

RAPTOR call 2025: Financial Sustainability Guidelines

The following document provides further details on the Financial Sustainability Mechanism (FSM) available in this Call for Proposals.

Sales pathway

Eligibility

The commercial partner identified in the proposal must be a legally established company in an EU Member State or [Third country associated to Horizon Europe](#).

Service packages

Companies, generally SMEs and startups, going through the sales pathway FSM option will have access to the following services:

Package	Service	Description	Duration (months)	Pricing (€)
Entry Level Sales Support	Commercial Readiness Level (CRL) evaluation	An objective assessment of your company's maturity to track progress and facilitate improved planning for your business's future steps.	12	<u>3,000</u>
	Webinars	Invitation to curated webinars with relevant topics that can help your company grow.		
	Visibility package	Position your solutions and best practices in the EIT Urban Mobility Marketplace .		
Basic Sales Support	Visibility package	With premium positioning	12	10,000
	IP consultations	Access to our IP expert for consultations on the optimal IP strategies for your organisation		
Premium Sales Enablement	Lead generation	Market prospection aimed at generating Sales Qualified Leads (SQL).	12	20,000
	Tender scouting	Tailor-made scouting of tenders and open innovation calls for proposals.		
	Events booster	Enhance SME presence at events with our expert assistance.		
	Consortia matchmaking	Introductions for SME to potential consortia to apply to European R&I funding programmes.		
	Events representation	Our Innovation Advisors will represent the SME at trade events.		