

# **SME Market Expansion Call Info session**

**2026**

# Agenda

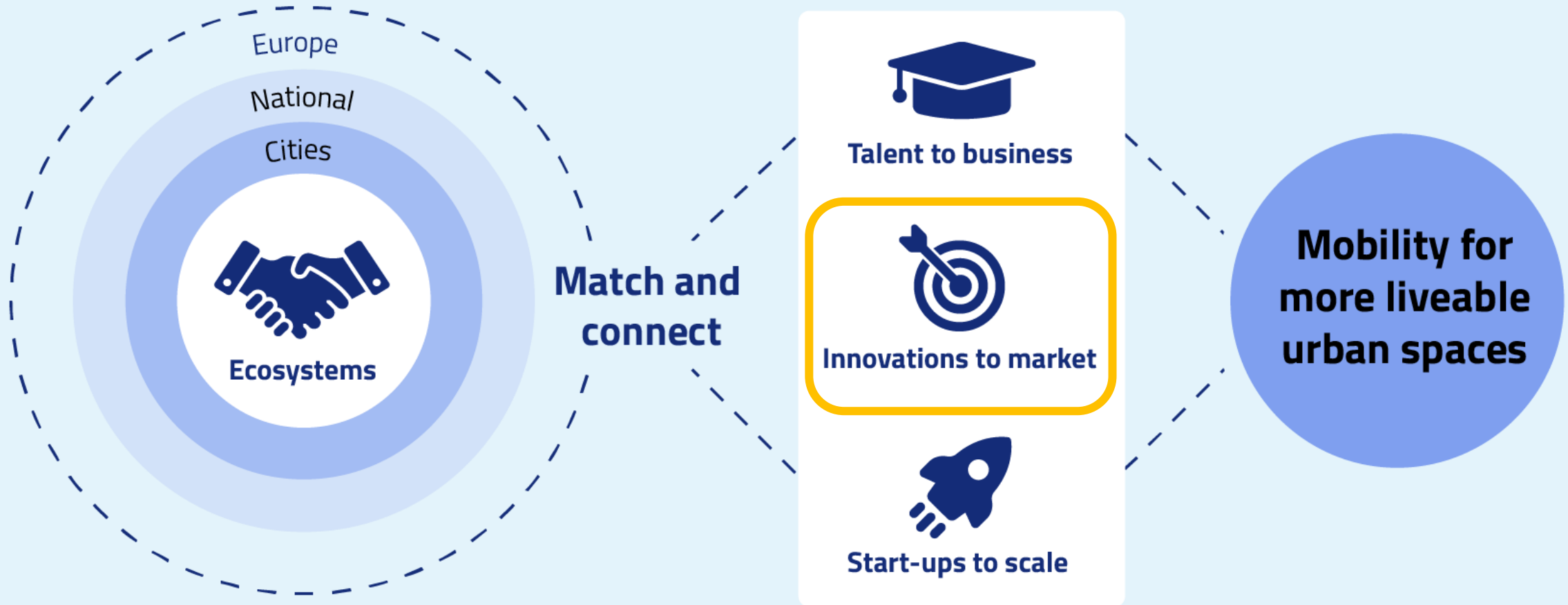
| Topics                 | Content                                                                               |
|------------------------|---------------------------------------------------------------------------------------|
| 1. Introduction        |                                                                                       |
| 2. Call Overview       | Types of projects, who can apply, timelines                                           |
| 3. Call Scope          | Call topics                                                                           |
| 4. Application Process | NetSuite introduction                                                                 |
| 5. Evaluation Process  | Evaluation criteria, evaluation stages                                                |
| 6. Awarded Projects    | What to expect, financial sustainability contribution, deliverables, KPIs, membership |
| 7. Live Q&A            | Get your questions answered                                                           |

# Introduction

*Natalia Gozdur*

*Innovation Interim Manager*

# How **EIT Urban Mobility** is accelerating the sustainable mobility transition in cities





# INNOVATIONS TO MARKET

New solutions to transform mobility in cities

The Call is designed to **promote business growth and market expansion**, encouraging the replication and scaling of successful mobility solutions in new regions or sectors.

Through collaboration with an end-client, SMEs can **validate their offering in a real-world setting**, while gaining visibility and credibility in the European market.

## SME Market Expansion Open Call 2026

Open until 1 December 2025



Co-funded by the  
European Union



# Call Overview

**Julia Lazarus**

*Project Officer*

*SME Market Expansion Call*

# Who can apply

## Small and Medium Enterprises (SMEs):

- One single legal entity (SME) – mono-beneficiary Call
- Registered in an EU Member State or a 3rd country associated to Horizon Europe
- Minimum of 3 full-time employees (FTEs)
- Existing track record of product development, innovation, and sales that increase revenue and turnover
  - *or* be a spin-out of an entity that has this track record and commit to ongoing support

### Note:

- An SME may submit multiple proposals; but only one proposal per applicant can ultimately receive funding.
- SMEs selected for the previous EIT Urban Mobility 2025 SME Market Expansion Open Call are **NOT** eligible to apply for this call.

# Key dates



# Call Budget



EIT contribution of up to  
**€60,000** per selected project  
(no co-funding required)



Simplified reporting  
(lump sum)



**10 SMEs** to be funded

# Call Scope

# Solution focus

- Develop a **new product or service** for **existing clients**
- OR
- Significantly **improve an existing product or service** for expansion into a **new sector or new geographic area**

\* minimum of TRL7 (Technology Readiness Level 7) \*

Special interest in 2026 in SMEs  
looking to open an entity in a new  
market abroad – more on this later

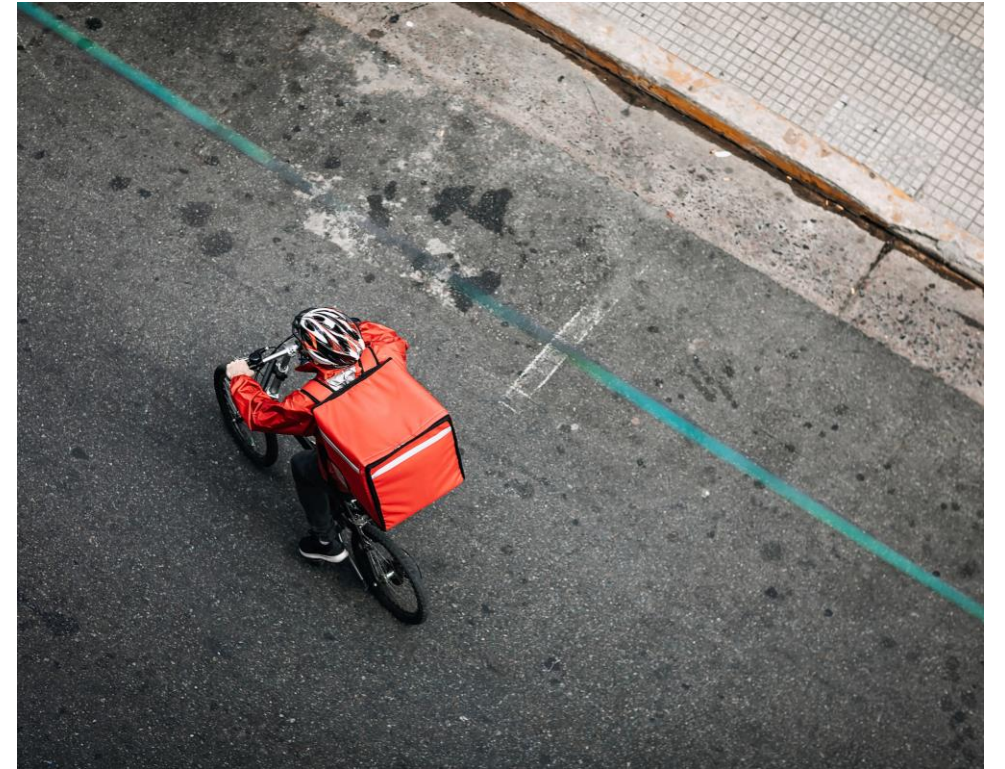


# Specific Requirements

- Offer solutions to key providers within the urban mobility ecosystem
- Address one of the **Call topics** (see: next slides)
- Include a **signed letter from an end client**
- Propose a product or service at **Technology Readiness Level (TRL) 7 or higher**
- Complete full usage and **testing of the product/service** with the end client (demo)
- Propose a realistic scope within a max. implementation period of **seven months**
- Commit to delivering EIT Urban Mobility KPIs and deliverables by the end of the project

# Urban Logistics

- Solutions (products, services and business models) that **reduce the negative externalities** of urban logistics – such as congestion, emissions and noise – while **enhancing efficiency, resilience, sustainability and integration with the urban environment**, especially in last-mile operations.
- Innovative concepts for **logistics hubs** and **digitally enabled solutions** that foster greater collaboration among logistics operators, cities and users are particularly encouraged.



# Public transport

- Solutions that strengthen **public transport as the backbone of a resilient, sustainable, inclusive and multimodal mobility ecosystem**, by improving its **attractiveness and competitiveness** – with the **clear goal of attracting users away from private cars**.
- New concepts, technologies and business models that enhance **demand-responsive transport** and **integrate shared mobility services with public transit** – aimed at improving first-and-last-mile connectivity and expanding overall network coverage are encouraged.



# Mobility Data Management

- **Data-driven solutions that enhance the performance, efficiency and responsiveness of urban mobility systems** through e.g. the use of advanced analytics AI, quantum technology or real time data - in alignment with EU-level of interoperability and data governance efforts (e.g. common data spaces, European data standards, open digital infrastructures).
- Solutions that enable cities and public authorities to make **data-informed decisions** – particularly for the design and implementation of Sustainable Urban Mobility Plans (SUMPs), inclusive / participatory planning and citizen engagement, resilience and disruption response, or regulatory monitoring and enforcement (e.g. Low Emission Zones – are particularly encouraged).
- All solutions should adhere to principles of **data privacy, interoperability, replicability and scalability, while demonstrating a clear pathway to sustainable deployment and uptake.**



# Electrification of transport and alternative fuels

- Solutions that advance zero-emission urban mobility through innovation across the **electrification value chain**, vehicles, new battery technologies, smart / dynamic charging infrastructure, grid integration or life battery extension, reuse and recycle.
- **Alternative fuels solutions** such as hydrogen applications that support early adoption, reducing initial or operative costs, offer integrated solutions to the urban environment and are viable to scale-up.



# Health and mobility

- Solutions that **promote active mobility as a foundation for healthier urban lifestyles**, by improving safety, convenience, inclusivity and integration within the urban environment, facilitating a modal shift towards active modes. Proposals should go beyond typical behavioral change campaigns to **include innovative and market-oriented solutions that strengthen the European cycling industry and align with the goals of the European Declaration on Cycling**. Digital or public space design innovations must demonstrate a disruptive approach and clear potential for adoption by public authorities.
- This topic also includes innovations that **monitor, reduce or mitigate the health impacts of air and noise pollution** in urban mobility systems – including solutions for cleaner transport, reduced exposure, and health-informed planning.



"Air Monitoring station, Reno, Nevada" by [brewbooks](#) is licensed under [CC BY-SA 2.0](#).

# Application Process

***Isabell Tributsch***  
*Programme Officer*  
*PMO*

# Proposal submission

**STEP 1:** Obtain PIC number in the EU F&T Portal

**STEP 2:** Register your entity in EIT Urban Mobility NetSuite platform

**STEP 3:** Submit application form + mandatory document in **NetSuite**

**IMPORTANT:** Registration in NetSuite may take up to **2 working days**. Last-minute requests, especially near the deadline, cannot be guaranteed. Please register in the submission tool as soon as possible.

# NetSuite Tutorial

## Live presentation



# Budget

**IMPORTANT:** Make sure you have created one work package (in Work Plan tab) before going to the budget tab and add your SME as contributing partner, then the budget table will appear.

Add 60 000 under **G. Lump Sum** and **100% EIT funding in Partner Budget Section**. Please indicate 0 as co-financing.

Please do not introduce any other numbers.

# Other tips

- Register early on NetSuite and familiarize yourself with the platform
- Always click on "Save as draft" before going to another tab
- You can use "offline" word template to better prepare in advance (available on the Call website)
- Always refer to Call Manual as the main document in case of any doubt
- If you have issues with the platform please contact [servicedesk@eiturbanmobility.eu](mailto:servicedesk@eiturbanmobility.eu)

# Letter of Intent from end-client

An **end-client letter signed** by a public or private entity **is required** at the proposal submission stage.

The end client should have a genuine intention to test the solution and consider becoming a client of the applicant SME, during or after the project.

**Note:** Template is available on the Call webpage

[insert end-client letterhead inc. logo and address]

[insert SME letterhead inc. logo and address]

Place, date

EIT Urban Mobility SME Market Expansion Call for Proposals

Letter of intent

With this letter [name of the public/private entity] wishes to express its intent to collaborate with [name of the SME] in the frame of the SME Market Expansion Call launched by EIT Urban Mobility. We are enthusiastic to work with this solution developed as part of the Small Call, and we intend to test and demo the solution in our in-situ environment.

The solution of [name of the SME] is relevant to our work because of [please describe]

This letter of intent defines the basic elements of the commercial relationship:

- [name of the SME] will [describe the solution developed]
- [name of the public/private entity] will provide [please describe e.g. Infrastructure access, data, maps, contact point]
- The project will consist of the following phases: [describe]
- [name of the public/private entity] confirms its intention to collaborate with [name of the SME] if the Small Call innovation pilot implementation meets expectations.

The signature of this letter demonstrates our intent to develop an active working relationship with [name of the SME] in relation to the SME Market Expansion Call.

The steps and responsibilities defined above are subject to revision and the preparation of a definite agreement where the final elements of the commercial relationship will be defined. This letter of intent in no way infers and construes any contractual obligations on either party. Any development proceeding from the activity would be subject to a separate and formal legal framework.

Sincerely yours,

Place

End-client Signature | SME Signature

# Evaluation Process

**Julia Lazarus**

*Project Officer*

*SME Market Expansion Call*

# Admissibility and eligibility check

A proposal will be **admissible** if it fulfils the following criteria:

## 1. Completeness

The proposal is:

- submitted before the indicated deadline
- submitted via the NetSuite submission tool
- complete, all mandatory fields are filled in, and mandatory supporting document are submitted
- written in English

If a proposal is not admissible, it will not be checked for eligibility.

A proposal will be **eligible** if it fulfils the following criteria:

## 2. Applicant eligibility

- Applicants must confirm that they are an SME under the European Commission's definition of SME
- The SME must be registered in an EU Member State or a Third Country associated with Horizon Europe before the call deadline
- The SME must state that they employ a minimum of three (3) full-time equivalent (FTE) staff members in the EU or Horizon Europe associated countries

## 3. Applicant registration

Applicants have fully completed the Partner Information Form (PIF) in the NetSuite online submission tool, including their correct PIC number.

## 4. Letter of intent (end-client letter)

The proposal includes a signed letter of intent from the end client stating that it will use and test the developed product/service.

# Phase 1: Quality evaluation

Each criteria and sub-criteria will be assessed according to the following scores (0-5):

| Score | Description             |                                                                                                             |
|-------|-------------------------|-------------------------------------------------------------------------------------------------------------|
| 0     | <b><i>Fail</i></b>      | The proposal fails to address the criterion or cannot be assessed due to missing or incomplete information. |
| 1     | <b><i>Poor</i></b>      | The proposal inadequately addresses the criterion, or there are serious inherent weaknesses.                |
| 2     | <b><i>Fair</i></b>      | The proposal broadly addresses the criterion, but there are significant weaknesses.                         |
| 3     | <b><i>Good</i></b>      | The proposal addresses the criterion well, but a number of shortcomings are present.                        |
| 4     | <b><i>Very good</i></b> | The proposal addresses the criterion very well, but a small number of shortcomings are present.             |
| 5     | <b><i>Excellent</i></b> | The proposal fully addresses all relevant aspects of the criterion and is outstanding in every aspect.      |

# Phase 1: Quality evaluation



**Recommendation:**  
Read carefully the  
evaluation criteria available  
in the Call Manual

The quality evaluation will assess the proposal's following criteria and sub-criteria:

## Strategic Fit:

- EIT UM strategic fit
- Call topics

## Excellence:

- Product/service
- Need and relevance
- Commercial track record
- Gender and diversity

## Impact:

- Overall impact
- Commercialisation and replicability
- Intellectual property

## Implementation:

- Execution and demonstration plan
- SMART objectives
- Project team
- Project Budget
- Dissemination

|                | Max. score | Minimum qualifying score |
|----------------|------------|--------------------------|
| Strategic fit  | 10 points  | 3 points                 |
| Excellence     | 20 points  | 5 points                 |
| Impact         | 15 points  | 4 points                 |
| Implementation | 25 points  | 6 points                 |
| Total points   | 70 points  |                          |

*\* (threshold) proposals must be ranked with 50 points or more in the quality evaluation to be invited to Phase 2*

*The table provides an overview of the maximum and minimum qualifying scores for each evaluation criterion.*



# Phase 1: Quality evaluation

| Strategic fit                                                                                                                                                                                                                                                                                                                                                                                                  | Max. score |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------|
| <b>EIT UM strategic fit</b> <ul style="list-style-type: none"> <li>The proposal demonstrates alignment with EIT Urban Mobility's <b>strategic objectives</b>: <ul style="list-style-type: none"> <li>SO3/TSO3: Deploying and scaling green, safe, and inclusive mobility solutions for people and goods.</li> <li>SO4/TSO4: Accelerating market opportunities through agile innovation.</li> </ul> </li> </ul> | 5 points   |
| <b>Call topics</b> <ul style="list-style-type: none"> <li>The proposal is aligned with one of the <b>call topics</b> (see Section 3.3)</li> </ul>                                                                                                                                                                                                                                                              | 5 points   |

| Excellence                                                                                                                                                                                                                                                                                                                                                                       | Max. score |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------|
| <b>Product/service</b> <ul style="list-style-type: none"> <li>The <b>product/service is clearly described</b>, including core elements such as functionalities and components to be developed, and <b>demonstrates novelty and competitiveness</b>.</li> </ul>                                                                                                                   | 5 points   |
| <b>Need and relevance</b> <ul style="list-style-type: none"> <li>The proposal clearly <b>describes the proper commitment and engagement of an end client</b>, aligned with the content of the letter(s) of support provided.</li> <li>The proposal <b>demonstrates the need and relevance for the end client</b> and, if different from the end client, target users.</li> </ul> | 5 points   |
| <b>Commercial track record</b> <ul style="list-style-type: none"> <li>The proposal describes a <b>track record of product development, innovation and sales</b> (at least one recent customer) and existing traction in the market.</li> </ul>                                                                                                                                   | 5 points   |
| <b>Gender and diversity</b> <ul style="list-style-type: none"> <li>The proposal actively considers inclusivity in the solutions' design, development, and implementation, widening its impact across diverse user groups.</li> </ul>                                                                                                                                             | 5 points   |

| Implementation                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Max. score |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------|
| <b>Execution and demonstration plan</b> <ul style="list-style-type: none"> <li>The proposal presents a <b>clear, coherent, and realistic workplan</b> with a feasible timeline and alignment between activities, SMART objectives, and expected outcomes.</li> <li>Risks and appropriate <b>mitigation measures</b> are identified.</li> <li>The plan also outlines a <b>testing and demonstration phase</b> with the end-client, including scope, timing, and expected results</li> </ul>                                                                | 5 points   |
| <b>SMART objectives</b> <ul style="list-style-type: none"> <li>The proposal <b>objectives are clearly stated</b> and are <b>SMART</b> (specific, measurable, achievable, realistic and time bound).</li> </ul>                                                                                                                                                                                                                                                                                                                                            | 5 points   |
| <b>Project team</b> <ul style="list-style-type: none"> <li>The proposal <b>identifies and describes key staff members</b> to effectively manage the project (total of three FTE employees as a minimum – this can be a combination of more than three staff members working part time on the project, amounting to the workload of three FTE employees).</li> <li>The proposal describes a <b>mixed project team in terms of gender and diversity</b> and identifies <b>active roles of women</b> in leadership and decision-making positions.</li> </ul> | 5 points   |
| <b>Project Budget</b> <ul style="list-style-type: none"> <li>The proposed lump sum budget is <b>realistic, justified, and aligned with the project's activities</b>, timeline, and expected outcomes. Resources mobilised align with the workplan and demonstrate efficient use of funding (value for money).</li> </ul>                                                                                                                                                                                                                                  | 5 points   |
| <b>Dissemination</b> <ul style="list-style-type: none"> <li>The proposal defines a clear plan and activities to <b>communicate and disseminate project results</b> to relevant stakeholders (e.g. clients, cities, partners), supporting visibility, replication, and broader adoption of the solution.</li> </ul>                                                                                                                                                                                                                                        | 5 points   |

| Impact                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Max. score |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------|
| <b>Overall impact</b> <ul style="list-style-type: none"> <li>The proposal demonstrates <b>clear, relevant, and measurable social, economic, and/or environmental impacts</b>. It identifies who benefits, how the impact will be achieved, and provides indicators or methods to assess results</li> </ul>                                                                                                                                                  | 5 points   |
| <b>Commercialisation and replicability</b> <ul style="list-style-type: none"> <li>The proposal provides a <b>credible commercialisation</b> and development strategy for the specific product/service beyond the pilot. This includes providing an outline of the sales strategy and go-to-market approach.</li> <li>The products/service shows the <b>potential for scaling</b> and replication in other European cities, markets, or contexts.</li> </ul> | 5 points   |
| <b>Intellectual property</b> <ul style="list-style-type: none"> <li>The proposal outlines clear and appropriate <b>measures for the management of intellectual property rights (IPR)</b>, including ownership, protection measures and strategies for the commercialisation and exploitation of innovative solutions.</li> </ul>                                                                                                                            | 5 points   |

|                     | Max. score       | Minimum qualifying score |
|---------------------|------------------|--------------------------|
| Strategic fit       | 10 points        | 3 points                 |
| Excellence          | 20 points        | 5 points                 |
| Impact              | 15 points        | 4 points                 |
| Implementation      | 25 points        | 6 points                 |
| <b>Total points</b> | <b>70 points</b> |                          |

# Phase 2: Panel hearing

**Top 25 proposals\***  
from Phase 1 will be invited to the  
online panel hearing

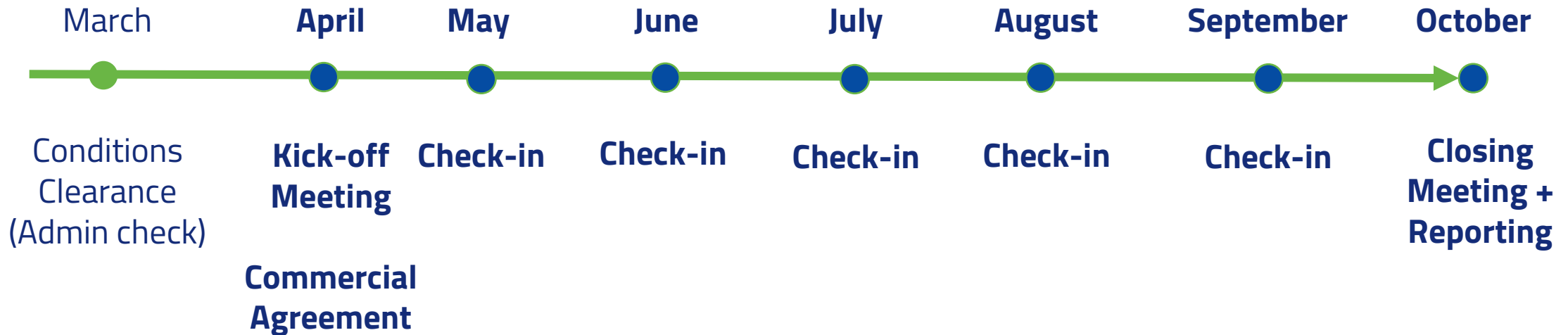
*\* (threshold) proposals must be ranked with 50 points or more in the quality evaluation to be invited to Phase 2*

| Assessment factor                | Description of assessment                                                                                                                                                                                                                                                                                                                                                                | Max. score                             |
|----------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------|
| Results of panel hearing         | <ul style="list-style-type: none"><li>Clarity, professionalism, and overall quality of the pitch delivery.</li><li>Clarity and relevance of answers to questions from the Selection Committee.</li></ul>                                                                                                                                                                                 | 10 points<br>(up to 5 points x 2)      |
| EIT UM Portfolio fit             | <ul style="list-style-type: none"><li>Complementarity of the proposal within the current/past portfolio of the thematic area and/or EIT Urban Mobility;</li><li>Entities from underrepresented countries within the EIT Urban Mobility portfolio;</li><li>Evident relevance and significance of the solution to the end client;</li></ul>                                                | Up to 10 points<br>(up to 5 points x2) |
| Market readiness and scalability | <ul style="list-style-type: none"><li>Evident market readiness demonstrated, considering customer requirements (financial, technical, social, etc.) and market entry timing for the new or significantly improved product/service;</li><li>Unique selling proposition of the new or significantly improved product/service to scale the solution to new markets and verticals.</li></ul> | Up to 5 points                         |
| KPIs addressed                   | <ul style="list-style-type: none"><li>Proposal plans to deliver the KPI EITHE.4.4 Startups created (if relevant).</li></ul>                                                                                                                                                                                                                                                              | Up to 5 points                         |
| Total:                           |                                                                                                                                                                                                                                                                                                                                                                                          | 30 points                              |

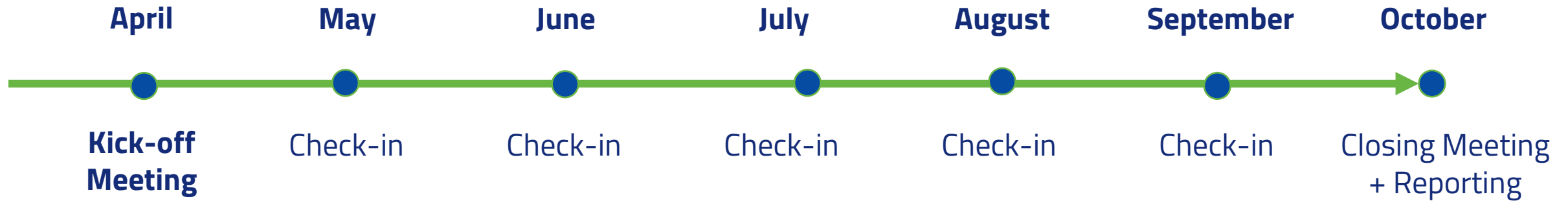
# Awarded Projects

# Project general timeline

Projects maximum implementation period is seven months, from **April to October 2026**



# Project start



## Getting Started



Administrative onboarding



Commercial Agreement



1 Deliverable



50% of grant disbursed



# Financial Aspects

***Arthur Boetti***

*Innovation Financial Sustainability Officer*

# Financial Sustainability Mechanism

## Why do we have it?



### EIT mandate

As part of the EIT model, all KICs are required to secure long-term financial sustainability beyond EIT funding.



### Reinvesting into our ecosystem

The different financial sustainability options generate returns that are reinvested into future activities, creating a self-sustainable cycle.



### Shared commitment

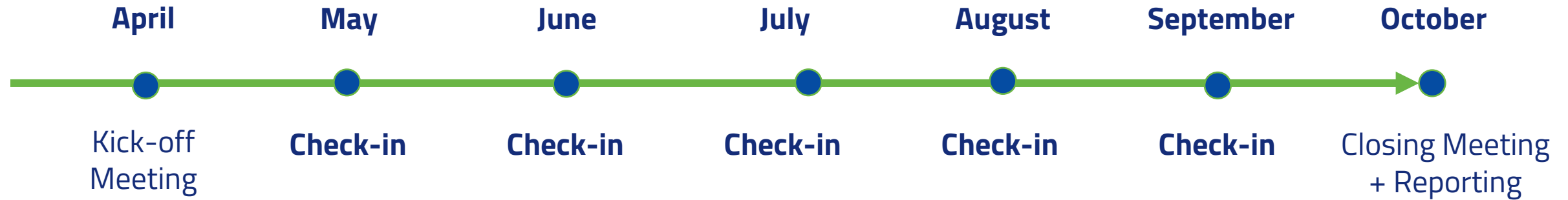
It reflects a mutual commitment between EIT UM and beneficiaries to ensure funded solutions reach the market and create value.



# Commercial Agreement + Membership

| Service                               | Description                                                                                                        |
|---------------------------------------|--------------------------------------------------------------------------------------------------------------------|
| Commercial Readiness Level evaluation | Proprietary assessment of your company's commercial maturity to identify the most effective market-entry strategy. |
| Webinars                              | Access to curated webinars on key topics designed to strengthen your market readiness and competitiveness.         |
| Visibility package                    | Promote your solution to our network through social media, marketplace and other communication actions.            |
| IP inbox                              | Consult our IP experts to determine the optimal strategy for protecting and leveraging your innovation.            |
| TMWC                                  | Invitation to attend the TMWC in Barcelona — a global meeting point for urban mobility leaders and innovators.     |
| Onsite Matchmaking events             | Participate in community events to match and connect with over 270 ecosystem members.                              |
| Cost                                  | <b>8.000€/year + success fee 6.5%</b>                                                                              |

# Project execution



## Getting Started

-  Administrative onboarding
-  Commercial Agreement
-  1 Deliverable
-  50% of grant disbursed

## Project

Product or Service Development

Live Demonstration(s) with end-client

# Live demonstration(s) with end-client

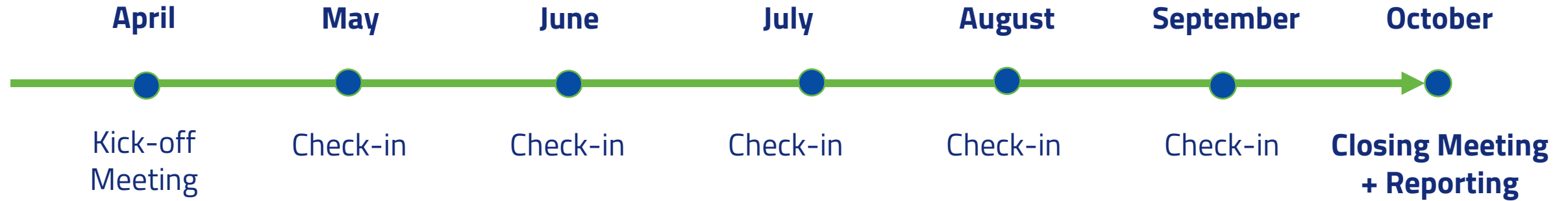
Depending on your solution and what best fits you and the client, demonstrations may take various formats, such as:

- Multiple half days throughout one month
- 3-week ongoing demo
- Multiple 2-day demos
- Other agreed formats



**Note:** The end client must sign a confirmation letter verifying that the demonstration was duly executed.

# Project closing



## Getting Started

-  Administrative onboarding
-  Commercial Agreement
- ☒ 1 Deliverable
-  50% of grant disbursed

## Project

Product or Service Development

Live Demonstration(s) with end-client

## Final Steps

- ☒ 2 Deliverables
- ☒ 2 KPIs
-  Second 50% of financing disbursed upon KPI and DEL successful completion

# Deliverables and KPIs

## Deliverables:

### DEL 1 - Commercial Agreement

Signed agreement between the grantee and EIT Urban Mobility. *Submitted at project start.*

### DEL 2 – Branding and Communications

Evidence of the correct implementation of brand and communication requirements according to the documents EIT Urban Mobility 2026-2028 Brand Book and EIT Urban Mobility 2026-2028 Communication Guidelines.

### DEL 3 – Confirmation Letter from the end client

Signed letter from the end client confirming that the objectives, workplan and demonstration were successfully achieved by the awarded SME.

## Mandatory KPIs:

### 1. KPI Designed/Tested Innovations KONHE20

Overview of projects key statistics and images; a template will be provided.

### 2. KPI Marketed Innovations EITHE02.4

Documented **proof of at least €10.000 in sales** this includes: an invoice with information of the buyer (including details such as name, VAT, etc.) and bank note confirmation

**Second 50% of financing disbursed upon KPI and DEL successful completion!**

# Optional KPI

## KPI EITHE04.4 Start-up Created

*Number of startups established in year N as a result of / based on the output(s) of KIC added value activity/activities (KAVAs), or startups created for the purpose of an innovation project to organise and support the development of an asset with financial transactions*

- If the project plans to **expand to a new geographical region and open a new entity abroad**, KPI EITHE04.4 (Startup Created) can be added to the project.
- Proposals that contribute this KPI are viewed positively and **can receive the highest possible score** in the KPIs section of the panel hearing scoring.

### Supporting evidence required:

1. **Registration certificate** of a startup established in year N.
2. **EITHE04.4 Startup Created:** Declaration of the startup demonstrating a substantial link with the specific KAVA (indication of the specific output of KAVA(s) or asset development) and proof of KAVA investment in the startup. The declaration should include a short description of the startup and its core business.
3. **Proof of sales:** Documented proof that purchases of at least €10,000 have been made by a customer or customers. This should include an official purchase order from the buyer (such as an invoice), including buyer invoice details (name, VAT, etc.) AND acceptance of the invoice by the buyer, such as confirmation of invoice payment (e.g. a bank statement).
4. **Alternative – Private investment:** Documented proof that at least €200,000 has been raised via private investment in startup equity (alternative to purchases of at least €10,000).

# Live Q&A

# Thank you!

For more information, please contact:  
**[agileinnovationteam@eiturbanmobility.eu](mailto:agileinnovationteam@eiturbanmobility.eu)**

<https://raptorproject.eu/>  
[www.eiturbanmobility.eu](http://www.eiturbanmobility.eu)

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