (%)	Impact Score – 2nd Phase online evaluations
averaged NIR <= 0	0
0 < averaged NIR <= +15	1
+15 < averaged NIR <= +30	2
+30 < averaged NIR <= +45	3
+45 < averaged NIR <= +60	4
+60 < averaged NIR	5

Online evaluators (phase 2) will receive the following data:

- Products/services selected by each applicant;
- Averaged Net Impact Ratio (automatically calculated);
- Impact Score (automatically calculated).

There will be at least one training for online evaluators which will deep dive into EIT UM process to objectivise the assessment of impact at the online evaluation stage.

The full list of 208 products/services directly or indirectly related to mobility are listed below:

0	No fit of product/service on the provided list
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1	Electric bicycle charging point software
2	Waste data analytics and optimisation software
3	Open access waste data analytics and optimisation software
4	Bicycle-sharing services engineering
5	Battery upcycling services
6	Electric vehicle charging point software
7	Refurbished electric bicycles
8	Autonomous electric ferries
9	Autonomy software for autonomous electric ferries
10	Manned electric ferries
11	Trash sensors
12	Truck fleet usage optimisation software
13	Electric vehicle smart charging software
14	Mobility monitoring and analysis software for bicycles
15	Electric vehicle fleet charging optimisation software
16	Electric scooter charging point software
17	Electric bicycle charging equipment
18	Bicycle repair and maintenance
19	Electric bicycle charging services
20	Electric vehicle charging infrastructure engineering
21	Real time information software for bicycle-sharing services
22	Application programming interface for electric vehicle fleet management software
23	Route optimization software for micromobility sharing services
24	Route optimization software for last mile freight delivery services using electric vehicles
25	Transport planning software
26	Slow AC charging stations for electric vehicles
27	Fast AC charging stations for electric vehicles
28	Traffic management software
29	Carbon footprint calculation applications
30	Long-haul train booking sites and applications
31	Leasing of electric vehicle charging equipment
32	Electric vehicle charging equipment
33	Public transportation optimisation software
34	City planning software
35	Car-sharing services engineering
36	Electric cargo bicycle rental
37	Electric scooter charging equipment
38	GHG emissions monitoring software for the waste management industry
39	Bicycle leasing
40	Traffic system planning software for bicycle-sharing services
41	Transport planning software for student transportation
42	Digital marketplace for installation of electric vehicle charging stations

43	Smart electricity grid software
44	Scooter-sharing services engineering
45	Last mile freight delivery services using electric bicycles
46	Electric motors for conventional bicycles
47	Traffic accident analysis software
48	Traffic analysis software for urban planning
49	Mobility-as-a-service software for electric bicycle rentals
50	Electric passenger car leasing
51	Electric bicycle rentals
52	Long-haul bus booking sites and applications
53	Construction quality assurance software
54	Conductive rail charging equipment for electric vehicles
55	Real time information software for car-sharing services
56	Digital marketplace for installation of solar panels
57	Electric bicycle leasing
58	Route optimization software for student transportation
59	GHG emissions monitoring software for cities
60	Digital marketplace for electric vehicle charging equipment
61	Electric scooter charging services
62	Delivery services engineering
63	Parking area design engineering
64	Multispectral cameras for autonomous electric trucks
65	Supply chain optimisation software for the construction industry
66	Package delivery services by electric vehicles
67	Traffic system planning software for car-sharing services
68	Application programming interface for mobility-as-a-service software
69	Electric vehicle charging platforms
70	Parcel locker operation services
71	Mobility-as-a-service software for bicycle rentals
72	Traffic management software for electric scooters
73	Audio augmented reality navigation software
74	Multispectral cameras for autonomous electric passenger cars
75	Real time information software for scooter-sharing services
76	Real time information software for urban electric train transport
77	Electric scooters for last mile freight delivery
78	Leasing of electric light commercial vehicles
79	IoT management software
80	Power management software for electric vehicle charging
81	Rental marketplaces for offices
82	Digital marketplace for solar panels
83	Car-sharing services
84	Electric skateboards

85	City air quality monitoring equipment
86	Mobility-as-a-service software for electric passenger car rentals
87	Walking Challenge Applications
88	Fine particle measurement sensors
89	Temperature measurement equipment for road traffic
90	Wind measurement equipment for road traffic
91	Fleet monitoring software for electric vehicles
92	Carbon footprint calculation applications for urban transport services
93	Mobility-as-a-service software for electric motorcycle rentals
94	Task management software for urban transport services
95	GHG emissions monitoring software for the construction industry
96	Location based real estate assessment software
97	Map and location software for bicycle parking
98	Route optimization software
99	Real time information software for urban bus transport
100	Solar panels for pedestrian walkways
101	Traffic system planning software for scooter-sharing services
102	Mobility-as-a-service software for electric scooter rentals
103	Humidity measurement equipment for road traffic
104	Precipitation measurement equipment for road traffic
105	3d modelling software for city planning
106	Rental marketplaces for restaurants
107	Image recognition software for process resource efficiency engineering
108	Mobility monitoring and analysis software for mobility platforms
109	Ride sharing for student transportation
110	Document management software
111	Mobility monitoring and analysis software for sustainability services
112	Parcel locker management software
113	3d modelling software for city modelling
114	3d modelling software for geospatial analysis
115	Training data sets for autonomous vehicle testing
116	Map and location software
117	Route optimization software
118	Mobility monitoring and analysis software
119	Video content analysis software for process resource efficiency engineering
120	3d vision sensors for electric scooters
121	Real time information software for taxi services
122	GHG emissions monitoring software for the transportation industry
123	Digital marketplace for electric light commercial vehicles
124	Road freight management software
125	Real time information software for ride-hailing services
126	Mobility-as-a-service software for electric scooters renting

127	Carbon dioxide sensors for city emissions monitoring
128	Software testing tools for advanced driver assistance software
129	Bicycle parking services
130	Computer vision traffic management software
131	3d modelling software for property condition assessment
132	Methane sensors for city emissions monitoring
133	Mobility monitoring and analysis software for the insurance industry
134	Dual fuel retrofit systems for locomotives
135	3d modelling software for building modelling
136	No-code platform for connected mobility applications
137	Electric vehicle retrofitting services
138	Logistics management software for the construction industry
139	Carbon dioxide sensors for marine emissions monitoring
140	Computer vision software for city planning
141	Radar sensors for autonomous vehicle testing
142	Road condition analysis software
143	Driving simulation software for agricultural tractors
144	Digital marketplace for electric passenger cars
145	360-degree cameras for city modelling
146	Image recognition software for product quality testing
147	Mobile wallets for urban transport services
148	Electric scooter fleet management software for cities
149	Computer vision software for road traffic controlling
150	Methane sensors for marine emissions monitoring
151	Traffic management software for autonomous road vehicles
152	Carbon dioxide sensors for industrial emissions monitoring
153	Road freight management software for the construction industry
154	Video content analysis software for product quality testing
155	Online retail of bicycle parts
156	Mobility-as-a-service software for taxi services
157	360-degree cameras for geospatial analysis
158	360-degree cameras for city planning
159	Logistics management software
160	Retail space rental platform
161	3d modelling software for construction of buildings
162	Mobility-as-a-service software
163	Warehouse management software
164	Safety engineering for road transport
165	Route optimization software for last mile freight delivery services
166	Driving simulation software for autonomous road vehicles
167	Methane sensors for industrial emissions monitoring
168	360-degree cameras for building modelling



169	Air traffic control software
170	Driving simulation software for warehouse robots
171	GHG emissions monitoring software for the forestry industry
172	Business trip management software
173	Map and location software for last mile freight delivery services
174	Solar panels for urban roads
175	Logistics management software for last mile freight delivery services
176	Air freight management software
177	Bluetooth positioning software for road vehicle active safety systems
178	Wi-fi positioning software for road vehicle active safety systems
179	Lidar systems for autonomous vehicles
180	Route optimization software for truck freight transport services
181	Application programming interface for vehicle tracking devices
182	Inventory management software for urban transport services
183	360-degree cameras for infrastructure inspection
184	Radio frequency detectors for road vehicle active safety systems
185	Multispectral cameras for civilian drones
186	Vehicle tracking devices for electric vehicles
187	Radar sensors for advanced driver assistance software
188	Road vehicle speed limiting software
189	Lidar systems for industrial robots
190	No-code platform for applications used in road vehicles
191	Multispectral cameras for industrial automation control systems
192	Peer-to-peer boat-ride-sharing services
193	Traffic system planning software for motorcycle-sharing services
194	Drones for 3d modelling of buildings
195	Intelligent transportation system software
196	Mobility-as-a-service software for boat taxi services
197	Mobile device charging equipment
198	Online retail of synthetic fibre sports coats
199	Modular steel-structure buildings for bicycle parking
200	Thermographic cameras for autonomous vehicle testing
201	Electric scooter parking services
202	Thermographic cameras for advanced driver assistance software
203	Parking management software
204	Modular steel-structure buildings for car parking
205	Driving simulation software for mining machinery
206	Parking space finding and reservation software
207	Driving simulation software for military vehicles
208	Motorcycle-sharing services