

SME MARKET EXPANSION CALL 2027 APPLICATION FORM SAMPLE

NOT TO BE SUBMITTED

*This document serves as a sample to provide an overview of the fields and information required for the application process. **The official application form must be filled out and submitted through the NetSuite platform. Applications via email will not be accepted.** Please note that this template is for informational purposes only, and additional fields or instructions may appear in the official online application.*

Please note:

- The proposal and all supporting documents must be written **in English**.
- Proposals must be complete, with all mandatory fields filled in, in order to be considered for evaluation.
- Please make sure to register on EIT UM Programmes Portal (NetSuite) early on. Each applicant needs to have a PIC number from the Funding & Tenders Portal **and** be registered on EIT UM Programmes Portal (NetSuite) by submitting the Partner Information Form (PIF).
- Create your application on the EIT UM Programmes Portal (NetSuite) and familiarise yourself with the system. Especially if it is your first time submitting on NetSuite, make sure you understand the different functionalities.
- Always Save as a draft when switching between different tabs.
- Submit at least a day in advance to avoid technical issues due to many people submitting.
- Indicated character count includes spaces.
- For technical assistance, please contact EIT Urban Mobility at pmo@eiturbanmobility.eu as soon as possible to ensure we have enough time to assist with any issues you may encounter. Expect at least 2 hours response time during working hours (Monday – Friday 09.00 - 17.00 CEST).

Table of Contents

1.	Main Information	3
2.	Partner Information.....	4
3.	Project Scope	5
4.	Workplan	10
5.	Supporting documents	12
6.	Budget	12

1. Main Information

Select primary Call topic (EIT Urban Mobility priority domain) as per the Call Manual

- Electrification of Transport and Alternative Fuels
- Health and Mobility
- Mobility Data Management
- Public and Shared Transport
- Urban Logistics

Project Title

Please enter a descriptive title of your project (max 140 characters).

Project acronym

Please enter a short title or acronym for your project (max 25 characters).

Project starting date

April 1, 2027 (*pre-defined*)

Project closing date

October 31, 2027 (*pre-defined*)

Total Budget (€)

This field will be automatically filled-in once you complete the Budget tab. The total project budget is € 60,000.

EIT Funding (€)

This field will be automatically filled-in once you complete the Budget tab. The total project budget is € 60,000.

Own Co-funding (%)

This field will be automatically filled-in once you complete the Budget tab. Own co-funding is pre-defined: 0%.

Executive summary (max 1000 characters)

Describe your proposed solution/product/service along with the value proposition and its market opportunity. Describe briefly the urban mobility challenge it is addressing. Describe how and where you intend to validate the solution with the end-client (demo). This information should be accessible to the general public for dissemination.

NB: This field should not contain jargon, acronyms, and confidential, or sensitive information.

List of keywords related to this project

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

Free Self-defined Keywords

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

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

Choose one option from a dropdown menu

To continue, click **"Save as Draft"** in the top-right corner of the page (scroll up if you don't see the button). Once saved, proceed to the next tab — **Partner Information** (or other relevant tab).

2. Partner Information

Project Leader (meaning Applicant)

The information on the applicant's organisation will be automatically pre-filled based on who creates the proposal. This person will create, edit, and submit the proposal.

Project Leader - main contact person e-mail

The information on the applicant's organisation will be automatically pre-filled based on who creates the proposal. This person will create, edit, and submit the proposal.

Registration date of the legal entity

Please enter the official date your SME was registered as a legal entity (DD/MM/YYYY) *[calendar]*

Full-Time Equivalent (FTEs) employees

Please specify the number of Full-Time Equivalent (FTE) employees in your organization (only the whole numbers allowed). The SME must employ a minimum of three (3) full-time equivalent (FTE) staff members to be eligible for this Call.

Number box

Women in leadership roles within the SME (0-100)

Indicate the % of women in leadership positions including executive roles, e.g., CEO, Directors, team or department heads, board members, and other roles with significant influence over key decisions.

Number box

SME confirmation

I confirm that my company qualifies as an SME under the EU definition

☐ YES / NO

3. Project Scope

End client information

End client (organization) name*

Text box

End client sector*

Please indicate whether the end client involved in the proposed project is a public or private organisation.

[options]

- ☐ Private sector
☐ Public sector

End client (organization) type*

Please select **one** option that best describes your end client.

Options:

City / Municipality / Local Authority
Regional Authority
National Authority / Government Body
Public Transport Authority (PTA)
Public Transport Operator (PTO)
Publicly owned mobility / infrastructure company
Private Transport / Mobility Operator
Industry / Corporate Partner
Infrastructure / Real Estate Operator
Logistics / Delivery Company
Technology / Mobility Company
Other private organisation — please specify below
Other public organization – please specify below

If other, please specify:

Text box (not obligatory)

End client (organization) country*

Select the country where the end client is based and where the proposed project activities will primarily take place

Dropdown with countries

To continue, click “Save as Draft” in the top-right corner of the page (scroll up if you don’t see the button). Once saved, proceed to the next tab — Project Scope (or other relevant tab).

Previous EIT Urban Mobility (co)funding (300 characters)*

Has the proposed product or service previously received (co)funding from EIT Urban Mobility?

If **YES**, please provide a clear explanation of how the proposed product or service represents a significant improvement or advancement compared to the earlier funded version.

If **NO**, please write N/A (not applicable).

STRATEGIC FIT

EIT UM strategic fit and Call topic fit (max 800 characters)*

Describe how your project contributes to EIT Urban Mobility's mission and the objectives of the selected Call topic. Explain how your proposal creates European added value and how it **contributes to more sustainable, resilient, and liveable urban mobility systems**.

Strategic Market Expansion Opportunity (max 1500 characters)*

Describe the proposed market expansion opportunity, including the new customer segment, new sector, and/or new geographical market targeted. Explain why this opportunity is strategically relevant, commercially attractive, and has clear growth potential for the proposed product or service.

EXCELLENCE

Product/Service (max 1500 characters)*

Describe the product or service proposed for the project, including its key functionalities, main components, and **any improvements or developments** to be implemented during the project. Explain how it differs from existing market solutions, highlighting its unique selling points, competitive advantages and positioning in the target market.

Gender, diversity and inclusion in the product/service design (max 1300 characters)*

Describe how inclusivity has been considered in the design, development, and implementation of the proposed solution. Explain how the solution is intended to benefit diverse user groups, including any measures taken to address the needs of the most vulnerable users.

Commercial track record (max 1500 characters)*

Describe the **commercial validation of the proposed product/service achieved to date**. Provide information about previous customers, commercial deployments, pilot projects, sales, or other relevant commercial achievements, including at least one recent customer.

Need and relevance (max 1500 characters)*

Describe the **need for the proposed solution from the perspective of the end client** and, where applicable, the target users. Explain how the end client will be involved during the project, including testing and demonstration activities, and describe the envisaged pathway for continued collaboration and future deployment after project completion.

IMPLEMENTATION

Project objectives, expected outcomes and risk management (max 2200 characters)*

Describe the **project objectives and expected outcomes**, ensuring they are clear, realistic, and measurable.
Explain the value the project will deliver for both the SME and the end client.

Identify the main project **risks and** describe the proposed **mitigation measures**.

Execution and demonstration plan (max 3000 characters)*

Describe the **project workplan**, including the main tasks, timelines, and milestones, and explain how they contribute to achieving the project objectives and expected outcomes.

Provide information on the planned **testing and demonstration activities** with the end client, including their scope, timing, and expected results.

Outline the planned **communication and dissemination activities** and how they will support the visibility, replication potential, and market uptake of the proposed product or service.

Project team (max 1500 characters)*

Describe the project team, **identifying the key staff members and their roles** in delivering the project.
Explain how the team provides the necessary balance of technical and commercial expertise for the successful implementation of your proposal.

Additionally, explain the **team's gender composition** and the roles of women in leadership and decision-making positions.

Project budget (max 1500 characters)*

Present a structured and realistic explanation of the proposed **project budget**, including the allocation of **costs by category**, and explain how it aligns with the project activities, timeline, and expected outcomes.
Demonstrate how the planned resources support efficient use of funding and provide value for money

IMPACT

Replicability and scalability (max 1500 characters)*

Explain how the proposed product or service can be **scaled or replicated** across different European cities, contexts, customer segments, sectors, or geographical markets beyond the proposed project. **Describe the factors enabling replication and the level of adaptation or customisation required.**

Commercialisation strategy (max 1500 characters)*

Describe your **commercialisation strategy** for the proposed product/service. Explain how you intend to achieve commercial growth in the target market following the project, including your **go-to-market approach, customer acquisition strategy, and sales channels**. Explain why this approach is appropriate for the proposed market expansion and how it will support sustainable commercial success.

Business model (max 1500 characters)*

Outline the **business model** for the proposed product or service, including the value proposition and **pricing strategy**, and explain its potential to support sustainable commercial growth.

Intellectual Property (max 1300 characters)*

Present the approach for **managing intellectual property rights (IPR)** for the proposed solution, including ownership, protection measures, and commercialisation and exploitation strategies.

NB: For further details on the key elements of a sound IP strategy check the IP strategy checklist available on the Call website.



To continue, click **“Save as Draft”** in the top-right corner of the page (scroll up if you don’t see the button).
Once saved, proceed to the next tab — **Work Plan** (or other relevant tab).

4. Workplan

Please follow strictly the instructions for this part of the application form.

WORK PACKAGES

- Create only **one** single Work Package titled **Project Implementation** and add your SME as WP leader and WP contributor. Start date: April 1, 2027. End date: October 31, 2027.
[click on SAVE button]
- Add **four (4)** Deliverables:
 - **Name: Project Communication Factsheet**
Description: Document providing key project information to support communication, dissemination and visibility activities.
Achievement date: April 30, 2027
[click on SAVE button]
 - **Name: Project Impact Assessment Strategy**
Description: Document defining the project's impact measurement approach, including the quantitative indicator(s) to be monitored throughout the project in accordance with the EIT Urban Mobility Impact Assessment Framework.
Achievement date: April 30, 2027
[click on SAVE button]
 - **Name: Confirmation letter from end client**
Description: Signed letter by the end client confirming that the SMART objectives, workplan and demonstration were successfully achieved by the SME.
Achievement date: October 31, 2027
[click on SAVE button]
 - **Name: Project report**
Description: Project report detailing the workplan implementation, achieved results, quantitative impact, and overall project delivery. The deliverable also includes evidence of the demonstration activities carried out (including images) and a description of the follow-up collaboration with the end client. The document will also request information about the project's compliance with the *EIT Urban Mobility Communication Guidelines* and the *EIT Urban Mobility Brand Book*, as well as general promotional information about the subgrantee and project.
Achievement date: October 31, 2027
[click on SAVE button]

NOTE: Deliverables can only be added once the Work Package is created and must be added directly to the assigned Work Package.

Output

Please add the name of your product/service as output as well as 1 sentence as description. The achievement date must be October 31, 2027. Only add one output.

Click on “Add New” to add the Output as indicated.

Add your SME as Responsible partner and contributing partner.

[click on SAVE button]

KPIs

Please fill in the mandatory KPIs to be achieved within the duration of your project (see Call Manual – KPIs section 3.4).

Click on edit button and then add the information as indicated:

- In “Explanation” – please add the name of your product/service as well as 1 sentence as description
- Please select “2027” as KPI Year
- Please add the Target Value of **1** (to each KPI)
- The achievement date must be **October 31, 2027**.
- Select your company as “Responsible Partner” and “Contributing partner”

[click on SAVE button]

NOTE: If you plan to create a start-up, you must add the optional KPI "EITHE04.4 Startups created" with a target value of **1** and the achievement date **October 31, 2027**.

KPI code	KPI Title	KPI Description	Target year	Target Value	KPI achievement date	Responsible Partner	Contributing Partner/s

EITHE02.4	Marketed Innovations	<i>Automatically filled in the platform</i>	2027	1	October 31, 2027	SME name	SME name
EITHE04.4	Start-ups created of/for innovation	<i>Automatically filled</i>	<i>Optional</i>				

To continue, click **“Save as Draft”** in the top-right corner of the page (scroll up if you don’t see the button). Once saved, proceed to the next tab —Supporting documents (or other relevant tab).

5. Supporting documents

Mandatory

1. Upload signed commitment letter from end-client. Please use the relevant template available on the Call website, depending on the type of end-client (**public or private entity**). Upload in PDF or Word (max. 10 MB per document)
2. Upload the pitch deck. Upload in PDF or PPT format (max. 10 MB per document). Please see the pitch deck template provided on the Call website

[click on Save as Draft button]

To continue, click **“Save as Draft”** in the top-right corner of the page (scroll up if you don’t see the button). Once saved, proceed to the next tab —Budget (or other relevant tab).

6. Budget

IMPORTANT: Make sure you have created one work package (in Work Plan tab) and add your SME as contributing partner, then the budget table will appear. Add 60 000 under G. Lump Sum and 100% EIT funding in Partner Budget Section.

Partner Budget Section	WP1	Total	Description
A.1 EMPLOYEES (OR EQUIVALENT)			Not editable
A.2 NATURAL PERSONS UNDER DIRECT CONTRACT			
A.3 SECONDED PERSONS			
A.4 SME OWNERS			
B SUBCONTRACTING			
C.1 TRAVEL AND SUBSISTENCE			
C.2 EQUIPMENT			
C.3 OTHER GOODS, WORKS, AND SERVICES			
D.1a FINANCIAL SUPPORT TO THIRD PARTIES (SUBGRANTS)			
D.1b FINANCIAL SUPPORT TO THIRD PARTIES (PRIZES)			
D.2 INTERNALLY INVOICED GOODS AND SERVICES			
E. INDIRECT COSTS (AUTO CALCULATED: 25% on A. and C. cost categories)			
G. Lump Sum		€ 60,000	
Total Cost	€60000	Not editable	
EIT funding (%)		% 100	
Partner own funding		0	
Other Co-funding Rate – National and Regional		0	
Other Co-Funding – EU non-EIT Rate		0	
Other Co-funding – Other rate		0	
Other Co-funding Rate - Private		0	

To continue, click “Save as Draft” in the top-right corner of the page (scroll up if you don’t see the button). Once saved, proceed to the other relevant tab or submit your proposal.

SUBMIT YOUR PROPOSAL

When all tabs are completed in the NetSuite platform, you can submit your proposal. Please note that once your application is submitted, you will no longer be able to make changes.

You can check if your application is ready for submission, by clicking on Submit. If your Application Form has been not properly completed – i.e. some mandatory information have 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. If your Application Form has been properly completed, a pop-up message will ask you to confirm the submission or cancel the choice.

To submit, click “Submit” in the top-right corner of the page (scroll up if the button is not visible).