

SME Market Expansion Open Call 2027

Info Session - FAQs

Disclaimer: Please note that the official Call Manual, available on the EIT Urban Mobility SME Market Expansion Open Call website, remains the primary and authoritative source of information regarding the Call requirements and conditions. This document is intended solely as supplementary guidance to clarify questions raised during the Info Session. In case of any discrepancies, the Call Manual shall prevail.

1. Eligibility requirements

Q1. Is the requirement to have at least 3 full-time equivalent (FTE) staff members mandatory?

Yes. Applicants must employ at least 3 FTE staff members. This mandatory eligibility criterion ensures that the company has sufficient internal capacity to deliver the project and is mature enough to expand into new markets. Part-time employees can be counted proportionally towards the requirement. Applicants must self-declare compliance in the application form and describe the profiles of the people involved in project implementation.

Q2. Which countries are eligible for applicants?

Applicants must be legally registered in an EU Member State or a Horizon Europe associated country. The scope of the end-client relationship or proposed activities may extend beyond these countries, but the applicant itself must be registered in an eligible country. Third countries associated with Horizon Europe are listed here: https://ec.europa.eu/info/funding-tenders/opportunities/docs/2021-2027/common/guidance/list-3rd-country-participation-horizon-euratom_en.pdf

Q3. Are companies that have received funding through other EIT Urban Mobility calls still eligible?

Yes. Companies funded through other EIT Urban Mobility calls may apply, provided they meet the eligibility requirements. However, the proposed solution must represent a significantly different innovation from previously funded solutions by EIT Urban Mobility, as double funding of the same product development is not permitted. The application form includes a section to explain these differences.

Q4. Are companies that have already received an SME Market Expansion grant eligible to apply again?

No. Companies awarded an SME Market Expansion Call project in 2026 are not eligible to apply for the 2027 edition.

2. End clients and market expansion

Q5. Can the end client be a public or private entity?

The end client can be either a public or private entity. The key consideration is its commitment to test the proposed solution and its potential interest in establishing a commercial relationship following the test. The call focuses on projects with scalability and commercial potential.

Q6. Does the end client involved in the pilot have to purchase the solution to meet the sales KPI?

No. The sales KPI does not require the same end client involved in the pilot to purchase the solution. The target can be achieved through sales to any other customers during or after project implementation, provided that the sales meet the KPI requirements and are properly documented and verified within the applicable reporting deadline.

Q7. Can market expansion from urban applications to rural mobility qualify?

Yes. Expanding from urban applications into rural mobility may qualify as market expansion because entering a new customer segment or sector is a recognised pathway. Applicants must demonstrate that the expansion represents a genuine new market opportunity, rather than simply deploying the same solution in a different location or setting.

Q8. Is market expansion within the same country eligible?

Potentially, if it represents entry into a genuinely new customer segment or market where the SME does not have an established commercial presence.

Q9. Must the minimum €10,000 sales KPI be achieved through a single sale to one client?

No. The mandatory €10,000 sales target can be achieved through multiple sales to different clients. The value can be accumulated across several invoices, provided the total reaches at least €10,000.

3. Product readiness and commercialisation

Q10. What level of product development is expected at the start of the project?

The product or solution must be ready for testing in real-life conditions (TRL 7 or above). It should already have undergone testing and validation in a relevant environment, demonstrating its technical feasibility and commercial potential. The Call is not intended to support early-stage research or product development from scratch. Instead, projects should focus on the further development, adaptation or significant improvement of an existing solution, with the objective of facilitating its deployment in a new geographical market, customer segment or sector.

Q11. What is the expected outcome regarding product readiness at the end of the project?

The project should demonstrate successful testing and validation of the improved solution in a real-world environment, ideally with the committed end client, and provide clear evidence of its market potential.

The ultimate objective is not simply to achieve a higher TRL, but to accelerate commercial adoption, generate new business opportunities and support the SME's market expansion and growth.

4. Application topics and project selection

Q12. Where can applicants find examples of previously funded projects?

Examples of funded companies, products and services, particularly those related to the five focus topics, are available on the EIT Urban Mobility website.

Q13. Are projects allocated equally across the five focus topics?

No. There is no fixed allocation of awarded projects across the five topics. Although the programme seeks a diversity of funded projects, applicants should prioritise a strong proposal and a convincing market expansion case. They should select the topic most closely aligned with their proposed solution or pilot.

5. KPIs and additional evaluation points

Q14. Can creating a new legal entity in a new market count towards the startup creation KPI?

Yes. Establishing a new legal entity in a new country or geographical market may count towards the startup creation KPI (KPI 4.4).

Q15. Can including the startup creation KPI provide additional evaluation points?

Yes. Including this KPI may provide up to 5 additional points during the second evaluation stage, when the selection committee assesses the proposal in a panel hearing. Applicants must clearly explain their plans for creating the new entity during the project.

Q16. Is creating a new legal entity the main objective of the project?

No. Establishing a new entity should be an additional activity supporting the company's broader market expansion strategy, not the project's sole objective. Applicants should also be aware that failure to achieve this KPI may result in a reduction of the grant. The call manual and its annexes provide further details on the KPI requirements. Applicants should include it only if they have a realistic plan to achieve it.