Strategic Innovation Open Call

Financial Sustainability Guidelines

Version	Publication Date	Change
1.0	19.06.2025	Initial version

The following document provides further details on the three types of Financial Sustainability (FS) mechanisms available in this Call for Proposals:

- Sales pathway
- Investment pathway
- New company/spinout created as a result of the project

If you would like to discuss your options to contribute to EIT Urban Mobility financial sustainability, please contact us: fsm@eiturbanmobility.eu.

Sales pathway

Company profile

This pathway is intended for companies, typically SMEs and startups, seeking targeted support to grow their commercial pipeline across European markets.

Our offering

EIT Urban Mobility offers tailored commercialisation services through multi-annual packages that help companies accelerate market readiness, build sales traction, strengthen visibility, and scale across European markets. Packages are adapted to the company's stage of maturity, Commercial Readiness Level (CRL), and go-to-market (GTM) needs.

- **For companies whose solutions are still in early stages of maturity** (TRL 6-7 or low CRL): EIT Urban Mobility offers a dedicated first-year programme to prepare for market entry.

Package	Service	Description	Pricing (€)
Commercial Readiness package	Business fundamentals	Hands-on support to define a credible and robust business plan	**25,000/year**
	Go-to-market strategy	Development of a GTM strategy based on real customer needs and market dynamics	
	Commercial Readiness Level (CRL) evaluation	Tailored maturity assessment to support investment-readiness and B2G/B2B sales planning.	

This programme, still under development, acts as an onboarding step before companies move into the GTM and Sales Support phases.

- **For companies whose solutions are at higher maturity levels** (TRL 8+ and medium/high CRL): EIT Urban Mobility offers two scalable GMT support packages, based on the company's needs and stage of growth.

Package	Service	Description	Pricing (€)
Starter Sales Package	Lead generation	Passive scouting of Sales-Qualified leads generated opportunistically based on prospect challenge–solution fit, without targeting specific markets, verticals or buyer personas.	**15,000- 20,000 /year + success fee**
	Commercial Readiness Level (CRL) evaluation	Ongoing maturity assessment to guide scaling strategy.	
	Marketplace visibility	Promotion of solutions on the EIT Urban Mobility Marketplace.	
	Webinars	Access to curated webinars and sector specific sessions.	
	IP consultations	Access to expert support on IP strategy and protection.	

Premium sales Package (includes all Starter services)	Lead generation	Active, targeted B2B/B2G outreach aligned with the commercial partner, focusing on concrete markets, verticals and buyer personas, to generate SQLs proactively	**20,000- 30,000/year + success fee**
	Tender scouting	Custom alerts for relevant tenders and open innovation calls	
	Events booster	Expert support to increase visibility and maximise presence at key industry events.	
	Events representation	Representation by EIT Urban Mobility Innovation Advisors at selected trade shows or events.	

All packages include EIT Urban Mobility membership fees, providing access to our ecosystem, matchmaking, and exclusive partner opportunities. See full membership details: https://www.eiturbanmobility.eu/our-community/become-a-partner/.

Form of contribution

Companies selecting this pathway must sign a multi-annual commercial agreement with EIT Urban Mobility prior to the project start. The agreement outlines the selected service package, pricing, success fee structure and payment schedule.

The services can be activated during the project or shortly after its completion. The collaboration may extend beyond the project's end, depending on the business needs and agreement reached.

Investment pathway

Company profile:

This pathway is suitable for startups currently raising capital or planning to do so within the next 12-24 months, and that are open to having EIT Urban Mobility as a shareholder. It is intended for companies with high market potential that seek strategic investment alongside access to EIT Urban Mobility's ecosystem.

Our offering

Startups selected under this pathway benefit from access to tailored services, strategic advice, and EIT Urban Mobility's network of partners, investors, and cities. This partnership is designed to accelerate sustainable growth and increase the market traction of your solution.

For more information about EIT Urban Mobility startup support services, please visit our website: https://www.eiturbanmobility.eu/what-we-offer/support-to-startups/.

Form of contribution

To contribute to the Financial Sustainability of EIT Urban Mobility, participating startups will enter into an equity-based agreement. This may take one of the following forms:

- For existing EIT Urban Mobility portfolio companies: The option is an equity increase agreement, enabling EIT Urban Mobility to increase its existing shareholding where strategically aligned. If such an increase is not deemed appropriate by either part, an alternative Financial Sustainability mechanism may be negotiated on a case-by-case basis.

- For companies not currently in the EIT Urban Mobility equity portfolio: These companies will sign an equity transfer commitment before the start of the project. This commitment is conditional upon a positive preliminary check, based on factors such as:
    - Shareholder structure
    - Previous and planned fundraising
    - Presence of a lead investor
    - Intellectual property ownership
    - Strategic alignment with EIT Urban Mobility's investment objectives

  If the outcome of this initial assessment is not satisfactory, an alternative FS mechanism will be agreed with the company.

  During the project, EIT Urban Mobility's Investment Team will conduct full due diligence to assess investment readiness, including company valuation, governance, and business potential. The final equity terms and share transfer process will be agreed based on this due diligence. If the process reveals significant issues or misalignment, an alternative FS mechanism will be defined.

New company/spinout created as a result of the project

Company profile

This pathway is designed for consortia that plan to commercialise the solution(s) developed through the creation of a new legal entity, such as a startup, spin-out, or subsidiary. The new company will serve as the primary vehicle for market entry and future scale-up of the developed solution(s). Founding partners of new companies should be open to including EIT Urban Mobility as a shareholder.

Our offering

EIT Urban Mobility supports venture creation through tailored services, access to investor and partner networks, and business growth expertise. This FS pathway is particularly suited to projects with high market potential, clearly defined IP ownership, and where setting up a new venture is the most agile and effective route to commercialisation and scale.

Form of contribution

Projects selecting this pathway are expected to establish the new company early in the project's timeline (exact timing to be agreed with EIT Urban Mobility). The company will then become a formal project partner and receive a part of the project's EIT funding.

Once established, the new venture must enrol in the Equity Readiness Process, a structured 2-month due diligence programme managed by an external provider of EIT Urban Mobility. This process will assess:

- The business plan and go-to-market strategy
- Shareholding and governance structure
- Technology/IP ownership and rights transfer
- Product/service maturity and market readiness
- Founding team composition and capacity
- Strategic alignment with EIT Urban Mobility's investment principles

Following completion, EIT Urban Mobility will finalise the equity terms and share transfer agreement. If critical issues arise or strategic misalignment is identified during the process, an alternative FS mechanism will be negotiated with the lead commercial partner(s).