

SME Market Expansion call 2026: 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](#).

Mandatory 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 (€)
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>8,000</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 .		
	Membership	Access to EIT UM network and events	Project Duration	

Potential upgrade in Sales support:

Package	Service	Description	Pricing (€)
Commercial Readiness package	Business fundamentals	Hands-on support to define a credible and robust business plan	25,000/year + membership
	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.	
Premium Sales Support	Visibility package	With premium positioning	
	IP consultations	Access to our IP expert for consultations on the optimal IP strategies for your organisation	

	Lead generation	Market prospection aimed at generating Sales Qualified Leads (SQL).	20,000/year + membership
	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.	