



## 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>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 <a href="#">EIT Urban Mobility Marketplace</a> .                                      |                   |              |
|               | 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. |                          |



| Package                      | Service               | Description  | Duration  | Pricing (€)    |
|------------------------------|-----------------------|--|---|----------------|
| <b>Premium Sales Support</b> | Sales Support         | All the services mentioned in the sales support package                                      | <b>12 months (except membership: only for project duration)</b> | <b>23.000€</b> |
|                              | 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.                              |   |                |