

RAPTOR 2026 Open Call: 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>5,000</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 . | | |

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. | |

| Package | Service | Description | Duration | Pricing (€) |
|---------|---------|-------------|----------|-------------|
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|--------------------------------------|-----------------------|--|------------------|----------------|
| Premium Sales Support | Sales Support | All the services mentioned in the sales support package | 12 months | 20.000€ |
| | 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). | | |
| | 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. | | |