





Application Form Guidance - Financial Support to startups Open Call

Business Plan 2026 – 2028 V.1 – 23 December 2025

EIT Urban Mobility - Mobility for more liveable urban spaces

EIT Urban Mobility

Barcelona | 23 December 2025

eiturbanmobility.eu





History of changes

Version	Publication Date	Change	
1.0	23.12.2025	Initial version	





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In case you encounter any issues at any time during the proposal submission stage, please reach out immediately to pmo@eiturbanmobility.eu indicating the issue and proposal ID number.

IMPORTANT: Please DO NOT use the Safari browser (and any other similar one). We recommend you only use Edge, Chrome or Firefox.

1. Register and create an application

1.1 PIC and PIF registration

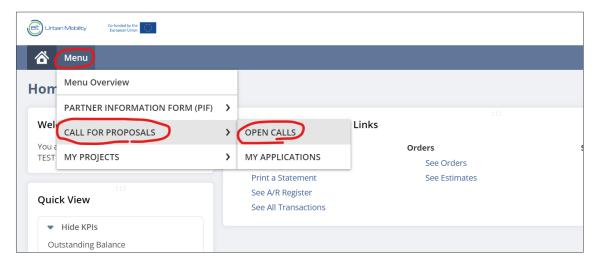
- 1. The first step an organisation must take, in order to be able to apply for an EIT Urban Mobility call, is to register in the <u>EU Funding & Tender Portal</u> and obtain a **valid PIC number**. If an organisation has already a PIC number, there is no need to register again.
 - If you don't know if your organization already has a PIC number, you can verify directly on the EU Portal (<u>click here</u>) whether your organisation is already registered.
- 2. Once an organisation has a valid PIC number, it will be possible to register in the EIT UM NetSuite Platform, by submitting the **Partner Information Form (PIF)**.
 - If in a few hours, after submitting the PIF form, you don't receive an automatic e-mail with the log-in credentials, please contact the EIT UM Service Desk **servicedesk@eiturbanmobility.eu**.
 - Be also aware that, registration of a new entity in the submission tool, can take **up to two working days**. Therefore, ensure that all project partners are correctly registered in the submission tool at least a few days before the call deadline.
- 3. Once you have your credentials, you can enter the <u>EIT UM NetSuite platform</u> after setting a new password.

1.2 Search for open calls and create an application

Once you land on the homepage of the portal, click on menu, call for proposals, open calls:







You will see the list of all EIT Urban Mobility calls currently open. Choose the **Financial Support to startups Open Call** from the list and click on the "apply" icon:



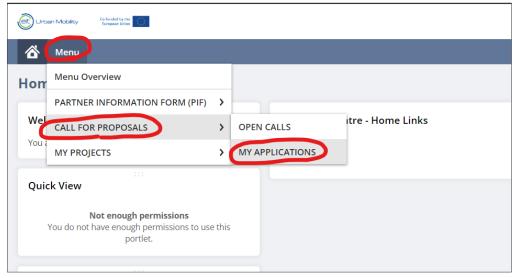
Once you click on "apply" a new Application Form (AF) is created and you will be able to start filling it in with all the information of your project. The AF is divided in three different tabs, each one containing a set of questions.

Once you start working on your AF, we recommend you to **save often**, especially when you move from one tab to another and/or work for long in the portal.

You will be able to find your draft application as shown here below. In the "my application" section, you can also see if your application is still in draft (i.e. "in progress") or was submitted.









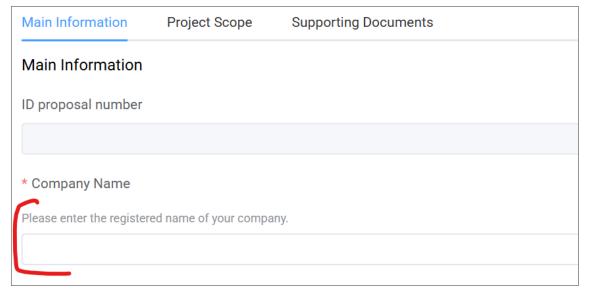




2. Main Information

The ID proposal number is automatically assigned by the system when you save your proposal for the first time.

You should then indicate the name of your company:



Before moving to the next tab, remember to click on the "save" button.





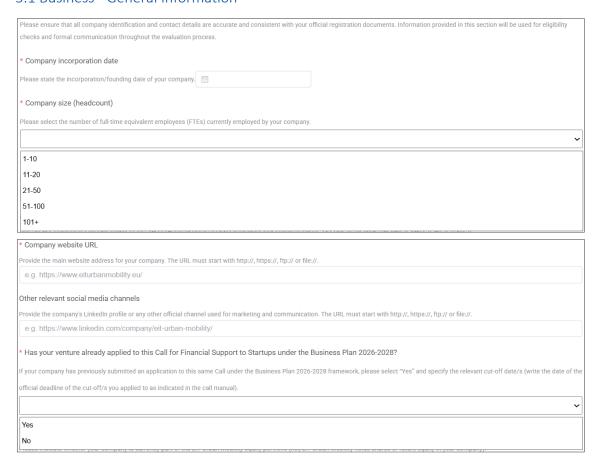
3. Project Scope

For this whole section: we recommend you prepare the answers offline and copy-paste them in the Application Form only once they are finalised. When filling in the final information in the system, we recommend you save often (do not wait to have the whole tab completed before saving or you risk losing information).

Remember that you are not allowed to include any URLs in your Application Form unless explicitly asked.

This part is structured in 8 different sections, and four additional questions at the end.

3.1 Business - General Information







0/2500/

* Are you currently part of EIT Urban Mobility equity portfolio?
Please indicate whether your company is currently part of the EIT Urban Mobility equity portfolio (i.e., EIT Urban Mobility holds shares or future equity in your company).
•
Yes
No No
3.2 Business – Overview
Provide a concise overview of the problem your company addresses, the market context, and your solution. Keep responses factual, supported by data, and avoid marketing language.
i forme a consideration of the problem your company addresses, the market context, and your solution, recept esponses raction, supported by date, and aroun marketing language.
* Please provide a summary of the problem that the company is addressing and what market the company is operating in.
Be clear and concise. Describe the problem and use factual, evidence-based statements to demonstrate your understanding of the market context.
0/2500
* Please explain which target customers or other stakeholders are affected by this problem.
Identify the specific customer segments, end users, or stakeholders impacted by the problem. Describe their key characteristics and explain why this issue is relevant or significant to them.
0/2500
* Do you currently have a prototype, pilot, or Minimum Viable Product (MVP)?
This refers to whether you have a working version of your product or service, even if it is in early stages. A prototype demonstrates the concept, a pilot is a small-scale test with real users, and an MVP is
the simplest version of your product that can be launched to gather user feedback.
·
Yes
No No
* Please provide an overview of your proposed solution and the current stage that the solution is at.
Summarize your company's solution, highlighting how it addresses the identified problem. Indicate the current development stage (e.g., concept, prototype, MVP, pilot, or commercially launched) and
include any evidence of validation or market traction if applicable.
0/2500
* Please explain where the business is in terms of commercialization (pre-revenue vs revenue generating).
Describe your company's current commercial status. Indicate whether you are pre-revenue, in early sales, or already generating consistent revenue. Include relevant details such as customer pilots, contracts, or sales milestones achieved to date.





3.3 Market & Customer

Describe the market opportunity, customer segments, barriers, and investor interest. Use data to demonstrate understanding and potential scale.	
* Describe your target market and explain what is the market size and growth drivers.	
Provide an overview of your target market, including its geographic and customer scope. Define and quantify your TAM, SAM, SOM, if applicable. Include key growth drivers, such as CAGR, urbanization of the control of	tion
trends, policy tailwinds, or technological adoption rates, and cite the most recent available.	
ventual points animately or commenced and under the most recent statistics.	
0/2	500/
* What are the main barriers to entry, regulatory factors, or competitive pressures in your market, and how do you plan to address them?	
Identify the primary challenges that new entrants face in your market, such as regulatory constraints, certification requirements, capital intensity, or dominant incumbents. Explain how your compan	ıy
plans to mitigate or overcome these barriers, including strategies for compliance, partnerships, or differentiation.	
0/2	500
0/2	300/
* What are the key customer segments in your market, and how much annual budget is each allocating towards the problem you are solving?	
Describe your main customer groups (e.g., municipalities, transport operators, fleet owners, corporate clients, or individual consumers). Estimate their annual spending or budget allocation related to	to the
problem your solution addresses. Provide quantitative or qualitative evidence to support your assumptions, referencing credible market research where available.	
0/2	500
	le
* Explain the company's pricing strategy	
Describe your pricing model (e.g., subscription, tiered, usage-based, one-time fee) and how it aligns with customer value perception and market positioning. Include any benchmarking against	
competitors or industry norms. Explain whether pricing is standardized, customized, or dynamic, and highlight how your approach supports customer acquisition and retention.	
0/2	500
* Describe your ideal customer profile, go-to-market and customer acquisition strategy.	
Define your ideal customer profile (e.g., demographics, geography, company type, decision-maker roles) and explain how you plan to reach them. Detail your go-to-market strategy, including sales	
channels, partnerships, distribution methods, and marketing activities.	
chainneis, par mersinps, uisunudum medious, and marketing acuvities.	
0/2	500





* What is the investor appetite in this market?	
Summarize recent investment trends in your market segment. Mention venture capital, corporate venture, or strategic investment activity, including notable deals or funding rounds. High	nlight why your
market is attractive to investors and how your company is positioned to benefit from this momentum.	
	0 / 2500
* What is a plausible buyer universe for this market and product and is there evidence of recent and relevant M&A activity?	
Identify potential acquirers or strategic partners within your industry (e.g., corporates, OEMs, infrastructure providers, or technology firms). Provide examples of recent mergers or acquired to the contract of the contrac	sitions that
demonstrate market consolidation or interest in your space. Include relevant deal details such as buyer, target, date, and transaction rationale, if available.	
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	0 / 2500/
3.4 Product & Technology	
5.4 Froudet & recimology	
Describe your product or technology in detail, focusing on innovation, development progress, IP, and compliance aspects.	
y control of controls in country and country and control of contro	
* Describe the product you are building and core IP or proprietary technology being developed	
Provide a concise description of your product or solution, highlighting its main features, components, and intended use. Explain what makes the technology unique, including any proprie	tary coftware
hardware, or processes. Clarify whether your intellectual property (IP) has been developed in-house and outline its role in your company's competitive advantage.	taly software,
	0/2500/
to the state of th	
* Explain how the product addresses the customer problems that you have identified	
Describe the link between your product and the customer needs or pain points outlined in the Business - Overview section. Clearly articulate how your product provides value, improves or	outcomes, or
reduces costs compared to existing alternatives. Where possible, include evidence of validation, pilot results, or user feedback.	
	0/2500,
	/
* How developed is the product and technology already, and what are key milestones for the next 12 months and the next 5 years?	
Indicate the current development stage of your product or technology (e.g., concept, prototype, MVP, pilot, commercially available). Outline completed milestones and specify upcoming	goals, such as
development targets, testing phases, or scaling steps. Distinguish between short-term (next 12 months) and long-term (next 5 years) objectives.	





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* What do you anticipate being key technical challenges? What is outstanding R&D?
Identify major technical challenges your team expects to face as development continues. Discuss unresolved R&D tasks or dependencies, such as optimization, integration, or testing. Include how you
plan to overcome these challenges, whether through internal development, academic collaboration, or external partnerships.
0/2500,
* Compliance and ESG. What certifications are needed and how do you ensure your product is safe and secure?
Describe relevant regulatory requirements, standards, or certifications applicable to your product (e.g., CE marking, ISO standards, data protection, environmental compliance). Explain how your
company addresses product safety, cybersecurity, and environmental, social, and governance (ESG) considerations throughout development and deployment.
0 / 2500
* Describe any IP, patents or other proprietary technology.
Summarize your company's intellectual property assets, such as patents, trademarks, copyrights, or trade secrets. Include details on ownership, filing status (filed, granted, pending), and geographic
coverage. If you are using licensed technology, specify the source and terms of access.
0/250%
* Does the product rely on any third-party services?
Yes
No
The state of the s
3.5 Competitive landscape
3.3 Competitive landscape
Provide an overview of the competitive environment and your company's differentiators. Focus on factual comparison and strategic defensibility
Frome an overview of the competitive environment and your company's unrecentations. Pocas on factual companion and strategic determining
* What makes your solution innovative or unique compared to existing alternatives?
Clearly explain what sets your solution apart from current market offerings. Describe the innovation or technological advancement behind your product, emphasizing unique features, functionality, or
processes. Mention any proprietary technologies, patents, or research that underpin your differentiation. Focus on how these innovations create tangible value for customers and make your offering
difficult to replicate.
0/2500,
7
* Who are your main competitors, and how do you differentiate from them.
with are your main competitors, and now do you differentiate norm them.
Identify your primary direct and indirect competitors by name. Briefly describe their offerings and business models, then highlight how your product differs in meaningful ways—such as performance, usability, pricing, customer experience, scalability, or data advantage. If possible, support your comparison with quantitative or qualitative evidence.
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Describe additional factors that strengthen your company's long-term market position beyond product features alone. Examples include network effects, exclusive part	tnerships, data advantages,
witching costs, ecosystem integration, or regulatory barriers. Explain how these elements enhance your defensibility and sustainability in the market over time.	
	0 / 2500
	0 / 2000
What are the main risks or potential threats to your competitive position, and how do you plan to mitigate them?	
entify potential risks that could weaken your market position—such as new entrants, technological disruption, pricing pressure, regulatory changes, or customer depe rategies, including R&D initiatives, diversification plans, strategic alliances, or continuous product innovation. Provide a balanced and realistic assessment that demo lanagement.	
	0 / 2500
.6 People, Leadership & Governance	
utline the experience, diversity, and governance structure of your leadership team. Emphasize relevant expertise and team strengths.	
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* Are there any other sources of long-term defensibility or long-term competitive advantage?





Describe how your team incorporates diversity in background, gender, nationality, or professional experience. Explain how this diversity contributes to innovation, decision-making, and company culture if applicable, mention any initiatives or practices that promote inclusion within your organization.
0/250
* Briefly outline your equity structure and governance (e.g., founder ownership, ESOP, board/advisors).
Provide an overview of your company's ownership and governance structure. Include information on founder equity stakes, employee stock option plans (ESOPs), and key advisors or board members.
Highlight how the structure supports balanced decision-making, long-term alignment, and growth.
0/250
3.7 Financials & fundraising
Provide transparent and accurate information about your financial performance and fundraising activities. Use euros for all monetary values.
* Is the company fundraising at the moment?
Select "Yes" if your company is actively raising capital. Select "No" if you are not currently engaged in a fundraising process.
Yes
No No
No No
No No
No * Do you expect your company's pre-money valuation to exceed 50.000.000 €?
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explain how your company generates revenue and outline your key revenue streams (e.g., direct sales, subscriptions, licensing, transaction fees). Summarize your main cost components (e.g., production, distribution, marketing, operations) and highlight your unit economics, such gross margin. Demonstrate how your business model supports long-term scalability and profitability.
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0/2500/
0/2500/
When are you targeting to break even? What are future fundraising assumptions behind this plan?
ndicate the projected timeline for achieving operational break-even and describe the financial assumptions underlying this target. Outline expected revenue growth, cost trajectory, and anticipated undraising rounds or capital requirements. Provide a realistic, data-backed explanation of how your financial strategy supports sustainable profitability.
undraising rounds or capital requirements. Provide a realistic, data-backed explanation of now your inhancial strategy supports sustainable profitability.
0/2500
What has been the company's commercial traction to date?
Summarize your company's commercial performance so far. Include quantitative metrics such as number of customers, users, contracts signed, revenues generated, pilot results or other user metrics or
elevant KPIs. Include time-based comparisons (e.g., year-over-year or quarter-over-quarter growth) where relevant.
0/2500/
Please share key commercial KPIs ist and briefly explain your main performance indicators that reflect your business health and efficiency. Include MRR, ARR, CAC, LTV, retention or other key performance indicators.
0/2500/
What is your current cash position and runway?
tate your company's current cash balance (in euros) and estimated operational runway in months, based on current burn rate. If you have open funding commitments or pending capital inflows, nention them briefly. Ensure your figures align with your latest financial model and fundraising details.
0/2500/
Please provide a summary of your customer pipeline, including unweighted and weighted size
butline your customer or sales pipeline, including total potential deal value (unweighted) and probability-adjusted value (weighted). Specify the number of active leads, stage distribution (e.g., early
iscussions, pilot, contract negotiation), and average deal size. Highlight key prospects, upcoming contracts, or partnerships that indicate near-term revenue potential.
0 / 2500 /

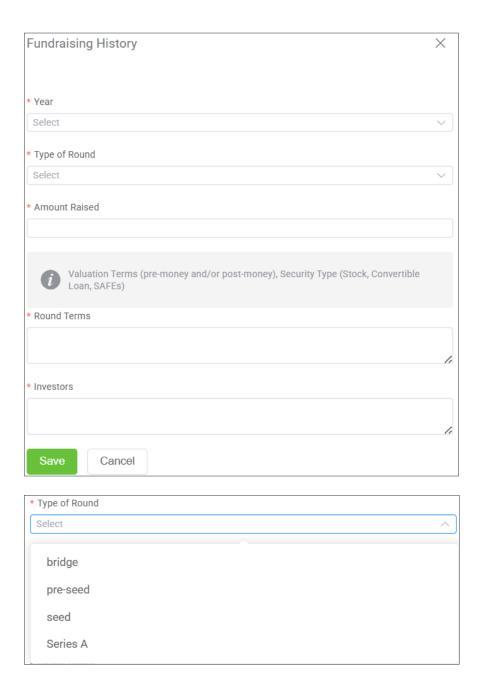




3.8 Impact & innovation

Describe how y	our innovation delivers measurable soc	ietal or environmental benefits and	aligns with EIT Urban Mobility's missio	n.	
* Describe th	e societal or environmental impac	t your startup aims to achieve	. How does it align with EIT Urbar	n Mobility's mission?	
by improving m	Explain the positive impact your startup seeks to generate in society or the environment. Describe how your product or service contributes to EIT Urban Mobility's mission of making cities more liveable by improving mobility, sustainability, and accessibility. Include examples of expected outcomes such as emission reduction, improved safety, increased accessibility, or behavioural change. Where possible, quantify potential impact (e.g., CO ₂ saved, time reduced, users reached).				
					0 / 2500
* Which key u	urban mobility challenges does yo	ur solution address?			
	ecific urban mobility challenges that you narket, and describe how your innovatio			fety, efficiency, or digitalisation. E	xplain the problem's scale and relevance
					0/2500/
* What KPIs (if any) have you set regarding Imp	act?			
	npact-related KPIs your company tracks				
Explain how the them.	se KPIs were defined (e.g., based on in	lustry standards, academic researc	ch, or alignment with SDGs) and describ	oe the methodology or data sourc	es you use to measure and validate
					0 / 2500/
3.9 Inno	ovation target				
* Does your p	proposed innovations target the Ur	ban Mobility market?			
For the purpose	es of this question, <i>urban mobility</i> may i	nclude any mobility solution that ca	an be applied within a city or metropolit	an context — even if it is also suit	table for rural, intercity, or mixed
environments. I	f your innovation improves movement of	f people or goods, supports transp	ort networks, or contributes to mobility	ecosystems in a way that could	be relevant to urban areas, select "Yes".
					~
Yes					
No					
3.10 Fu	ndraising history				
* Please prov	ide your company's fundraising hi	story			
Please complet	e the table by entering each fundraising	round as a separate record. Includ	le only equity or convertible rounds (e.g	J., pre-seed, seed, Series A, etc.). I	Exclude grants, awards, or other non-
dilutive funding	. Provide the amount raised in euros, th	e main investment terms, and list th	ne investors involved.		
Year	Type of Pound	Amount Raised	Round Terms	Investors	Action
rear	Type of Round	Amount Raiseu	Round Terms	Investors	
					+Add New









3.11 Team composition

* Please provide your team composition (Co-Founders, C-Levels and other relevant leading positions)

Populate the table with details for each founder and member of the senior management team. Summarize their professional background, role in the company, and key areas of expertise.

In your written explanation, highlight how the team's collective skills and experience align with your company's industry, product, and target customers. You may also include:

Prior experience working with your current or target customers

Technical, commercial, or operational expertise relevant to your product or service

Unique strengths such as prior entrepreneurial experience, domain expertise, or strategic networks that strengthen your competitive position.

Full Name

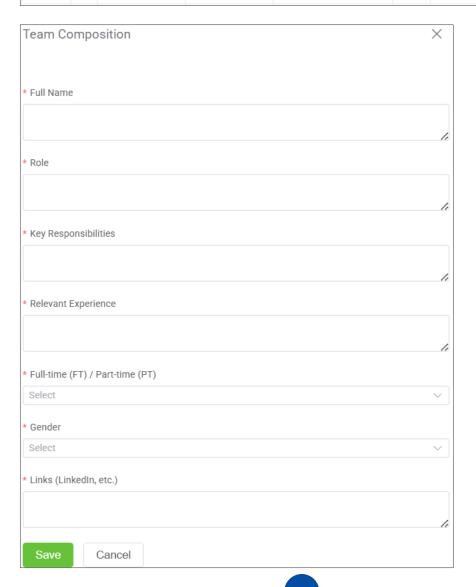
Role

Key Responsibilities

Relevant Experience

Full-time (FT) / Part-time
(PT)

Action







3.12 Financial Sustainability

Are you willing to contribute to EIT Urban Mobility financial sustainability strategy with the received financial support by accepting EIT Urban Mobility as a shareholder of your company with on a pari passu basis to other investors in your investment round? – YES/NO

Before moving to the next tab, remember to click on the "save" button.





4. Supporting Documents

Under this tab we ask you to upload, as a mandatory document:

- Deed of incorporation of your company
- The standard investor pitch deck of your company

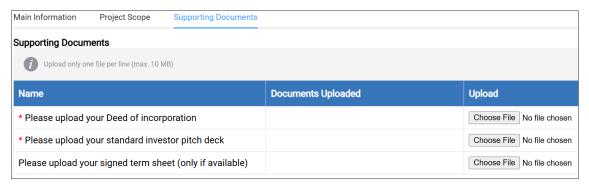
It is also **recommended**, but not mandatory, to also provide, if available:

Your signed term sheet

Please make sure you only include documents which are directly related to justify this, avoid uploading too many pages/information. Too much information will create difficulties in the evaluation of your proposal and may therefore have a **negative impact on the overall assessment**.

You can upload **one document per line only**: if you have two (or more) documents linked to the same item, make sure you merge then into **one single PDF**.

If you need to replace with a new version a document previously uploaded, simply click on "choose file" and upload the new document (which will automatically replace the one previously uploaded).



Before moving to the next tab, remember to **click on the "save" button**, otherwise the upload will not be executed.



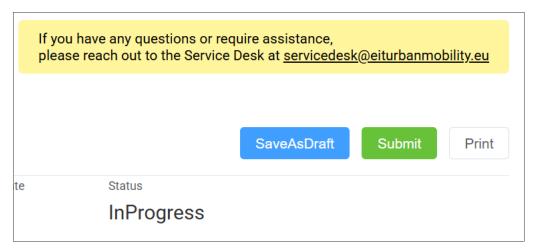


5. Submit Application Form

We strongly recommend all applicants not to wait the last day/minute to submit the Application Form.

You should ideally **submit it with at least one day of margin**: should you encounter any system error while submitting the AF, EIT Urban Mobility staff will in fact be able to properly assist you.

When your Application Form is correctly and fully completed, save it one last time and you can then submit it by clicking of the "submit" button:



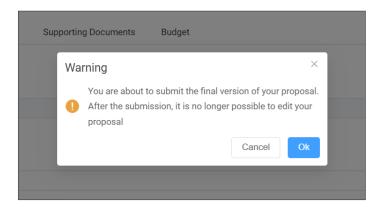
If your Application Form has not been properly completed – i.e. some mandatory information has not been included – the system will not allow you to submit, and an error message will inform you about what is missing. You can therefore **use the submit button as a "validation" check**: in this case, just remember NOT to click "ok" until you are sure all is finalised.

Once an Application Form is submitted it will not be possible to revert the process any longer, nor to submit a new updated version. Make therefore sure that you submit the AF only once you are sure that the information introduced are final.

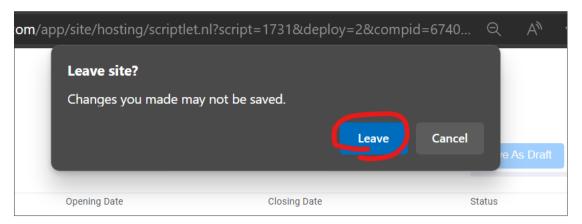
After clicking "submit" a pop-up message will ask you to confirm or cancel your choice: click OK.



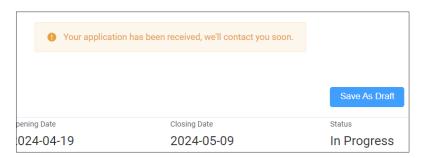




Once you click on OK, the browser may ask you to confirm if you want to leave the page or not: remember to click on "leave".



Once your proposal is submitted **you will not receive any e-mail notification**. The following message will however appear, and your application will not be editable any longer.









By going into the section "my applications" you will be able to see the **status of your application** and therefore see if it was properly submitted or not.

If you believe that the submission of your proposal failed due to a technical error exclusively attributable to the EIT Urban Mobility Grant Management Tool (the submission platform), you may submit a complaint by sending an email to the PMO team (pmo@eiturbanmobility.eu).

The email must include the proposal ID number and a clear description of the issue, together with objective evidence (time-stamped screenshots) of the assumed platform malfunction. You may be requested by the PMO team to provide additional information if necessary. The complaint must be submitted within 3 calendar days after the call closure. Complaints submitted after this period and/or without sufficient evidence will not be considered.

EIT Urban Mobility will verify the incident by checking internal IT logs to determine whether a technical malfunction of the EIT Urban Mobility Grant Management Tool occurred during your submission attempt. Complaints will not be accepted if the issue is related to the applicant's own equipment, internet connection, computer configuration, or any misinterpretation, misunderstanding, or disregard of any rules and/or instructions outlined in the Call Manual and/or in the Guidelines for Applicants. You will be informed of the outcome as soon as possible. If the complaint is accepted, the PMO team will provide guidance on the next steps and will give you 24 hours to proceed.





6. Tips & Tricks

Please find here below a recap of the **main point of attention** to follow in order to guarantee a smooth application process:

- Start creating and filling in the Application Form at least 3 or 4 weeks before the submission deadline: in this way you can familiarise yourself with the Application Form and can let us know in due time if you are encountering any technical issue by writing an e-mail to pmo@eiturbanmobility.eu.
- Do not include any external links (URLs) in the Application Form unless explicitly asked.
- For tabs like the "Project Scope" one: prepare your descriptions in an **offline document**, and copy paste the text in the online Application Form only once final.
- Save often: in this way you can make sure no information will get lost (if you stop working on the Application Form for some time, the system will log you out automatically without saving). Save always when you move from one tab to the other.
- Do not wait the last day/minute to submit the Application Form: should you encounter any system error while submitting the AF, EIT Urban Mobility staff will not be able to properly assist you if it's last minute.