



Guide for Applicants

ACCELERATE2MOVE

Market Readiness Accelerator

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2 April 2025 – Version 2

Co-funded by the
European Union



History of changes

Version	Publication Date	Change
1.0	03.02.2025	Initial version.
2.0	02.04.2025	<p>Call timeline updated (2. PROJECT DURATION & DEADLINES).</p> <p>Clarified scope of self-eligibility check (3. ADMISSIBILITY AND ELIGIBILITY CRITERIA).</p> <p>Clarified early bird applicant' benefits (5. HOW TO APPLY).</p> <p>Clarified 1st phase – Admissibility and eligibility check (7. EVALUATION PHASES AND CRITERIA).</p> <p>Clarified Phase 1 results communication (8. COMMUNICATION OF RESULTS).</p>

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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 startups within urban mobility.

Market Readiness Accelerator programme

The **Market Readiness Accelerators** encompasses **five thematic EU-funded programmes** funded by EIT Urban Mobility and implemented through well recognised partners to take **early-stage mobility startups** to the next level.

The Market Readiness Accelerators support entrepreneurs since the very beginning of their startup journey to build up a consistent business basis and avoid the most common failure for newly created startups: the lack of product-market fit.

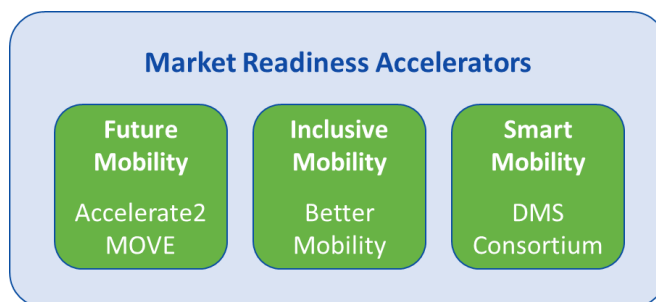
The main objective of the programmes is to provide expertise in urban mobility fields to **validate the business approach** with a focus on **product-market fit**. Additionally, the Market Readiness Accelerators set up the basis for successful fundraising strategies and prepares business to get ready to scale.

Offering

The **Market Readiness Accelerators** offering to each selected early-stage startups includes:

- Finding and reassuring your product-market fit;
- Individualized business coaching and training, up to a predefined need hours;
- Mentoring by industry experts and experienced founders;
- Product and technology validation with potential access to a network of living labs;
- Preparing the scale-up phase of your business by driving growth and internationalisation;
- Investor pitch coaching and potential contacts with investors and VC funds;
- Promotion of your startup at the [Impact Ventures portfolio webpage](#), and through EIT Urban Mobility communication channels;
- 6 months of paid GrowthLab Premium subscription. The GrowthLab is largest community of mobility entrepreneurs, including scouted opportunities for startups (funding, pilots, programmes and advisory services) and exclusive perks for premium members.
- 2.500€ lump-sum contribution (eligible cost categories is “travel, accommodation, and subsistence costs”);
- 2 tickets to Tomorrow.Mobility 2024, organised by Fira de Barcelona and co-organised by EIT Urban Mobility. One of the most influential startup events in Europe with a specific focus on the future of mobility within cities;
- Impact assessment;
- Opportunity to get your startup recommended for investment to EIT Urban Mobility – Impact Venutres division;

The three thematic Market Readiness Accelerators are:



This is the Guide for Applicants for Market Readiness Accelerator thematic **Future Mobility Accelerator (Accelerate2Move)**.

Accelerate2Move

The Market Readiness Accelerator – Accelerate2Move will **support 12 startups** during 2025.

Accelerate2Move supports startups and scale-ups generating solutions in **advanced technologies (AI, Blockchain, 5G, vehicle-2-everything (V2X) and IoT) that can contribute to sustainable urban mobility.**

The strengths of Accelerate2Move lie in a widespread network of partners and investors, but also in its geographic coverage, being close to new markets in Baltics and Eastern Europe.

With a team from three EU coastal countries (Croatia, Slovenia and Latvia), Accelerate2Move is also a great opportunity for all startups developing innovative solutions in coastal, maritime and water mobility.

Accelerate2Move welcomes all European innovators while aiming to improve the acceleration possibilities for startups originating from the RIS region, thus boosting their innovation and go-to-market potential. Female-founded startups are particularly welcome!

Any startup developing an ICT solution with a potential to make urban mobility more sustainable and needing support in further growth, is a great candidate for Accelerate2Move team!

The **Accelerate2Move consortium partners** managing the accelerator are:

Innovation Centre Nikola Tesla (ICENT): *ICENT has its roots in the University of Zagreb Faculty of Electrical Engineering and Computing (FER) and is established with the aim of creating a third dimension – innovations based on scientific research. (Croatia)*

LMT: *A leading 5G operator in the Baltic countries that launched a 5G-powered mobility testbed and the first cross-border mobility simulation space in Europe. (Latvia)*

Ljubljana University Incubator (LUI) : *An incubator offering comprehensive support to startup companies, providing premises, infrastructure and entrepreneurial counselling. (Slovenia)*

North-West Croatia Regional Energy and Climate Agency (REGEA): *A public agency with strong and direct links to the local and regional authorities, and a wide network of partners EU-wide.*

(Croatia)

SOLVERSHP (BIRD Incubator): *An AI thematic incubator, with mentors who are industry leaders and experts and can support startups in all business aspects - from marketing and sales to legal, finance, and tech/IT. (Croatia)*

VEFRESH: *Founded by the key IT and TELCO Companies in Latvia (LMT, Mikrotik, Accenture, EDI), it runs the largest urban mobility and smart city living lab in the country, with a mission to foster the creation and advancement of innovation. (Latvia)*

A2M Bootcamp

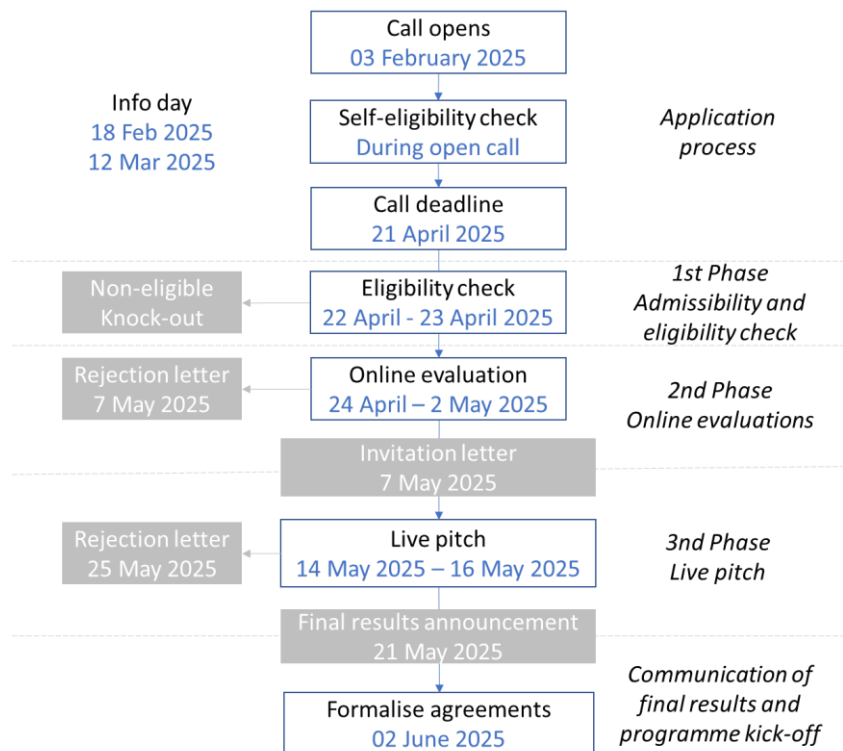
As a part of the EIT UM Accelerate2Move 2025 accelerator, the consortium partners will organize its annual **Startup Bootcamp in the city of Riga, Latvia**. The event will host up to 24 representatives from the selected startups and take place in the **second week of July, from Sunday 06.07 -Friday 11.07.2025**. The event will be hosted in the heart of the city of Riga, at the newly opened Riga Startup House venue. The venue is the home for the budding innovation and startup ecosystem in Riga and is highly regarded by innovation sector companies, investors and public sector representatives alike.

The program of Bootcamp is planned and organized by all consortium partners, and hosted by local consortium partners - **Latvijas Mobilais Telefons and Innovation Movement Vefresh**. Similar to the events held in 2023 and 2024, the final bootcamp will feature thematic lectures, workshops, co-creation events and presentations by international and local mentors and experts, covering topics for startup growth, investment attraction, product scaling, sales among others. The Bootcamp will also feature topics specifically related to our accelerator - AI, 5G, (V2X), IoT connectivity and Web 3.0. The bootcamp will also feature investor pitches, presentations by EIT UM representatives on the support available for the prospective teams as well as, social media engagement for startups (video interviews). During the week startups and consortium partners will have a chance to participate in social activities, bbq sessions and city tours of the historical city of Riga.

The accommodation and meals during the Bootcamp will be free of charge for all 12 startups to be selected by Accelerate2Move!

2. PROJECT DURATION & DEADLINES

Stage of the call	Date
Call opening	03 February 2025
Infoday for Accelerate2Move applicants #1 in English	18 February 2025
Infoday for Accelerate2Move applicants #2 in English	12 March 2025
Early bird applicant	14 April 2025
Self-assessment admissibility and eligibility	During open call
Call closure	21 April 2025 17:00 CET
1st phase: admissibility and eligibility check	22 April 2025 – 23 April 2025
2nd phase: evaluation of applications	24 April 2025 – 02 May 2025
Announcement of phase 3 shortlist	07 May 2025
3rd phase: online pitch session	14 May 2025 – 16 May 2025
Communication of final results	21 May 2025
Start date of Accelerate2Move	02 June 2025



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 **2 Full Time Employees (FTEs)**. FTEs are personnel dedicated a minimum of 30h/week to the startup. It is not a requirement for FTEs to have a salary (stock-options or pro-bono dedication are also accepted).
- **Startup 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 programme¹;
- **Startup incorporation date posterior to 31/12/2014**.
- **Applicant** must be **registered** with an individual profile at the **Growth Lab** with a Standard (free) or a Premium (paid) subscription. Startup profile must be created at Growth Lab.
- **Maximum 2 applications per startup** to any 2 thematic Market Readiness Accelerators (see point 6).
- **Startups** can only be **supported in one Market Readiness Accelerator programme during 2025**.

Applicants will be required to conduct a self-eligibility check about [formal eligibility requirements](#) when starting a new application. Only applications passing the self-eligibility check will be able to proceed with the full application.

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** corresponding to the official list of countries by the European Union and [third countries associated to Horizon Europe](#) (no detailed cap table needed);
- Duly justified, preferred **TRL 4 – 7**, according to TRL definition in [Horizon Europe Work Programme 2023 – 2025](#) (Page 14);
- **FIT with a scope** on:
 - solutions built on advanced technologies (AI, Blockchain, 5G, vehicle-2-everything (V2X) and IoT) that have potential to contribute to sustainable urban mobility.

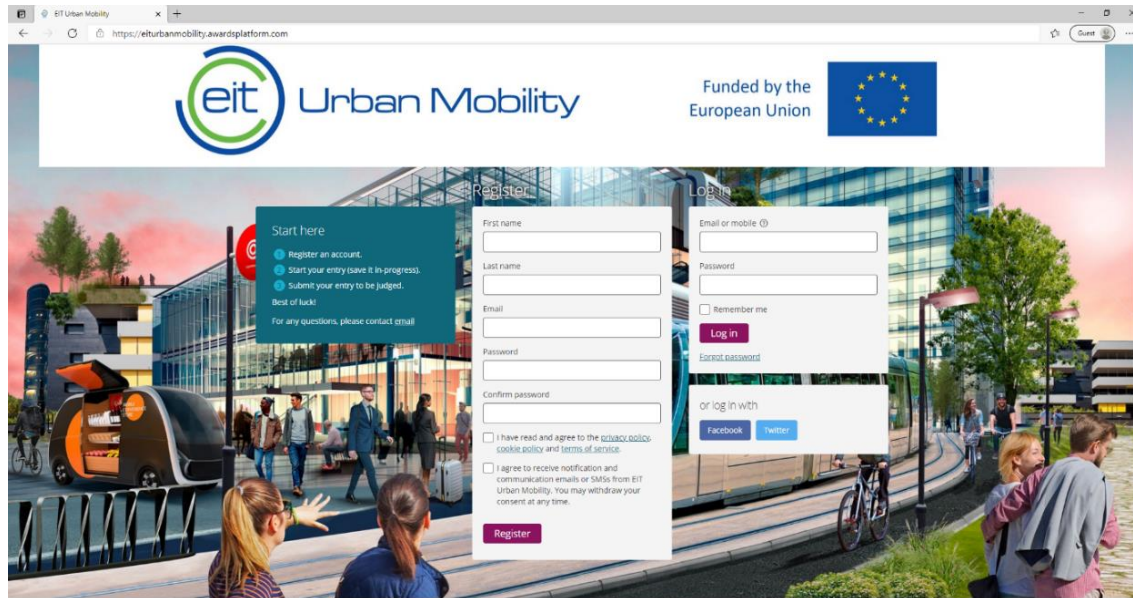
Startups taking part in any thematic Market Readiness Accelerator with particular success, may be granted additional EITUM funding. This process is regulated by the provisions included in the EIT Urban Mobility's Guidance on the fast-track mechanism.

¹ The certificate must be available at the latest 5 calendar days after the selected startup receives notification of acceptance.

5. HOW TO APPLY

APPLY NOW

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



Startup representatives must **register and validate the account** if this is the first time accessing the platform. If startup 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 “Market Readiness Accelerators 2025”;
4. Select “Future Mobility - Accelerate2Move”;
5. Follow the application formulaire.

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**.

Early bird applicant

Applicants submitting a full application before 14 April 12:00h (CET) can benefit from an info session with an Accelerate2Move consortium partner to attend questions related to the programme curricula and the call selection process².

² Applicants are not permitted to discuss their submitted application during the information session, nor they can expect to be provided with feedback about it.

6. APPLYING TO TWO THEMATIC MARKET READINESS ACCELERATORS

A startup can apply to two thematic Market Readiness Accelerators.

The following information will be requested at self-eligibility check:

- Applicants will have to indicate if the startup has applied or intends to apply to one or two thematic Market Readiness Accelerators.
- If applying to two Market Readiness Accelerator programmes, applicants will be requested to give a priority to the current application (1st priority or 2nd priority).

If applicant fails to indicate that the startup has applied to two thematic Market Readiness Accelerators, priority of applications will be assigned by default: latest proposal submitted as 1st priority option, second latest proposal submitted as 2nd priority option.

If a startup submits more than 2 applications, only the last 2 submitted applications will be eligible. Rest of applications will be automatically considered non-eligible.

Each application will be evaluated independently. If an applicant is conditionally selected for two programmes, priority given to applications will prevail.

Startups can only be supported in one Market Readiness Accelerator programme during 2025.

7. EVALUATION PHASES AND CRITERIA

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

1st phase – Admissibility and eligibility check

Fully submitted applications will be revised against **formal eligibility requirements**. Eligible applications will pass to the 2nd phase of the evaluation process.

2nd phase – Online evaluation

Startup applications will be reviewed by a **panel composed by, at least, 2 evaluators** with same weighting of scores:

- 50% internal expert evaluator
- 50% 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
Evaluation criteria	Innovativeness of the solution. Potential of the product or service to improve urban mobility. Achievements and pilot experience.	Team/founders (C levels, experience, coachability and hiring plan). Stakeholder relations with investors and other partners.	SDG impact and Societal impact. Applicant demonstrates to tackle SDG impact, gender equality and team diversity. ANNEX 3.	Overall merit of applicant and application fit to Accelerate2Move. Competitive and effective Pitch deck including mandatory sections: Problem, Solution, Value Proposition, Business Model, Market, Go To Market Strategy, Competition, Traction, Team.	20
Score	5	5	5	5	

A minimum of 18 top-ranked startup applications will qualify to phase 3 – the live pitch. The online evaluation score will result from the averaged scores from the two evaluations. 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	
0	None	The information requested is missing or incomplete
1	Very poor	The information provided is considered irrelevant or inadequate compared to the specific information required for the block and/or call provisions
2	Poor	The information provided lacks relevant quality and contains significant weaknesses, compared to the specific block required information and/or call provisions
3	Fair	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
4	Good	The information provided is adequate with sufficiently outlined details, compared to the specific block required information and/or call provisions
5	Excellent	The information provided is outstanding in its details, clarity and coherence, compared to the specific block required information and/or call provisions

3rd phase – Live pitch

A minimum of 18 startups will pitch their candidacy to join the accelerator to a **panel composed by at least 2 jury members** with same weighting of scores:

- 50% internal expert evaluator – jury member.
- 50% 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 accelerator** (10 points). The average of all evaluators scores will give the total score for a given applicant.

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

The format of the live pitch will be 5 minutes presentation by the startup and 8 minutes questions from the jury panel. Once the two jury members have concluded their assessment, a Consensus Meeting is organised: for each application the live pitch score will result from an agreed averaged score resulting from the two evaluations. A final evaluation report will be produced.

Scoring criteria – 3rd phase

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

Score	Description	
0	None	The information requested is missing or incomplete
2	Very poor	The information provided is considered irrelevant or inadequate compared to the specific information required for the block and/or call provisions
4	Poor	The information provided lacks relevant quality and contains significant weaknesses, compared to the specific block required information and/or call provisions
6	Fair	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
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

Final application score

The final application score is determined by the sum of phase 2 score and phase 3 score. A minimum of 12 ranked startup applications will be conditionally accepted³ to join the Accelerate2Move. If conditions are met, the startup will be granted the support service package. Applicants will be notified via e-mail about the outcome of the evaluation.

8. 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 startups.

The startup point of contact of any application deemed inadmissible/ineligible who disputes the ineligibility decision, may appeal. This appeal must be sent to pgrgasovic@regea.org 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 Accelerator consortium.

9. ACTIVITIES IMPLEMENTATION AND FINANCIAL ASPECTS

Selected startups will have to diligently collaborate to:

- Provide the registration certificate (mandatory to provide at the latest 5 calendar days after the selected startup receives notification of conditional acceptance);
- Sign the legal agreement with their Accelerator (mandatory to provide when an applicant has been conditionally accepted and before the Accelerate2Move starting date);
- Include on the webpage of their organisation a clear reference to EIT UM and to the accelerator programme Accelerate2Move (mandatory to provide when an applicant has been conditionally accepted and before the Accelerate2Move starting date);
- Drawing-up Accelerate2Move documentation for reporting purposes towards EIT;
- Complete and submit in due time the monitoring survey/s which will be provided by the Accelerators;
- Actively promote the participation at **Accelerate2Move** to reach public audience.

³ Refer to [ACTIVITIES IMPLEMENTATION AND FINANCIAL ASPECTS](#).

After the evaluation and selection process, **Accelerate2Move** will grant each selected startup with a fixed lump sum of 2,500 €. This amount is meant to cover the travel, accommodation, and subsistence costs⁴ of the representatives of the startups when attending Accelerators and EIT UM events during 2025 (see [Annex 2](#)).

10. SUPPORT AND CONTACT

For any questions regarding the **Accelerate2Move** you can contact pgrgasovic@regea.org.

For any questions regarding **EIT Urban Mobility / Impact Ventures** you can contact impact.ventures@eiturbanmobility.eu

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

⁴ According to the conditions established in the *Eligibility of expenditures* document.

ANNEX 1 - Application form, sections and required information

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

Self-eligibility check	
Item	Description
Does your startup have a minimum of 2 Full Time Employees?	Minimum 2 Full Time Employees (FTEs). FTEs are considered personnel dedicated a minimum of 30h/week to the startup. It is not a requirement for FTEs to have a salary (stock-options or pro-bono dedication are also accepted). Yes, No.
Is your startup registered in EU27 or Horizon Europe associated countries?	Startup must be incorporated in a EU27 or in a EU associated countries** according to the official list of countries by the European Union and third countries associated to Horizon Europe . The incorporation/registration certificate will be required to participate in the programme. The incorporation/registration certificate must be made available at the latest 5 calendar days after the selected start-up receives the notification of acceptance. Yes, No.
Is the startup incorporation date posterior to 31/12/2014?	Startup incorporation date must be posterior to 31/12/2014.Refer to the deeds incorporation date. Yes, No.
Is your startup registered at the Startups Growth Lab?	Applicant must be registered at Startups Growth Lab with an individual profile and a startup profile must be created. Standard (free) or Premium (paid) subscriptions are accepted. In case of questions, please contact growthlab@eiturbanmobility.eu . Yes, No.
Have you applied / will you apply to another thematic Market Readiness Accelerator?	Maximum 2 applications per start-up to any 2 thematic Market Readiness Accelerators. Startups can only be supported in one of the Market Readiness Accelerators during 2025. Inclusive Mobility (Better Mobility Accelerator), Smart Mobility (DMS Accelerator), Future Mobility (Accelerate2MOVE), No, I have not applied and do not intend to apply to other thematic Market Readiness Accelerator.
Priority of current application conditional	If you applied to two thematic Market Readiness Accelerators, please select the priority of the current application. First priority, Second priority

MAKE SURE YOUR ANSWERS ARE CORRECT.

"Check eligibility" button will assess your answers according to the eligibility criteria of the call. If your application is not eligible, you will be prohibited from continuing with your current application or create a new one for the same call.

Business - General information	
Item	Description
Company	Enter the registered name for the company.
Contact Person (name and surname)	Enter the name and surname of the startup representative as main point of contact.
Contact person e-mail	Enter startup representative email contact for official communications.
Phone number	Enter the phone number of the contact person.
VAT number	Provide your company value added tax identification number.
Company Registration Number	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 the EC Funding & Tenders portal, please provide the 9-digit Participant Identification Code (PIC).</i>
Company incorporation date	Indicate the incorporation date of your startup.
Incorporation country	Applicants are required to be incorporated in one of the EU Member States to HE Associated countries. List of EU Member States: https://europa.eu/european-union/about-eu/countries_en List of countries associated to the Horizon Europe: https://ec.europa.eu/info/funding-tenders/opportunities/docs/2021-2027/common/guidance/list-3rd-country-participation_horizon-euratom_en.pdf 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.
Company URL	Provide the main website address for your company.
<i>Other company websites/social media channel optional</i>	Provide the company's LinkedIn profile or any other official channel used for marketing and communication.
Company pre-money valuation (in €)	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, accredited methodologies, e.g. Discounted Cash Flow (DCF), Berkus Approach; or benchmark your business against the existing market. If you do not have any verifiable or calculated pre-money valuation, fill in with a "0".
Next funding round target (in €)	Please indicate your next funding round target.
EISMEA support	Has the company received EISMEA support (via EIC programmes or Interregional Innovation Investment Instrument)?

	Select one option: Yes/No.
Participation in previous EIT UM programmes	In which EIT urban Mobility Programme have you participated? Accelerator Programmes (2020 – 2024); Scale-Up Programme (2020 – 2024); Investment Readiness Programme (2022 – 2024); Other EIT UM programmes; None of the above.
EIT UM equity startup	Checkbox: Is your company an EIT UM equity portfolio startup?

Excellence / Innovation		
Item	Description	MAX Score
Describe what your company does	Be clear and concise. This is how you catch our attention.	5
What problem do you solve?	Describe the problem concisely answering the following questions. Is the problem addressed real/measurable? Which bottlenecks/challenges/needs were you able to recognize? How did you validate your market research?"	
What is your solution?	Provide a concise description.	
Who are your customer groups?	Provide a list of customer groups or a concise description.	
Who are the end users?	Provide a list of end users or concise description.	
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.	
Why are you applying to this programme?	Describe why joining this EIT Urban Mobility programme is an opportunity for your company.	

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 startup, including part-time commitment (e.g., 0.5 FTE). FTEs are considered personnel dedicated a minimum of 30h/week to the startup. It is not a requirement for FTEs to have a salary (stock-options or pro-bono dedication are also accepted).	5
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 founders, employees and investors) of the company that own at least 5% equity including their title and percentage: (optional)	Provide Shareholder name, title and % of equity.	
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.	
What is your team missing?	Provide a concise description.	

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 Scoring Criteria – 2nd Phase . Further information about the impact section approach and scoring system is described at Annex 3 of the Guide for Applicants.	5
<i>If not listed above, indicate your main product or service (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	Pitch Decks are expected to cover the following content: <ul style="list-style-type: none"> - The problem you are solving (and for whom). - Your innovative solution (ideally with evidence of product-market-fit), its degree of innovativeness and stage of development (MVP, prototype, product launched). 	5

	<ul style="list-style-type: none"> - Your market opportunity: market size, potential and scalability of your solution. - Business model, pricing and go-to-market strategy. - Partners and traction. - Competition and USP (including IP & patents if any). - Financial projections (3-5 years). - Funding received, funding needs and use of funds. - Motivation and fit with the programme. - Impact / SDG / KPIs. 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: Sustainable Development Goals - European Commission) and which impact KPIs do you take into consideration, if any. - Team. <p>Only in PDF format. Max. 15 slides.</p>	
High Resolution logo	High resolution version of the company's logo will be used for marketing and communication purposes only in the event of the successful selection of the applicant.	
Any other material team / product video <i>Optional</i>	<i>If needed, use this field to attach relevant information and documents to fully evaluate your startup / application. For video/audio files, it is recommended to upload them to streaming platform providing the .pdf file with access hyperlink. Please do not upload .zip/.rar files as evaluators are advised to avoid downloading content.</i>	

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: How did you know about this programme? <ul style="list-style-type: none"> - Personal contact - Mailing / Newsletter - Social media post - Event, exhibition or fair - Previous applicant of EIT Urban Mobility programmes - RIS (Regional Innovation Scheme) contact - Other
	<i>Is there anything else you want to tell us? Optional</i>

ANNEX 2 – Document template for lump sum contribution of 2,500€

Impact Ventures: Accelerators support to selected startups

Type of Activity

Accelerator Programmes provide support for innovative mobility solutions by nurturing startups. These include, 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. Accelerators will nurture startups from the various EIT Urban Mobility programmes as well as other promising startups from the EU and Third countries associated to Horizon Europe.

The Accelerators perform a scouting service for EIT Urban Mobility in identifying, evaluating, and selecting the most promising startups to be involved in the Accelerator's activities.

For startups, the benefits of being selected in the given Accelerator comprise:

- Mentoring and coaching, technology development, product-market fit, business model fine-tuning and other valuable acceleration services;
- Financial support for attending the Accelerator's 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, Accelerators will grant each selected startup with 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 startups when attending a minimum of two Accelerators and EIT UM events (including bilateral meetings) during the period 01.05.2025-31.12.2025.

Requirements for awarding the grant

- The startup should be successfully selected by the Accelerator in an open call;
- The startup must commit to take part in the Accelerator actions to justify the lump sum.

Payment process

Once the startup is successfully selected by the Accelerator open call, an agreement will be signed between the accelerator consortium partner managing the financial contribution and the startup. The Lump Sum will be transferred to the startup by the Accelerator 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 startups will have to comply with record-keeping obligations outside the agreement signed with the Accelerators, e.g. under national law or internal procedures.

Controls will focus on the proper attendance of the startup at the events/meetings organised by the Accelerators and EIT UM during the duration of the Accelerator programme. 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 Accelerator, in case of online meetings;
- signed participants list provided by the Accelerator, in case of physical meetings.

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;

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 259 products/services directly or indirectly related to mobility, with Net Impact Ratios ranging from -217% to +85%. Data was retrieved on January 25th 2025 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 259 products/services directly or indirectly related to mobility are listed below:

0	No fit of product/service on the provided list
1	360-degree cameras for building modelling
2	360-degree cameras for city modelling
3	360-degree cameras for city planning
4	360-degree cameras for geospatial analysis

5	360-degree cameras for infrastructure inspection
6	3d modelling software for building modelling
7	3d modelling software for city planning
8	3d modelling software for construction of buildings
9	3d modelling software for geospatial analysis
10	3d modelling software for property condition assessment
11	3d vision sensors for electric scooters
12	Airbags for bicycle helmets
13	Application programming interface for electric vehicle fleet management software
14	Application programming interface for mobility-as-a-service software
15	Application programming interface for vehicle tracking devices
16	Audio augmented reality navigation software
17	Autonomous delivery robots
18	Autonomous driving software
19	Autonomous electric ferries
20	Autonomous road vehicles
21	Autonomy software for autonomous electric ferries
22	Battery upcycling services
23	Bicycle lighting systems
24	Bicycle parking services
25	Bicycle repair and maintenance
26	Bicycle-sharing services engineering
27	Bicycle trailers
28	Bluetooth positioning software for road vehicle active safety systems
29	Carbon dioxide sensors for city emissions monitoring
30	Carbon dioxide sensors for marine emissions monitoring
31	Carbon footprint calculation applications for urban transport services
32	Car-sharing services
33	Car-sharing services engineering
34	City air quality monitoring equipment
35	City planning software
36	Comparison website for electric passenger cars
37	Computer vision software for city planning
38	Computer vision software for road traffic controlling
39	Computer vision traffic management software
40	Condition analysis software for road markings
41	Condition analysis software for road railings
42	Condition analysis software for traffic signage
43	Conductive rail charging equipment for electric vehicles
44	Construction of bicycle parking structures
45	Construction of electric scooter parking structures
46	Construction quality assurance software

47	Data privacy tracking and control software for passenger cars
48	Delivery services by autonomous electric robots
49	Delivery services engineering
50	Delivery tracking software
51	Digital marketplace for electric light commercial vehicles
52	Digital marketplace for electric passenger cars
53	Digital marketplace for electric vehicle charging equipment
54	Digital marketplace for installation of electric vehicle charging stations
55	Digital marketplace for installation of solar panels
56	Digital marketplace for solar panels
57	Driving simulation software for agricultural tractors
58	Driving simulation software for autonomous road vehicles
59	Driving simulation software for military vehicles
60	Driving simulation software for mining machinery
61	Driving simulation software for warehouse robots
62	Drones for 3d modelling of buildings
63	Dual fuel retrofit systems for locomotives
64	Electric bicycles
65	Electric bicycle charging equipment
66	Electric bicycle charging services
67	Electric bicycle lighting systems
68	Electric bicycle-sharing services
69	Electric bicycle trailers
70	Electric motorcycle engines
71	Electric motorcycle retrofitting services
72	Electric motors for conventional bicycles
73	Electric scooter charging equipment
74	Electric scooter charging services
75	Electric scooter fleet management software for cities
76	Electric scooter lighting systems
77	Electric scooter parking services
78	Electric scooters for last mile freight delivery
79	Electric scooters for warehouse logistics
80	Electric skateboards
81	Electric vehicle charging equipment
82	Electric vehicle charging infrastructure engineering
83	Electric vehicle charging platforms
84	Electric vehicle charging point software
85	Electric vehicle charging point demand management software
86	Electric vehicle charging services
87	Electric vehicle fleet charging optimisation software
88	Electric vehicle retrofitting services

89	Electric vehicle smart charging software
90	Electronic locks for bicycles
91	Electronic locks for skis
92	Engineering simulation services for railway electrification software
93	E-procurement software for shipping industry
94	Facial recognition software for urban road transport
95	Fast AC charging stations for electric vehicles
96	Fine particle measurement sensors
97	Fleet management software for electric passenger cars
98	Fleet management software for electric vehicles
99	Fleet monitoring software
100	Fleet monitoring software for electric vehicles
101	Freight forwarding optimization software
102	GHG emissions monitoring software for cities
103	GHG emissions monitoring software for the construction industry
104	GHG emissions monitoring software for the transportation industry
105	GHG emissions monitoring software for the waste management industry
106	GHG emission tracking and reporting software
107	Green hydrogen distribution solutions
108	Humidity measurement equipment for road traffic
109	Identification scanning software for urban road transport
110	Installation of charging stations for electric vehicles
111	Integration software for road freight transport
112	Intelligent transportation software for trains
113	Intelligent transportation system software
114	Inventory management software for urban transport services
115	IoT management software
116	Last mile freight delivery services using electric bicycles
117	Last mile freight delivery services using electric vehicles
118	Leasing of bicycles
119	Leasing of electric bicycles
120	Leasing of electric light commercial vehicles
121	Leasing of electric passenger cars
122	Leasing of electric scooters
123	Leasing of electric vehicle charging equipment
124	Leasing of foldable shipping containers
125	Lidar systems for autonomous vehicles
126	Lithium-ion batteries for electric motorcycles
127	Location based real estate assessment software
128	Logistics management software
129	Logistics management software for last mile freight delivery services
130	Logistics management software for the construction industry

131	Manned electric ferries
132	Map and location software
133	Map and location software for bicycle parking
134	Map and location software for electric road vehicles
135	Map and location software for last mile freight delivery services
136	Methane sensors for city emissions monitoring
137	Methane sensors for marine emissions monitoring
138	Micro wind turbines for electric vehicles
139	Micromobility vehicle sharing services
140	Mobile device charging equipment
141	Mobile wallets for urban transport services
142	Mobility monitoring and analysis software
143	Mobility monitoring and analysis software for bicycles
144	Mobility-as-a-service software
145	Mobility-as-a-service software for boat taxi services
146	Mobility-as-a-service software for electric bicycle rentals
147	Mobility-as-a-service software for electric light commercial vehicle rentals
148	Mobility-as-a-service software for electric scooter rentals
149	Modular steel-structure buildings for bicycle parking
150	Modular steel-structure buildings for car parking
151	Motorcycle-sharing services
152	Multispectral cameras for autonomous electric passenger cars
153	Multispectral cameras for autonomous electric trucks
154	Multispectral cameras for civilian drones
155	Multispectral cameras for industrial automation control systems
156	Navigation software for visually impaired people
157	Navigation aid equipment for visually impaired people
158	No-code platform for applications used in road vehicles
159	No-code platform for connected mobility applications
160	Non-fungible tokens for passenger cars
161	Online HR accessibility training software
162	Online retail of bicycle parts
163	Online retail of electric bicycles
164	Online retail of electric motorcycles
165	Online retail of synthetic fibre sports coats
166	Open access waste data analytics and optimisation software
167	Package delivery services by bicycle
168	Package delivery services by electric scooters
169	Package delivery services by electric vehicles
170	Parcel locker management software
171	Parcel locker operation services
172	Parking area design engineering

173	Parking management software
174	Parking management software for bicycles
175	Parking management software for electric scooters
176	Parking space finding and reservation software
177	Parking space finding and reservation software for bicycles
178	Parking space finding and reservation software for electric scooters
179	Peer-to-peer boat-ride-sharing services
180	Platform-as-a-service provision for car-sharing services
181	Payment platforms for green fuels
182	Power management software for electric vehicle charging
183	Precipitation measurement equipment for road traffic
184	Professional coaching for workplace wellbeing
185	Professional leadership courses
186	Public transportation optimisation software
187	Radar sensors for advanced driver assistance software
188	Radar sensors for autonomous vehicle testing
189	Radio frequency detectors for road vehicle active safety systems
190	Railway electrification software
191	Railway operations management consulting
192	Real time information software for bicycle-sharing services
193	Real time information software for car-sharing services
194	Real time information software for ride-hailing services
195	Real time information software for scooter-sharing services
196	Real time information software for taxi services
197	Real time information software for urban bus transport
198	Real time information software for urban electric train transport
199	Refurbished electric bicycles
200	Refurbished electric scooters
201	Rental marketplaces for offices
202	Rental marketplaces for restaurants
203	Rental of electric bicycles
204	Rental of electric motorcycles
205	Restaurant food home delivery services by bicycle
206	Restaurant food home delivery services by electric vehicles
207	Retail of electric light commercial vehicles
208	Retail space rental platforms
209	Ride sharing platform for student transportation
210	Risky driving identification software
211	River plastic waste cleaning devices
212	Road condition analysis software
213	Road freight management software
214	Road freight management software for the construction industry

215	Road vehicle speed limiting software
216	Route optimization software
217	Route optimization software for last mile freight delivery services
218	Route optimization software for last mile freight delivery services using electric vehicles
219	Route optimization software for micromobility sharing services
220	Route optimization software for student transportation
221	Route optimization software for truck freight transport services
222	Safety engineering for road transport
223	Scooter-sharing services engineering
224	Shared mobility fleet and curb management software
225	Slow AC charging stations for electric vehicles
226	Smart electricity grid software
227	Social walking applications
228	Software development consulting for autonomous driving software
229	Software testing tools for advanced driver assistance software
230	Supply chain optimisation software for the construction industry
231	Task management software for urban transport services
232	Temperature measurement equipment for road traffic
233	Thermographic cameras for advanced driver assistance software
234	Thermographic cameras for autonomous vehicle testing
235	Traffic accident analysis software
236	Traffic analysis software for urban planning
237	Traffic enforcement camera software
238	Traffic management software
239	Traffic management software for autonomous road vehicles
240	Traffic management software for electric scooters
241	Traffic system planning software
242	Traffic system planning software for bicycle-sharing services
243	Traffic system planning software for car-sharing services
244	Traffic system planning software for motorcycle-sharing services
245	Traffic system planning software for scooter-sharing services
246	Training data sets for autonomous vehicle testing
247	Transport planning software
248	Transport planning software for student transportation
249	Trash sensors
250	Truck fleet usage optimisation software
251	Vehicle tracking devices for electric vehicles
252	Virtual travel guide application for disabled people
253	Virtual travel guide application for sightseeing
254	Walking challenge applications
255	Warehouse management software
256	Waste data analytics and optimisation software

257	Wi-fi positioning software for road vehicle active safety systems
258	Wind measurement equipment for road traffic
259	Workplace accessibility management software