

SME Market Expansion Open Call Info session

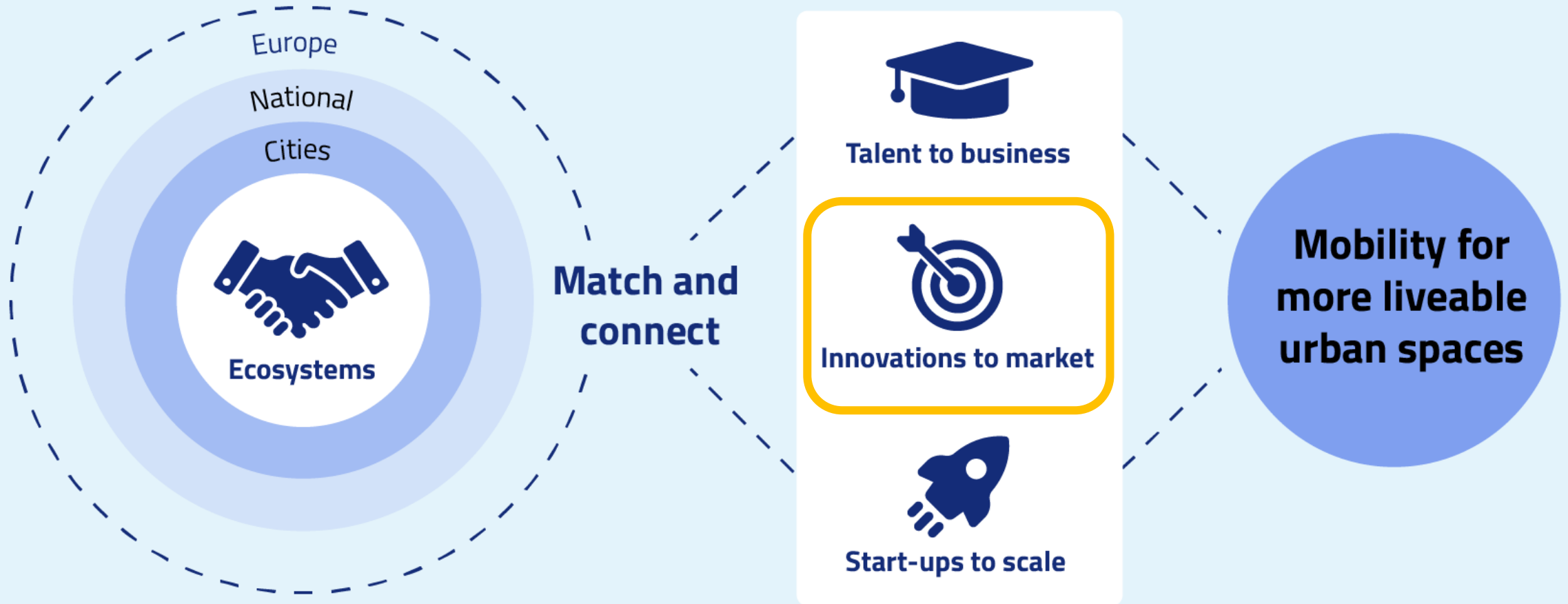
2027

Introduction

Natalia Gozdur

Innovation Manager

How **EIT Urban Mobility** is accelerating the sustainable mobility transition in cities





INNOVATIONS TO MARKET

New solutions to transform mobility in cities

The Call is designed to **promote business growth and market expansion**, encouraging the replication and scaling of successful mobility solutions in new regions or sectors.

Through collaboration with an end-client, SMEs can **validate their offering in a real-world setting**, while gaining visibility and credibility in the European market.



eiturbanmobility.eu

SME Market Expansion Open Call 2027



Agenda

Topics	Content
1. Introduction	
2. Call Overview	Types of projects, who can apply, timelines
3. Call Scope	Call topics
4. Application Process	NetSuite introduction
5. Evaluation Process	Evaluation criteria, evaluation stages
6. Financial Aspects	Financial Sustainability Mechanism
7. Awarded Projects	What to expect, financial sustainability contribution, deliverables, KPIs, membership
8. Live Q&A	Get your questions answered

Call Overview

Laura Val

Project Officer

SME Market Expansion Open Call

Who can apply

Small and Medium Enterprises (SMEs):

- One single legal entity (SME) – mono-beneficiary Call
- Registered in an EU Member State or a 3rd country associated to Horizon Europe
- Minimum of 3 full-time employees (FTEs)

Additional points:

- SMEs that are ready to scale
- Companies with a committed end client ready to test

Note:

- An SME may submit multiple proposals; but only one proposal per applicant can ultimately receive funding.
- SMEs awarded for the **previous** SME Market Expansion Open Call 2026 are **NOT** eligible to apply for this call.

Key dates



Call Budget



EIT contribution of up to
€60,000 per selected project
(no co-funding required)



Simplified reporting
(lump sum)



10 SMEs to be funded

Call Scope

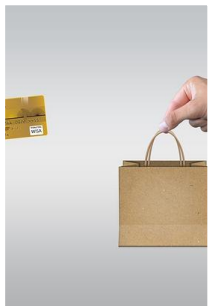
Pilot innovation...

Deploy a significantly
improved product or service*
for expansion into a
new customer, sector or geographic area
to generate commercial adoption and future
growth

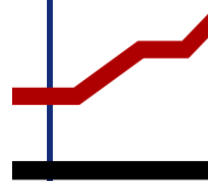
* minimum of TRL7 (Technology Readiness Level 7)



...with a commercial focus



Support the **commercial expansion** of the SME



Fund **scalable solutions** rather than one-off developments



Reward bringing **committed end-clients**



Focus on **replication** potential across Europe

Specific Requirements

- Offer solutions to key providers within the urban mobility ecosystem
- Include a **signed letter from an end client** and a **pitch deck**
- Propose a product or service at **Technology Readiness Level (TRL) 7 or higher**
- Complete full usage and **testing of the product/service** with the end client (demo)
- Propose a realistic scope within a max. implementation period of **seven months**
- Commit to delivering EIT Urban Mobility KPIs and deliverables by the end of the project
- Address one of the **Call topics** (see: next slides)

Urban Logistics

- Solutions (products, services and business models) that **reduce the negative externalities** of urban logistics – such as congestion, emissions and noise – while **improving resilience, sustainability and integration with the urban environment**, especially in last-mile operations.
- Innovative business models, technologies and governance approaches that enable **smarter and more collaborative urban logistics systems** are particularly encouraged, including interoperability and engagement with operators, cities and users.



Public and Shared Transport

- Solutions that **strengthen inclusive and resilient public and shared mobility systems**, contributing to modal shift away from private cars by making services more attractive.
- Innovative business models and technologies that **enable more flexible and user-centric public mobility networks**, particularly in underserved, low-density contexts where conventional public transport alone cannot efficiently meet all user needs, are encouraged.



Mobility Data Management

- Solutions supporting **mobility system orchestration, integrated planning and data-informed decision-making by cities and public authorities**. This includes innovations that enable Sustainable Urban Mobility Plans (SUMPs), integrated transport planning, citizen engagement, resilience and disruption management, and regulatory monitoring and enforcement, making use of technologies such as AI, advanced analytics and digital platforms, where appropriate.
- Solutions are expected to be **modular, interoperable and aligned with European standards**, enabling scalable and replicable solutions across cities.



Electrification of Transport and Alternative Fuels

- Solutions that **advance zero-emission urban mobility across the electrification value chain**. This includes vehicle and fleet technologies, retrofitting, battery and energy storage systems, smart and dynamic charging infrastructure, grid integration, and solutions that improve battery performance, lifespan, reuse and recycling.
- Alternative fuel solutions, including **hydrogen applications**, that complement electrification in specific urban mobility use cases, reduce barriers to adoption, and integrate effectively with urban infrastructure and energy systems.
- Solutions should demonstrate clear added value for urban mobility, contribute to more resilient urban transport systems, and show strong potential for adoption and scale.



Health and mobility

- Solutions that support longer, healthier lives and better quality of life through active mobility and healthier urban environments. This includes making **walking and cycling safer, more convenient, inclusive and better integrated into the urban environment**, as well as reducing exposure to air and noise pollution. Public space design and behavioural change approaches should go beyond awareness campaigns and form part of an innovative, market-oriented solutions with potential for adoption by public and private actors.
- Solutions that **reduce road deaths and serious injuries and advance Vision Zero**, particularly for pedestrians, cyclists and other vulnerable road users. This includes innovations that prevent crashes, improve the safety of roads, identify and monitor risks, or support safety-informed planning and decision-making.



"Air Monitoring station, Reno, Nevada" by [brewbooks](#) is licensed under [CC BY-SA 2.0](#).

Application Process

Elina Sergejeva
Programme Officer
PMO

Proposal submission

STEP 1: Obtain PIC number in the EU F&T Portal

STEP 2: Register your entity in EIT Urban Mobility Programmes Portal (NetSuite)

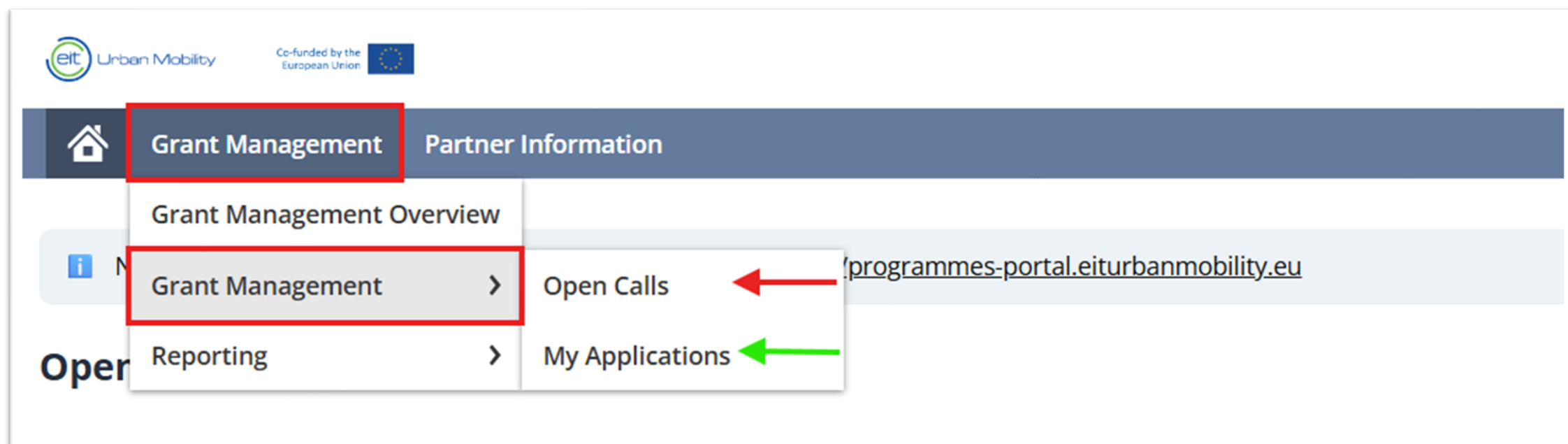
STEP 3: Submit application form + mandatory supporting documents

IMPORTANT: Registration in NetSuite may take up to **2 working days**. Last-minute requests, especially near the deadline, cannot be guaranteed. Please register in the submission tool as soon as possible.

Guidance for Applicants document and Application Form sample in Word format available on Calls webpage

Application Form

Go to *Grant Management* to access all EIT UM Open Calls and Your Applications



Application Form

Under *Open Calls* you will see all calls currently open for submissions

Open Call For Proposals

Innovation Fast Track BP26-28

Follow on financial support to top-performing commercial partners from innovation projects.

No link available

Launching Date: 01/11/2026

Closing Date: 31/12/2026 06:00:00 PM CEST

[Apply](#)

Student Entrepreneur Grant Scheme (SEGS), cut-off 2

The Student Entrepreneur Grant Scheme is a programme of CIT Urban Mobility to support student-led graduates working on innovative project ideas. The programme is designed to empower students with the financial resources they need to work on and develop their projects/ideas. By providing small financial grants, we aim to help students to overcome the first significant barrier in turning their ideas into reality. The programme is aimed at nurturing...

[View details](#)

Launching Date: 01/09/2026

Closing Date: 14/10/2026 06:00:00 PM CEST

[Apply](#)

Financial support to start-ups open call 26-28 - cut-off 4

This call is designed to strengthen Europe's capacity to innovate and tackle pressing urban mobility challenges. By funding early stage ventures, we aim to stimulate the growth of pre-seed, seed, and Series A companies, amplify the impact of CIT-funded research and innovation activities, and foster collaboration across industry, academia, cities, and startups. The initiative supports the development of high-impact solutions that reduce congestion, lower carbon emissions, improve safety and security, and...

[View details](#)

Launching Date: 01/09/2026

Closing Date: 16/11/2026 06:00:00 PM CEST

[Apply](#)

Strategic Innovation Open Call Cut-off 4

The Strategic Innovation Open Call focuses on supporting ambitious, market-critical projects that tackle clearly defined problems faced by cities, public authorities, and mobility providers. The aim is to de-risk development and enable large-scale deployment by backing solutions with a clear path to market and the potential to scale across Europe.

[View details](#)

Launching Date: 22/09/2026

Closing Date: 29/01/2027 06:00:00 PM CEST

[Apply](#)

Enhance NEB Open Call 2027

The Enhance New European Bauhaus Open Call 2027 provides an opportunity for projects previously funded under the 2025 Connect NEB and Co-create NEB Call for proposals and for 2026 Connect NEB and Co-create NEB projects funded through the 2025 reserve list, to expand and consolidate their results, further strengthening the quality and relevance of the proposals. Over a period of up to 12 months, participating teams will build on the...

[View details](#)

Launching Date: 15/09/2026

Closing Date: 12/11/2026 06:00:00 PM CEST

[Apply](#)

EIT RIB Hungary 2027

EIT Urban Mobility, with the support of the Hungarian National Innovation Agency (NIH), invites Hungarian start-ups to apply to the CIT Regional Innovation Booster (CIT RIB) Hungary 2027. This seven-month international market access programme supports mature, innovation-driven Hungarian companies to validate, enter and grow in a new European market. A single cohort of eight companies will be selected and equipped with a validated market entry strategy, concrete connections in their target...

[View details](#)

Launching Date: 15/09/2026

Closing Date: 30/10/2026 06:00:00 PM CEST

[Apply](#)

SME Market Expansion 2027 Open Call

This is a mono-beneficiary call open to small and medium-sized enterprises (SMEs) that are supported by an end client, a public or private entity, committed to testing and demonstrating the solution. Through this collaboration, SMEs can validate their offering in a real-world setting, while gaining visibility and credibility in the European market.

[View details](#)

Launching Date: 09/10/2026

Closing Date: 01/12/2026 06:00:00 PM CEST

[Apply](#)

Application Form

The Application Form consists of 6 tabs to be filled in:

1. Main Information
2. Partner Information
3. Project Scope
4. Work Plan
5. Supporting Documents
6. Budget



Co-funded by the
European Union

If you have any questions or require assistance,
please reach out to PMO at pmo@eiturbanmobility.eu

NetSuite / Customer Portal / Call For Proposal Application

SaveAsDraft

Submit

Print

Application ID	Program Name	Program Opening Date	Program Closing Date	Status
To Be Generated	SME Market Expansion 2027 Open Call	2026-10-09	2026-12-01	InProgress

Main Information

Partner Information

Project Scope

WorkPlan

Supporting Documents

Budget

Main Information

ID proposal number

* Primary Call topic (EIT Urban Mobility priority domain)

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

* Project Title

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

0 / 140

* Project Acronym

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

0 / 25

Application Form

Main information tab

- When entering the **project title and acronym**, remember this will be **the official name publicly used to promote your project**.
- In the framework of the **SME Market Expansion Open Call 2027**, the project timeline is already set to April 1, 2027 until October 31, 2027 (as indicated in the Call Manual) – this will be prefilled in the application form and cannot be adapted.
- When writing the executive summary, remember this must provide a comprehensive but general overview of the project and, if your project is selected for funding, it will be used for dissemination purposes.

Application Form

Partner information tab

- Please indicate when your SME was registered officially as a legal entity by adding the date (the registration must happen before the call closure).
- Indicate the number of Full-Time Equivalent Employees.
- You must confirm that you are qualifying as an SME under EU definition by ticking the confirmation box.

* SME confirmation

Confirm that your organisation qualifies as an SME under the EU definition

NO ☒ YES, I confirm

Application Form

Project scope tab

- First provide **end-client information**, then complete the **Strategic Fit, Excellence, Impact, and Implementation sections**.
- **Recommendation: Prepare answers offline** and paste them into the form once finalized.
- Save frequently while completing the form.
- Do not include any URLs.
- Provide end-client details: organisation name, sector (public/private), organisation type, end-client country, and project implementation country.

Application Form

Work Plan and Budget tab

IMPORTANT: Make sure you have created one work package (in Work Plan tab) before going to the budget tab and add your SME as contributing partner. Only then the budget table under the Budget tab will appear.

Add **60 000 EUR** under **G. Lump Sum**

Add **100%** under **EIT funding (%)** in Partner Budget Section.

Note: There are 2 budget tables under Budget tab – the first table is a summary (not editable), the second is Partner Budget Section and is editable.

Application Form

Supporting Documents tab

Upload:

1. Letter of intent from end-client (PDF)
2. Pitch deck (PDF or PPT Format)

templates available on the Call webpage

The screenshot shows the 'Supporting Documents' tab of an application form. At the top, there are navigation tabs: 'Main Information', 'Partner Information', 'Project Scope', 'WorkPlan', 'Supporting Documents' (which is active and underlined), and 'Budget'. Below the tabs, the section is titled 'Supporting Documents'. A grey box contains an information icon and the text: 'Both documents below are mandatory. Maximum 10 MB per document.' Below this is a table with three columns: 'Name', 'Documents Uploaded', and 'Upload'.

Name	Documents Uploaded	Upload
* Letter of intent from end-client Upload a signed commitment letter from the 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 format (max. 10 MB per document)		Choose file
* Pitch deck Upload the pitch deck in PDF or PPT format (max. 10 MB per document). Please see the pitch deck template provided on the Call website.		Choose file

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Other tips

- Register early on NetSuite and familiarize yourself with the platform
- Always click on "Save as draft" before going to another tab
- You can use "offline" word template to better prepare in advance (available on the Call website)
- Always refer to Call Manual as the main document in case of any doubt
- If you have issues with the submission platform please contact **servicedesk@eiturbanmobility.eu**

Guidance for Applicants document and Application Form sample in Word format available on Calls webpage

End-client Commitment Letter

An **end-client letter signed** by a public or private entity **is required** at the proposal submission stage.

The end client should have a genuine intention to test the solution and consider becoming a client of the applicant SME, during or after the project.

Note:

Templates are available on the Call webpage:

- one for public entities and
- another one for private entities.

[insert end-client letterhead inc. logo and address] [insert SME letterhead inc. logo and address] Place, date <u>EIT Urban Mobility SME Market Expansion Open Call for Proposals</u> End-Client Letter of Commitment To whom it may concern, On behalf of [name of private entity], we confirm our interest in collaborating with [name of SME] within the framework of the EIT Urban Mobility SME Market Expansion Open Call 2027. Our organisation has identified [briefly describe the specific business/operational challenge, customer need or market opportunity]. We consider [name of product/service] proposed by [name of SME] relevant to this need because [explain the expected value of the solution, its relevance to the organisation's operations/customers, and why the organisation is interested in testing it]. Commitment to the project Should the proposal be selected for funding, [name of private entity] intends to actively participate as the end client during the project period and collaborate with [name of SME] in the testing and demonstration of the proposed solution in [location/business/operational environment]. Our envisaged contribution to the project includes: • providing [please specify: access to relevant infrastructure / data / systems / facilities / operational environment, as applicable]; • appointing an appropriate contact person and involving relevant business and/or technical stakeholders; • supporting the preparation and implementation of the testing and demonstration activities; • providing feedback on the solution, including its operational performance and relevance to our business needs; • participating in the assessment of the demonstration results and achievement of the agreed project objectives. The envisaged demonstration will consist of [briefly describe what will be tested/demonstrated, where, with whom and the expected involvement of the end client].	Potential for continued commercial collaboration The collaboration is intended to allow our organisation to assess the suitability and value of the solution in a real operational/business environment. If the demonstration is successful and the solution meets our operational and business expectations, [name of private entity] is interested in exploring the potential for continued collaboration with [name of SME], which may include further deployment, scaling or a commercial relationship. Based on our current understanding, the potential next steps towards continued collaboration could include [please describe, where known, e.g. internal business/technical validation, management approval, budget allocation, commercial negotiations, extension to additional sites/business units, integration into existing operations, or other relevant steps]. Where possible, please indicate the potential scale and indicative timeframe for such follow-up (e.g. additional sites, users, operations, business units or geographical markets): [please describe / N/A if not yet defined]. Any such future collaboration would be subject to the results of the project, mutual agreement between the parties, internal approvals and the negotiation of appropriate commercial and contractual terms. This letter does not constitute a commitment to purchase or contract the solution. This letter confirms our genuine intention to collaborate with [name of SME] in the implementation of the proposed project. It is provided in support of [name of SME]'s application to the EIT Urban Mobility SME Market Expansion Call 2027 and does not create any contractual or financial obligation for either party beyond arrangements that may subsequently be agreed separately in writing. Sincerely, [Name and surname] [Position] [Private entity name] [Signature]
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Pitch deck

*Suggested template is available
on the Call webpage*

A pitch deck is required at the proposal submission stage

This document must include:

- a description of the proposed product or service, including images, screenshots, or other visual representations of the solution;
- an explanation of the need that is being addressed for the end client;
- a description of the project's main activities and expected outcomes;
- a presentation of the project team;
- an explanation of the pathway from demonstration to commercial deployment;
- the potential to scale or replicate the solution beyond the initial end client and target market.

Finally, it should briefly explain why EIT Urban Mobility should support your project

Evaluation Process

Laura Val

Project Officer

SME Market Expansion Open Call

Admissibility and eligibility check

A proposal will be **admissible** if it fulfils the following criteria:

1. Admissibility

The proposal is:

- submitted before the indicated deadline
- submitted via the **NetSuite submission tool**
- **complete**, all mandatory fields are filled in, and mandatory supporting document are submitted
- written in **English** and must be readable, accessible and printable
- Includes an **end client commitment letter** signed by the end client stating that it will use and test the developed product/service and a pitch deck.

If a proposal is not admissible, it will **not** be checked for eligibility.

A proposal will be **eligible** if it fulfils the following criteria:

2. Applicant eligibility

- Applicants must confirm that they are an SME under the European Commission's definition of SME
- The SME must be registered in an EU Member State or a Third Country associated with Horizon Europe before the call deadline
- The SME must state that they employ a minimum of three (3) full-time equivalent (FTE) staff members in the EU or Horizon Europe associated countries

3. Applicant registration

Applicants have fully completed the Partner Information Form (PIF) in the NetSuite online submission tool, including their correct PIC number.

Phase 1: Quality evaluation

Each criteria and sub-criteria will be assessed according to the following scores (0-5):

Score	Description	
0	<i>Fail</i>	The proposal fails to address the criterion or cannot be assessed due to missing or incomplete information.
1	<i>Poor</i>	The proposal inadequately addresses the criterion, or there are serious inherent weaknesses.
2	<i>Fair</i>	The proposal broadly addresses the criterion, but there are significant weaknesses.
3	<i>Good</i>	The proposal addresses the criterion well, but <u>a number of shortcomings</u> are present.
4	<i>Very good</i>	The proposal addresses the criterion very well, but a small number of shortcomings are present.
5	<i>Excellent</i>	The proposal fully addresses all relevant aspects of the criterion and is outstanding in every aspect.

Phase 1: Quality evaluation



Recommendation:
Read carefully the
evaluation criteria available
in the Call Manual

The quality evaluation will assess the proposal's following criteria and sub-criteria:

Strategic Fit:

- EIT UM strategic fit and Call topic fit
- Strategic market expansion opportunity

Excellence:

- Product/service
- Gender, diversity and inclusion in the product/service design
- Commercial track record
- Need and relevance for the end-client

Impact:

- Replicability and scalability
- Commercialisation strategy
- Business model
- Intellectual property

Implementation:

- Project objectives, expected outcomes and risk management
- Execution and demonstration plan
- Project team
- Project budget

	Max. score	Minimum qualifying score
Strategic fit	10 points	5 points
Excellence	20 points	5 points
Implementation	20 points	5 points
Impact	20 points	8 points
Total points	70 points	

The table provides an overview of the maximum and minimum qualifying scores for each evaluation criterion



Phase 2: Panel hearing

Top 25 proposals*
from Phase 1 will be invited to the
online panel hearing

** (threshold) proposals must be ranked with 50 points or more in the quality evaluation to be invited to Phase 2*

***even if a company has submitted several proposal, only the highest proposal will be invited to the panel hearing*

Assessment factor	Description of assessment	Max. score
Results of panel hearing	• Clarity, professionalism, and overall quality of the pitch delivery. • Clarity and relevance of answers to questions from the Selection Committee.	10 points (up to 5 points x 2)
EIT UM Portfolio fit	• Complementarity of the proposal within the current/past portfolio of the thematic area and/or EIT Urban Mobility; • Contribution to geographical diversity through participation of entities from underrepresented countries within the EIT Urban Mobility portfolio, where applicable.;	Up to 10 points (up to 5 points x2)
Market readiness	• Convincing demonstration of the applicant's understanding of the target market, including customer requirements (financial, technical, social, etc.) and the key considerations for successful market entry; • Credibility and consistency of the applicant's responses regarding the proposed market expansion and commercial execution approach.	Up to 10 points (up to 5 points x2)
KPI addressed	• Proposal credibility presents the strategy on how to deliver the KPI EITHE4.4 Startups created (if relevant).	Up to 5 points
Total 35 points		

Final evaluation score

The final score is calculated based on the results of both evaluation phases, using the weights shown below:

	Max. score	Weight in final score
Phase 1: Quality Evaluation	70 points	60%
Phase 2: Panel hearing	35 points	40%

*Example: A proposal scoring 56/70 in Phase 1 and 28/35 in Phase 2 would receive a final score of:
 $(56/70 \times 60) + (28/35 \times 40) = 48 + 32 = 80/100$ points.*

Based on the final outcomes of both evaluation phases, the Selection Committee will establish the final ranking list, identifying proposals that are pre-selected for funding, placed on the reserve list (if applicable), or rejected.

Financial Aspects

Sergi Milan

Head of Commercial Operations

Financial Sustainability Mechanism

Why do we have it?



EIT mandate

As part of the EIT model, all Knowledge and Innovation Communities are required to secure long-term financial sustainability beyond EIT funding.



Reinvesting in our ecosystem

Returns from the FSM are reinvested into future innovation activities, creating a self-sustaining cycle that strengthens Europe's urban mobility ecosystem.



Shared success

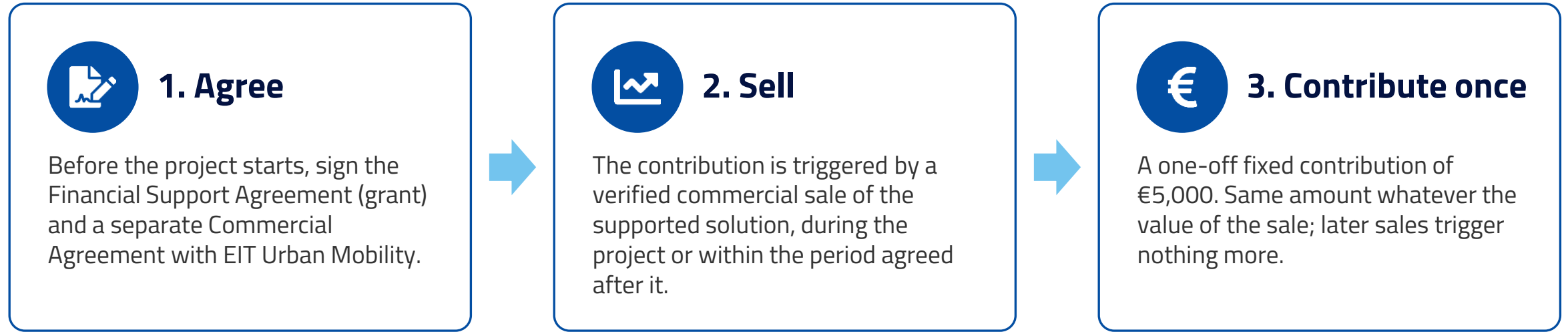
A mutual commitment between EIT Urban Mobility and beneficiaries: when funded solutions reach the market and create value, both parties share in that success.

In this Call, the FSM is simple: a one-off fixed rev share of €5,000, payable only once your solution generates a verified commercial sale.



FSM in the SME Market Expansion Call

A simple, success-based commitment



Clear terms from day one

All set out in the Commercial Agreement

- What counts as a verified commercial sale
- The applicable period
- Payment terms

What you get

- During implementation, EIT Urban Mobility may provide additional tools to accelerate your market expansion, such as visibility support and access to our ecosystem

For those interested join the EIT Urban Mobility partner network

Optional, with an exclusive discount for Call beneficiaries

Silver partnership

Standard annual fee €5,000

–40%

Call beneficiary discount

Your price

€3,000

for one year of partnership during the project

Voluntary

250+

partner organisations

1,250+

stakeholders

140+

portfolio startups

5

Innovation Hubs

What you get as a partner



Strategic ecosystem connections

Targeted matchmaking across the ecosystem, supported by our Key Account Managers



Exclusive ecosystem access

Community Days, Tomorrow.Mobility World Congress and a partners' area on Mobility Innovators



Thought leadership and visibility

Visibility at leading European mobility events, with tickets and speaking slots where available



Explore funding opportunities

Discover new funding opportunities and join networking and ideation sessions for the calls



Public-private dialogues **NEW**

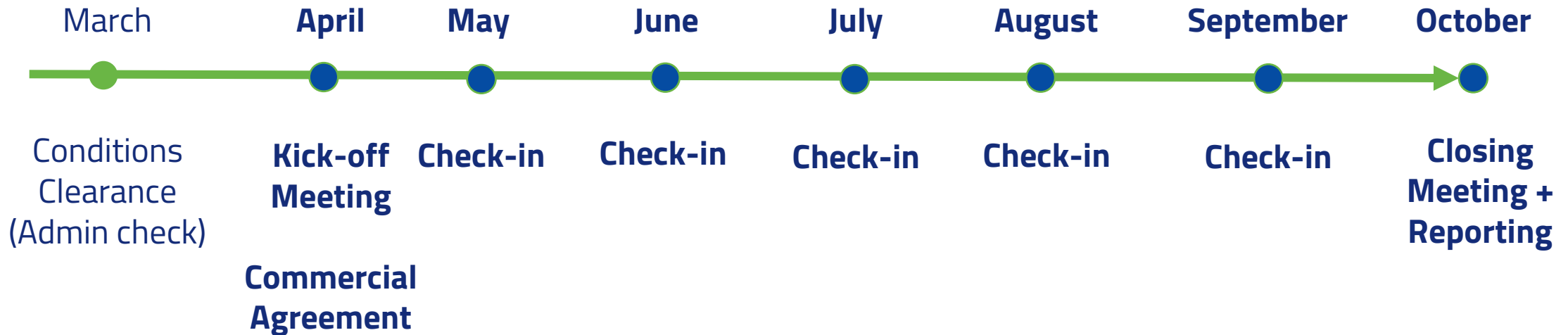
Up to two moderated sessions a year with cities on challenges, market trends and regulation

Want to know more about the partnership? We can put you in touch with the Partner Manager for your region. The discounted membership is subject to the applicable EIT Urban Mobility membership terms and conditions.

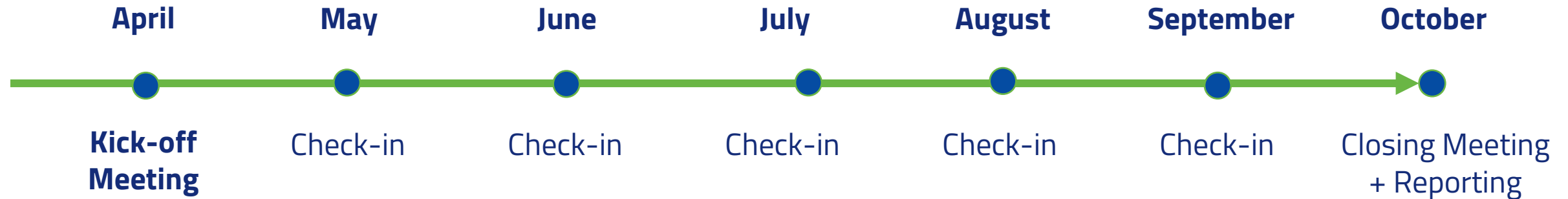
Awarded Projects

Project general timeline

Projects maximum implementation period is seven months, from **April to October 2027**



Project start



Getting Started

 Administrative onboarding

 Commercial Agreement (CA)

 2 Deliverables

 50% of grant disbursed

Deliverables:

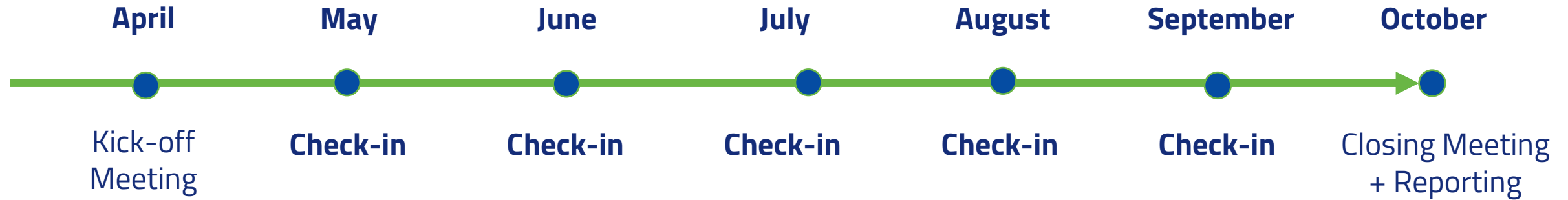
DEL 1 - Project Communication Factsheet

Document providing key project information to support communication, dissemination and visibility activities.

DEL 2 – Project Impact Assessment Strategy

Document defining the project's impact measurement approach, including the quantitative indicator(s) to be monitored throughout the project in accordance with the EIT UM Impact Assessment Framework.

Project execution



Getting Started

-  Administrative onboarding
-  Commercial Agreement
-  2 Deliverables
-  50% of grant disbursed

Project

Product or Service Development

Live Demonstration(s) with end-client

Live demonstration(s) with end-client

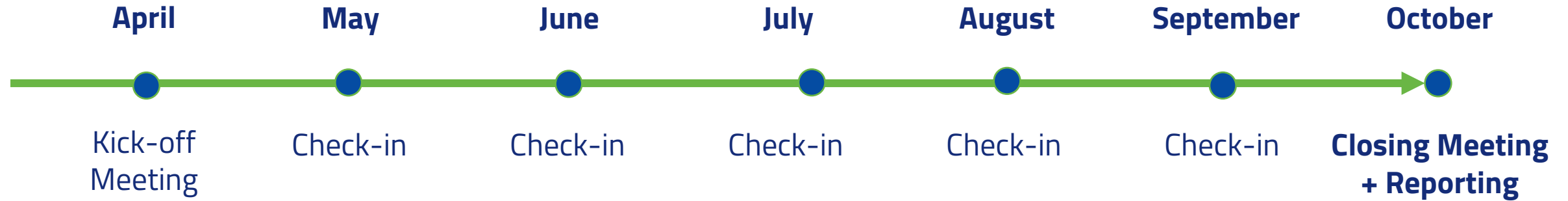
Depending on your solution and what best fits you and the client, demonstrations may take various formats, such as:

- Multiple half days throughout one month
- 3-week ongoing demo
- Multiple 2-day demos
- Other agreed formats



Note: The end client must sign a confirmation letter verifying that the demonstration was duly executed.

Project closing



Getting Started

-  Administrative onboarding
-  Commercial Agreement
- ☒ 2 Deliverables
-  50% of grant disbursed

Project

Product or Service Development

Live Demonstration(s) with end-client

Final Steps

- ☒ 2 Deliverables
- ☒ 1 KPI
-  Second 50% of financing disbursed upon KPI and DEL successful completion

Deliverables and KPIs

Deliverables:

DEL 3 – Confirmation Letter from the end client

Signed letter from the end client confirming that the objectives, workplan and demonstration were successfully achieved by the awarded SME.

DEL 4 – Project Report

Project report detailing the workplan implementation, achieved results, quantitative impact, and overall project delivery

Mandatory KPIs:

KPI Marketed Innovations EITHE02.4

Documented **proof of at least €10.000 in sales** this includes: an invoice with information of the buyer (including details such as name, VAT, etc.) and bank note confirmation

Second 50% of financing disbursed upon KPI and DEL successful completion!

Optional KPI

KPI EITHE04.4 Start-up Created

Number of startups established in year N as a result of / based on the output(s) of KIC added value activity/activities (KAVAs), or startups created for the purpose of an innovation project to organise and support the development of an asset with financial transactions

- If the project plans to **expand to a new geographical region and open a new entity abroad**, KPI EITHE04.4 (Startup Created) can be added to the project.

Proposals that contribute this KPI are viewed positively and **can receive up to 5 extra points** in the KPIs section of the panel hearing scoring.

Supporting evidence required:

1. **Registration certificate** of a startup established in year N.
2. **EITHE04.4 Startup Created:** Declaration of the startup demonstrating a substantial link with the specific KAVA (indication of the specific output of KAVA(s) or asset development) and proof of KAVA investment in the startup. The declaration should include a short description of the startup and its core business.
3. **Proof of sales:** Documented proof that purchases of at least €10,000 have been made by a customer or customers. This should include an official purchase order from the buyer (such as an invoice), including buyer invoice details (name, VAT, etc.) AND acceptance of the invoice by the buyer, such as confirmation of invoice payment (e.g. a bank statement).
4. **Alternative – Private investment:** Documented proof that at least €200,000 has been raised via private investment in startup equity (alternative to purchases of at least €10,000).

Live Q&A

Thank you!

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