



Business Plan 2023 – 2025
Permanently Open Call for
Applications to
Student Entrepreneur Grant Scheme
Call Manual

EIT Urban Mobility - Mobility for more liveable urban spaces

EIT Urban Mobility

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eiturbanmobility.eu

History of changes

Version	Publication Date	Change
1.0	25/05/2023	Initial version
1.1	9/07/2024	Updated cut-offs for 2024
2.0	23/01/2025	Updated cut-offs for 2025

Any updates on this Call Manual, if any, are identified in the table above. Amended versions of the Call Manual are published on the EIT Urban Mobility website.

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Abbreviations

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

Glossary

Project Leader	The Project Leader serves as the contact point for EIT Urban Mobility from the application submission stage to the end of the project implementation. The Project Leader represents the project/start-up and the other team members involved in the project/start-up, towards EIT Urban Mobility and has also responsibility for creating and submitting the application.
Call for Applications	The Call for Applications is the instrument used to allocate funding by EIT Urban Mobility to third parties to support the deployment and development of the Strategic Agenda through projects.
Call Manual	The Call Manual is the document where the terms, conditions, and criteria of any Call for Proposals or Applications are defined. The main objectives of the Call manual are to ensure that transparency, equal treatment, open competition, and sound procedural management are respected.
Deliverable	Deliverables are tangible or intangible markers during the life cycle of a project/start-up. They mark progress and demonstrate the achievements of the project/start-up and the judicious use of public funds.
Evaluation Process	Process by which EIT Urban Mobility examines the quality of an application to decide if it will receive EIT funding.
Evaluation Panel	In the case of Calls with proposals or applications below 60.000 EUR of EIT funding allocation, the evaluation panel is composed of at least one external expert evaluator. The evaluation panel for this Call will consist of one EIT Urban Mobility expert and one external expert evaluator (EEE).
Evaluation results list	List of applications in order of scoring, based on the quality evaluation process results.
Horizon Europe Grant Agreement	The Horizon Europe Grant Agreement (HE GA) sets out the rights and obligations and terms and conditions applicable to the grant awarded.
Milestone	Control points to chart progress. They may correspond to the completion of a key deliverable, making the project/start-up eligible to proceed to the next stage.
Ranking list	List of applications in order of scoring after the Selection Committee assessment.
Summary Evaluation Report	A single and final Summary Evaluation Report (SER) is produced by the evaluation panel after the consensus meetings. This document summarises the final score, the strengths, weaknesses, and risks.
Thematic Lead	Director of an EIT Urban Mobility Thematic Area and/or relevant Head who is actively involved in content development of a Call for Applications

Introduction

The Student Entrepreneur Grant Scheme is a new programme of EIT Urban Mobility to support students/recent graduates working on innovative projects/ ideas. The programme is designed to empower students with the financial resources they need to work on and develop their projects/ideas.

By providing small financial grants, we aim to help students to overcome the first significant barrier in turning their ideas into reality. The programme is aimed at nurturing the entrepreneurial spirit and fostering a culture of innovation among the students. Additionally, projects funded under this Call contribute to the achievement of the EIT KPI EITHE05.1: Start-ups established by enrolled students and graduates from EIT-labelled MSc and PhD programmes, [EITHE05.2-EITRIS] EIT RIS start-ups created of EIT labelled MSc/PhD programmes and [EITHE05.3-EITRIS] EIT RIS Countries - Start-ups created of EIT labelled MSc/PhD programmes.

The maximum grant available per project/idea is €6,000, which will be awarded subject to the conditions described further on in this Call document. The maximum available funds for the Student Entrepreneur Grant Scheme per year is approximately €30,000.

We encourage all interested students/recent graduates to apply and take the first step towards realising their entrepreneurial dreams.

1. Call summary

Call for Applications Main Features ¹	
Key dates of the Call calendar	<p>Call opening: 25 May 2023</p> <p>Cut-off dates for the Year 2023:</p> <ul style="list-style-type: none"> • First cut-off date: 25 July 2023 at 17:00 CET <ul style="list-style-type: none"> • Eligibility and admissibility check: July 2023 • Pre-screening and evaluation of applications: July/Aug 2023 • Communication of result: Aug/Sept 2023 • Second cut-off date: 16 October 2023 at 17:00 CET <ul style="list-style-type: none"> • Eligibility and admissibility check: Oct 2023 • Pre-screening and evaluation of applications: Oct/Nov 2023 • Communication of result: Nov 2023 • Third cut-off date: 15 January 2024 at 17:00 CET <ul style="list-style-type: none"> • Eligibility and admissibility check: Jan 2024 • Pre-screening and evaluation of applications: Jan/Feb 2024 • Communication of result: Feb 2024 • Fourth cut-off date: 7 June 2024 at 17:00 CET <ul style="list-style-type: none"> • Eligibility and admissibility check: June 2024 • Pre-screening and evaluation of applications: June/July 2024 • Communication of result: July 2024 • Fifth cut-off date: 25 November 2024 at 17:00 CET <ul style="list-style-type: none"> • Eligibility and admissibility check: December 2024 • Pre-screening and evaluation of applications: Dec/Jan 2025 • Communication of result: Jan 2025 • Sixth cut-off date: 26th March 2025 at 17:00 CET <ul style="list-style-type: none"> • Eligibility and admissibility check: March 2025 • Pre-screening and evaluation of applications: April/May 2025 • Communication of result: April/May 2025 <p><i>Note: The subsequent cut-off date for 2025 will be updated later.</i></p>
Total estimated EIT Funding allocated to this Call	The total EIT funding allocated to this Call per year is approximately €30,000

¹ Please note that this calendar is indicative. Dates may be subject to slight changes.

Link to the submission portal	<p>In order to apply please follow these steps:</p> <ol style="list-style-type: none"> 1. Obtain the login credentials for the NetSuite platform: Submit the Partner Information Form (PIF) as Student of EIT Urban Mobility Academy Programmes 2. Access the EIT UM NetSuite Platform after setting a new password. – Find open calls at <i>Menu</i> → <i>Call for Proposals</i> → <i>Open Calls</i> → <i>Student entrepreneurship grant scheme</i> → <i>Apply</i>
List of documents to be submitted	<ul style="list-style-type: none"> • Application form available on the NetSuite submission platform • Proof of enrolment in (or) graduation from EIT Urban Mobility’s EIT-Labelled MSc/PhD program • Pitch deck - Link to a video recording of the pitch (Maximum 5 minutes) • (If applicable) legal incorporation documents (date of incorporation of the entity should not be more than 2 years before the date of submission of the application)
List of documents to take into consideration	<ul style="list-style-type: none"> • Call Manual • EIT Urban Mobility Strategic Agenda 2021-2027 • Eligibility of expenditure • Appeal procedure • Project Implementation Handbook • Financial Support Agreement Template • Horizon Europe Model Grant Agreement
Short summary of the topics to be addressed	<p>The topics to be addressed should be related to one of the 9 challenge areas defined by EIT Urban Mobility: Active mobility, Intermodality, Mobility infrastructure, Mobility for all, Sustainable city logistics, Creating public realm, Future mobility, Mobility and energy, Pollution reduction. These broader challenge areas were narrowed down from over 250+ urban mobility challenges that were identified by cities across Europe. You can read more about these 9 challenge areas on our website.</p>
Evaluation criteria	<ul style="list-style-type: none"> • Product & Technology • Market & Business Model • Team Capabilities • Impact

2. General requirements

2.1 EIT Urban Mobility strategic focus and objectives

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

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

2.1.1 Vision and Mission

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

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

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

2.1.2 Strategic Objectives

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

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

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

2.2 Applicants' eligibility

2.2.1 Who can apply

The Student Entrepreneur Grants, awarded through this Call for Applications (CfA) are subject to the following eligibility conditions.

- Applicants need to be part of a team with at least 2 members.
- The team members can be from any nationality, but the project leader, who will also be the receiver of the grant, should be residing in one of the Member States (MS) of the European Union (EU) or in one of the [Horizon Europe associated countries](#) at the time of submission of the application.
- At least one team member should be enrolled in/graduated from an EIT-Labelled MSc/PhD programmes under EIT Urban Mobility. For teams with at least one member who has recently graduated, their graduation date should be no more than two years before the date of submission of the application.
- It should be a start-up or project in its early stages that has not yet generated any revenue/sales at the time of submission of the application.

Applicants who already have a registered entity cannot apply from Stage 1, but only from Stage 2 (see section 4.2.1)

If the applicant is applying for grants after the project had been incorporated into a registered entity, the date of incorporation of the entity should be no more than 2 years before the date of submission of the application.

3. Call specific requirements

EIT Urban Mobility is looking for projects/ideas from students/recent graduates offering innovative products/solutions. The overall purpose of this Call is to provide small financial support to students/recent graduates pursuing innovative projects/ideas and wishing to undertake an entrepreneurial pathway in their careers. Additionally, this Call helps in achieving the EIT KPIs [EITHE05.1]: Start-ups established by students enrolled and graduates from EIT-labelled MSc and PhD programmes, [EITHE05.2-EITRIS] EIT RIS start-ups created of EIT labelled MSc/PhD programmes and [EITHE05.3-EITRIS] EIT RIS Countries - Start-ups created of EIT labelled MSc/PhD programmes.

This financial grant is to enable students/recent graduates in developing their projects/ideas into a new startup venture. If successful, this could be a start-up supported by EIT Urban Mobility, making them eligible to apply for other programmes of EIT Urban Mobility.

The grants are only available for students who are currently enrolled in (or) recently graduated from any of the EIT-Labelled programmes under EIT Urban Mobility. The maximum grant available per project/idea

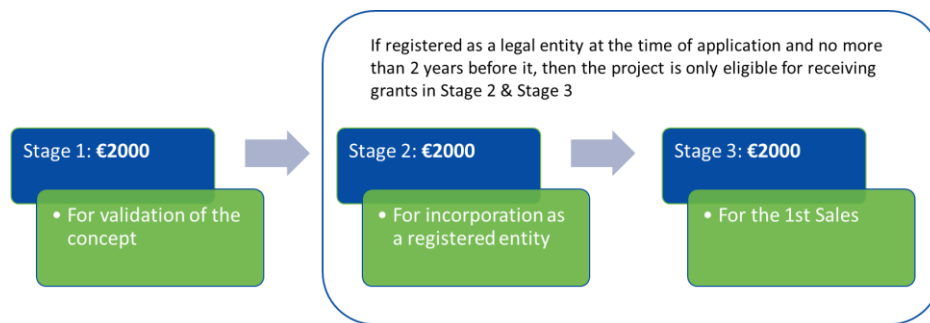
is €6,000, which will be awarded subject to the conditions described in sections 3.1 & 3.2. The maximum available funds for the Student Entrepreneur Grant Scheme per year is up to approximately €30,000.

3.1 Financial aspects

The maximum grant available per project/idea is €6,000 which will be disbursed over 3 stages of up to €2,000 each. Notwithstanding, availability of funds from January 2026 onwards is subject to the approval by the EIT of EIT Urban Mobility’s Business Plan for 2026-2028 and the relevant grant agreement.

The eligibility criteria for receiving these grants through different stages will vary depending on the maturity of the project/idea.

Each round of the grant disbursement is designed to aid student entrepreneurs who are just starting out with their businesses. An amount of €2,000 is allocated in Stage 1 to cover costs associated with concept/project validation (i.e positive evaluation of the pitch deck submitted together with the application). In Stage 2, a financial assistance of €2,000 is available to pay for costs associated with turning the project or idea into a registered firm. And lastly, through stage 3, a further €2,000 is provided to cover expenses related to acquiring customers and producing the first sales.



Not all projects are eligible for receiving the maximum available grant of €6,000 through the 3 stages. If the project/team has incorporated itself into a registered entity at the time of submitting the application and no more than 2 years before it, it will be eligible to receive grants from stage 2 and stage 3 only, amounting to a maximum of €4,000.

3.2 Deliverables

As part of the implementation process, the projects/start-ups have to submit the following deliverables specific to each stage of the grant disbursement.

For applicants applying from Stage 1

Deliverable	Due date
<ul style="list-style-type: none"> • Legal incorporation documents 	Within 2 years from the date of acceptance into Stage 1.
<ul style="list-style-type: none"> • Sales invoice(s) amounting to €500 • Proof of payment for sales up to €500 	Within 2 years from the date of acceptance into Stage 1.

For applicants applying from Stage 2

Deliverable	Due date
<ul style="list-style-type: none"> • Sales invoice(s) amounting to €500 • Proof of payment for sales up to €500 	Within 1 year from the date of acceptance into Stage 2.

All successful applicants will receive the first tranche of €2,000 upon signing the Financial Support Agreement based on previous validation of the submitted business plan (i.e. pitch deck). The subsequent tranches will be disbursed once the deliverables are submitted, provided that they are submitted within the timeframes specified in the tables above and, in case they are submitted after 31 December 2025, EIT Urban Mobility’s Business Plan and grant agreement with the EIT for the period 2026-2028 has been confirmed. If deliverables are not submitted within the respective timeframes, the applicants will no longer receive grants, even if their application was initially successful.

The recipients of the grants will need to comply with communication, dissemination, visibility and IPR rules, the details of which are available in the Financial Support Agreement document annexed along with this call document.

4. General application preparation and submission

4.1 Support on application preparation

Contact details are available to guarantee the maximum support to the applicants during the application preparation process.

[Call Contact points](#)

All applicants may contact EIT Urban Mobility to resolve any concerns or doubts about the general/technical procedures and Call content. These are the key contact details of the EIT Urban Mobility team for questions related to this Call:

Contacts	Email
Academy area for content, topic-related questions	academycall@eiturbanmobility.eu
Programme Management Office (PMO) for legal, financial and administrative procedures.	pmo@eiturbanmobility.eu

4.2 Application submission and Call calendar

4.2.1 How to apply

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

- NetSuite

Applicants are requested to carefully read the registration and submission processes available on NetSuite. The following documentation must be submitted by the Project Leader through the NetSuite platform no later than the indicated cut-off dates:

Stage 1	Stage 2
<ul style="list-style-type: none"> • Application Form • Proof of enrolment in (or) graduation from EIT Urban Mobility's EIT-Labelled MSc/PhD program • Pitch deck - Link to a video recording of the pitch (Maximum 5 minutes) 	<ul style="list-style-type: none"> • Application Form • Proof of enrolment in (or) graduation from EIT Urban Mobility's EIT-Labelled MSc/PhD program • Pitch deck - Link to a video recording of the pitch (Maximum 5 minutes) • Legal incorporation documents (date of incorporation of the entity should not be more than 2 years before the date of submission of the application)

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

Cut-off	Indicative Date
<i>First cut-off date</i>	<i>25 July 2023</i>
<i>Second cut-off date</i>	<i>16 October 2023</i>

<i>Third cut-off date</i>	<i>15 January 2024</i>
<i>Fourth cut-off date</i>	<i>7 June 2024</i>
<i>Fifth cut-off date</i>	<i>25 November 2024</i>
<i>Sixth cut-off date</i>	<i>26 March 2025</i>

Before beginning the application, the applicants are urged to read the most recent Call document that has been published on the website. If there are any significant changes in the Call document after an applicant had started their application, in that case, they will be notified via email about the revision in the call document. Only those applicants who had provided a contact email will be notified.

Application for the subsequent stages

After the evaluation process is completed and if the application for the grants is successful in either Stage 1/Stage 2, depending upon the status of incorporation of the entity, the other parts of the grants will be disbursed after the submission and validation of the compulsory deliverables (that are to be submitted within the deadlines set for each application). Details of grant disbursement in the subsequent stages will be included in the Financial Support Agreement the applicant will sign with EIT Urban Mobility, upon a successful application in the initial stages.

4.2.2 Call calendar

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

Activity	Indicative Date
<i>Call opening</i>	<i>25 May 2023</i>
<i>First cut-off date</i>	<i>25 July 2023</i>
<i>Second cut-off date</i>	<i>16 October 2023</i>
<i>Third cut-off date</i>	<i>15 January 2024</i>
<i>Fourth cut-off date</i>	<i>7 June 2024</i>
<i>Fifth cut-off date</i>	<i>25 November 2024</i>
<i>Sixth cut-off date</i>	<i>26 March 2025</i>
<i>Eligibility and admissibility check</i>	<i>Within 2 weeks from the cut-off date</i>
<i>Evaluation of applications</i>	<i>Within 4-8 weeks from the cut-off date</i>
<i>Communication of results to applicants</i>	<i>Within 1 week after the final decision of the evaluators.</i>

5. Evaluation and selection process

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

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

5.1 Eligibility and admissibility check

An application will be eligible if:

1. Completeness	The submitted application (filled in the English Language) is completed with all its mandatory sections and necessary documents (see Section 4.2.1) attached before the final cut-off date.
2. Applicant eligibility	The submitted application complies with the requirements in section 2.2.1

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

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

5.2 Evaluation and scoring system

All evaluation stages comprise 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
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5.3 Evaluation of applications

Each application that successfully passes the eligibility and admissibility check is sent to the evaluation panel. One External Expert Evaluator together with one EIT Urban Mobility evaluator will be invited to evaluate the applications and the online live pitches/video recordings.

The evaluation process is aimed at assessing the product & technology, market & business model, team, and impact.

Evaluation Criteria	Description	Maximum Score in points
Excellence, novelty, and innovation (30 points)	Product & Technology	15 points
	• Innovativeness / overall grade of the novelty of the product/service	5
	• USP - Unique Selling Proposition & market advantage	5
	• Fit to the market (solving existing problems/bottlenecks or contributing to the improvement of existing solutions/ services)	5
	Market & Business Model	15 points
	• The application presents a realistic and relevant analysis of market trends and conditions, competitors and competitive offerings as well as a clear identification of opportunities for market introduction.	5
	• Revenue model, Pricing.	5
Team Capabilities (15 points)	• Sales & distribution model. And plausible go-to-market strategy	5
	Team	15 points
	• Technical and business-oriented co-founders, strengths and complementary skills of the team	5
Impact (5 points)	• Diverse and gender-balanced in the team	5
	• The team properly conveys the idea behind their business and capabilities of successful execution of the project when delivering its pitch.	5
	Contribution to the expected impact	5 points
• The product or service of the applicant contributes positively to at least one of the EIT Urban Mobility's Core Sustainable Development Goals (SDGs).	5	
Total score		50 points

In case of disagreements between the external and internal evaluators, the opinion of the first will prevail.

Only applications with a total score equal to or over 30 points of the total score (threshold) can be considered for the next steps. Once the evaluators have concluded their assessment a Consensus Meeting is organised and a ranking list with recommendations will be produced, together with a Summary Evaluation Report (SER).

5.4 Communication of results to applicants

The applicant, in this case, the Project Leader, will receive an email notification with the results of the evaluation. If the applicant does not confirm acknowledgement of the decision within 14 days, it is up to EIT Urban Mobility to decide whether to give the grants to another project or to allocate funding to the next cut-off date.

5.5 Appeal on Evaluation Results

The Project Leader of a rejected application who disagrees with the decision may appeal only if an SER comment is in clear contradiction with the information provided in the application. In this case, the Project Leader will have 7 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).