

## EIT Higher Education Initiative

# HEIPowered Startup Pitch Competition

under EIT Higher Education Initiative Community 2026-2028

## Guidelines for applicants

EIT Urban Mobility

Barcelona | 8<sup>th</sup> June 2026

[eiturbanmobility.eu](http://eiturbanmobility.eu)

## History of changes

Version	Publication Date	Change
1.0	08/06/2026	Initial version

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## 1. Submission process overview: PIC and PIF

Before starting to draft a proposal, **all applicants** must follow the following steps:

### Step 1: Obtain a Participant Identification Code (PIC)

All applicants submitting to this Call must register themselves in the **EU Funding & Tenders Opportunities Portal** to obtain a valid **nine digit PIC number**.

If the applicant already has a PIC, no new registration is required.

If you do not know if you already have a PIC number, you can verify directly on the EU Portal (click [here](#)).

### Step 2: Register or access the EIT Urban Mobility Programmes Portal (NetSuite)

- If you are already registered in the EIT Urban Mobility Programmes Portal ([NetSuite](#)), please log in by going to step 3.
- If you have never registered in the system, please go to the **EIT Urban Mobility Programmes Portal** and click on “Register”. Then select **Option 1: “I am an organisation/individual or an existing EITUM Academy student applying for EITUM Calls”** and complete the **Partner Information Form (PIF)** with the required details.

If the system denies your registration because the PIC number corresponds to an already registered entity, or because your email address is associated with an existing entity, please contact [servicedesk@eiturbanmobility.eu](mailto:servicedesk@eiturbanmobility.eu).

### Step 3: Create and submit the application in NetSuite

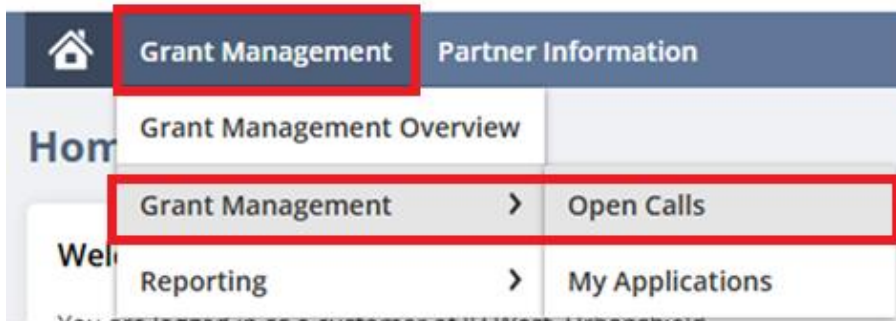
Once registered and logged in, applicants must:

1. Access the EIT Urban Mobility **NetSuite** platform.
2. Navigate to: **>Grant Management>Grant Management> Open Calls**.
3. Select the call **HEIPowered Startup Pitch Competition**
4. Complete all mandatory fields of the online **application form**.
5. Submit the complete proposal **before the relevant** deadline indicated in the **Call Manual**.

Applications submitted after the deadline will not be considered.

## 2. Create an application

Go to EIT Urban Mobility [Programmes Portal](#) (NetSuite), click on > *Grant Management* > *Open Calls*



Choose the **HEIPowered Startup Pitch Competition**. Once you click on “apply”, a new Application Form is created, and you will be able to start filling it in with all the information of your project.

The Application Form is divided in **three** sections, which are detailed below.

### 2.1. Main Information

[Main Information](#)    [Project Scope](#)    [Supporting Documents](#)

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**Main Information**

ID proposal number

\* Company Name

Please enter the registered name of your company.

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The ID proposal number is generated automatically by the system when you first save your proposal.

When entering the **Company Name**, remember this will be the official name publicly used to promote your project.

\* Executive summary (max 1000 characters)

Please describe your startup along with the value proposition, its relevance and its expected impact. NB: This information should be accessible to the general public for dissemination. This field should not contain jargon, acronyms, and confidential, or sensitive information (max 1000 characters)

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When writing the **executive summary**, remember this must provide a comprehensive but general overview of the project and that, if your project is selected for funding, it will be used for dissemination purposes. We suggest you fill in this section once you have completed all other sections and therefore have a clear overview of your proposal.

\* How did you hear about this call? (Please select one or more)

Select

If you selected option 'Other', please specify

\* List of Keywords Related to this Project

Please provide a minimum of three and a maximum of five keywords

Select

\* Free Self-defined Keywords

Please provide a minimum of three and a maximum of five keywords + New Keyword

You must enter a **minimum of three and a maximum of five keywords** (to be selected from a drop-down menu) and a **minimum of three and a maximum of five self-defined keywords** (which you can therefore freely type). Make sure you select the keywords that best represent your project.

Before moving to the next tab, remember to **click on the “save” button**.

## 2.2. 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 to **save often** (do not wait to have the whole tab completed before saving).

Under the **Project Scope** tab, you will need to answer the following questions:

## Business information

Main Information **Project Scope** Supporting Documents

### Business Information ▼

**\* Year of creation**

Indicate the year of creation of your startup.

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**\* Website (URL)**

Provide the URL to your website. The URL must start with http://, https://, ftp:// or file://.

**Which project within the EIT Higher Education Initiative supported your startup?**

This edition is only open to those startups that have been officially reported by their supporting HEI project. If you remember, indicate which project has supported your startup (see Call Manual, Annex 1).

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This edition is only open to those startups that have officially been supported by **a HEI project since 2021**. Indicate which project has supported your startup. A full list of projects is available in Call Manual, Annex 1. If you don't remember the project, we will check whether your startup was reported by one of the projects to confirm your eligibility.

**\* Are you already registered to the EIT HEI Community?**

If you are not part of the EIT HEI Community yet, register through the following link: <https://eit-hei-alumni.eu/>  Yes

At least one representative of each startups needs to be registered to the EIT High Education Initiative Community. Make sure this is the case for your startup and confirm so in the Application Form.

## Excellence

- Product/Service description**

Describe your product/service, including core elements such as functionalities and components to be developed, and the innovation or technology used.

- Proof of product/Service development stage**

Provide evidence and details of your proof of concept, prototype, or MVP. Examples of evidence include a live website, app, social media presence, research summary, video, or mockup. You may include links to a website, video, or social media channel within this field. Alternatively, attach a supporting document (see Supporting documents section) and add N/A in this field.

- **Need and relevance**

Describe who is the target beneficiary/user of your solution. Highlight how your proposal addresses their needs and demonstrate relevance to them.

## Impact

- **Overall impact**

Describe how the proposal intends and demonstrates clear, relevant, and measurable social, economic, and/or environmental impact.

- **Commitment to inclusive innovation**

Describe how the proposal actively integrates gender equity and diversity considerations into both the design and implementation of the activities.

## Quality of the implementation

- **Team overview**


Describe the profiles of the team members, highlighting their expertise in the relevant field. Remind to reflect on your team diversity and women role in leadership positions.

- **Business Plan Quality**

Provide a concise overview of your business plan, including its key components, and expected timeline for implementation

## Ethics and Security

### Ethics and Security

 Please select from the list any ethics of security area your project may have an impact on

\* Is the Project incurring any Ethic or Security Issues?

NO  YES

At the end of the Project Scope tab, you will find the **ethics and security** section.

If there are any ethics and security issues related to your project, please indicated which they are by selecting them from the drop-down menu (multiple selection is possible) and provide a description for each of the categories you have selected:

1. Human Embryonic Stem Cells and Human Embryos
2. Humans
3. Human cells/tissues (not covered by element 1)
4. Personal data
5. Animals
6. Non-EU countries
7. Environment & Health and Safety
8. Artificial Intelligence

Select

Before moving to the next tab, remember to **click on the “save” button**.

## 2.5. Supporting documents

This is a very important part of your application because the supporting documents are mandatory. According to section 5.1 of the Call Manual, applications must be complete and contain all parts and **mandatory supporting documents**. Therefore, **if you are missing any of the supporting documents your application will be considered incomplete and therefore ineligible.**

Upload one file per line (max. 10 MB per document)

### **\*Pitch Deck presentation (Max. 15 slides) (PDF)**

The pitch deck must be written in English, and must be readable, accessible and printable. It should summarise the description of the startup idea, the problem, unique solution and who benefits from it, the innovation or technology used, the potential impact, a brief overview of the Business Plan and the team overview.

### **(Optional) Proof of concept, prototype, or MVP (PDF, ZIP)**

The proof of concept can be provided as an URL under the Project Scope section, or as a supporting document.

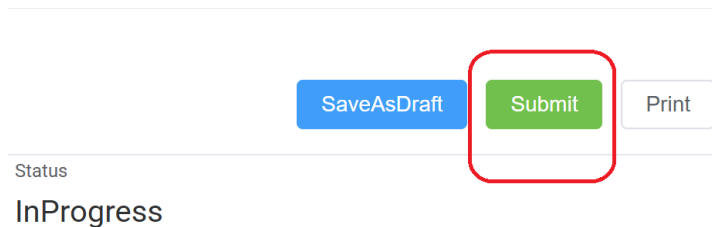
Before moving to the next tab, remember to click on the “save” button, otherwise the upload will not be executed.

### 3. Submit your application

We strongly recommend all applicants **not to wait until 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 Application Form, EIT Urban Mobility staff will in fact be able to properly assist you.

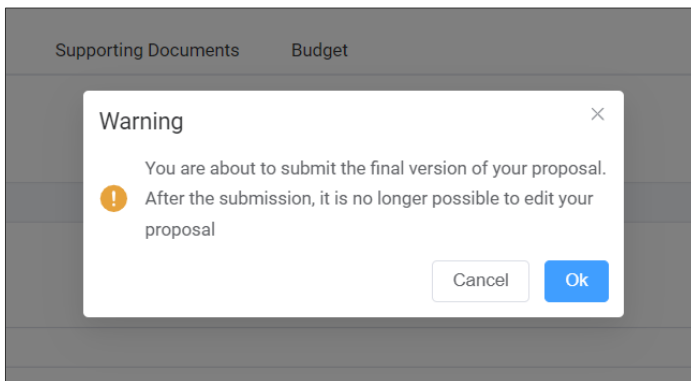
When your Application Form is correctly and fully completed, **save it one last time** and you can then **submit** it by clicking of the “submit” button:



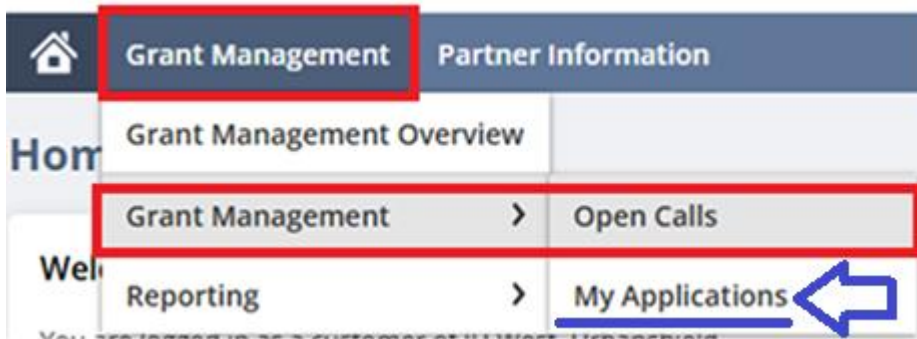
If your Application Form has been not properly completed, i.e.. some mandatory information has not been included, the system will not allow you to submit the Application Form and an error message will inform you about what is missing. You can therefore use the submit button as a “validation” check: in 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 Application Form 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.



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.



**Warning:** In case you would like to print your submitted Application Form, in the generated PDF, sections Main Information (Starting and Closing Date, Total Budget, EIT Funding, Own Co-funding, Executive Summary), Partner Information, Work Plan, KPI, and Total Project Budget may appear empty or contain inaccurate information (e.g., dates or budget = 0 EUR). This is expected and **does not affect your submission**, as these sections were not required at this stage of the application process.