



Business Plan 2026–2028

SME Market Expansion Open Call 2027

Guidance for Applicants

EIT Urban Mobility - Mobility for more liveable urban spaces

EIT Urban Mobility

Barcelona | October 2026

eiturbanmobility.eu

In case you encounter any issues at any time during the proposal submission stage, please reach out immediately to pmo@eiturbanmobility.eu indicating the issue and proposal ID number.

Please DO NOT use the Safari browser (and any other similar one). We recommend you only use Edge, Chrome or Firefox.

1. Register and apply

1.1 PIC and PIF registration

The first step an organisation must take, to be able to apply for an EIT Urban Mobility Call, is to register in the [EU Funding & Tender Portal](#) and obtain a **valid PIC number**.

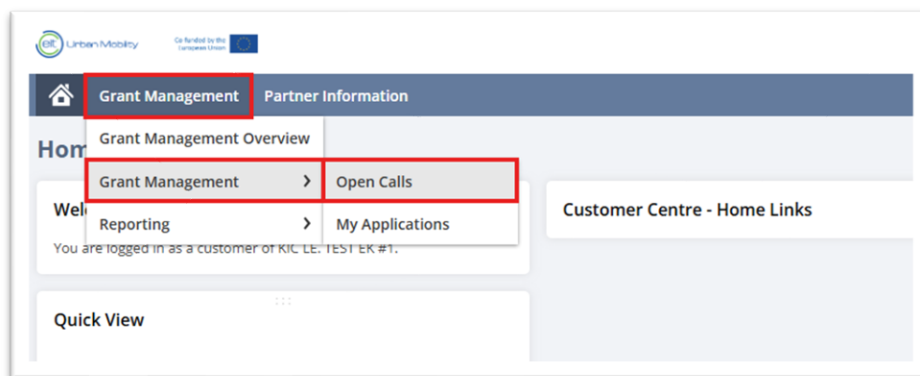
You can verify directly on the EU Portal whether your organisation is already registered and has a PIC: <https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/how-to-participate/participant-register-search>

Once an organisation has a PIC number, it will be possible to register in the EIT UM Programmes Portal (NetSuite) by submitting the [Partner Information Form \(PIF\)](#).

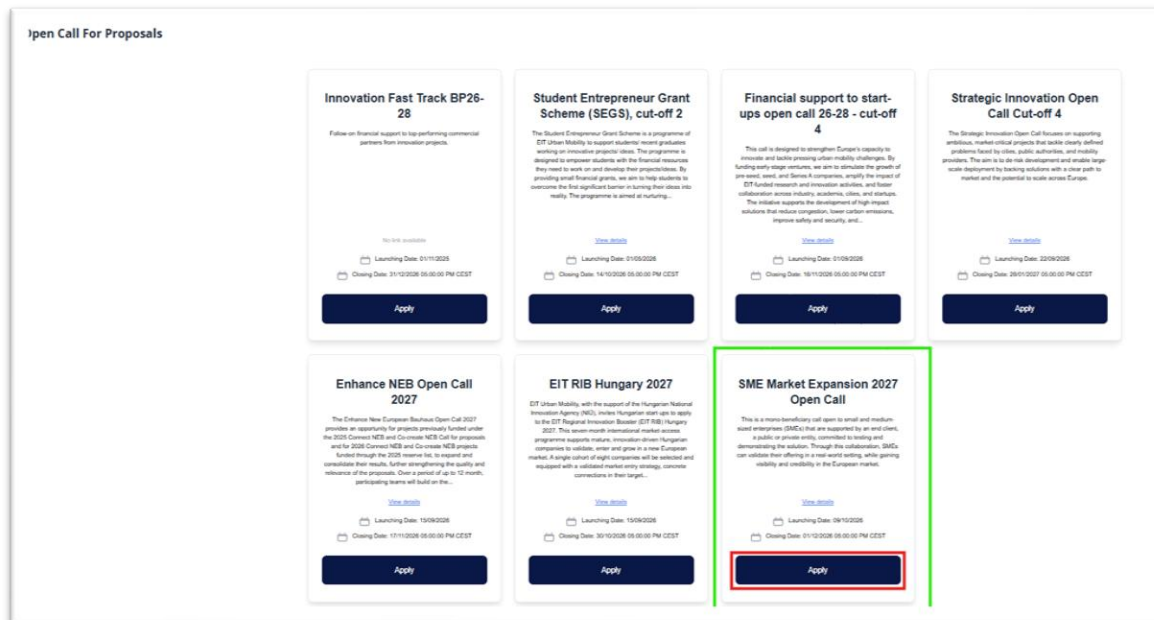
If you have never registered in EIT Programmes Portal (NetSuite), please complete the Partner Information Form (PIF). If the system denies your registration because the PIC number corresponds to an already registered entity, or because your email address is associated with an existing entity, please contact servicedesk@eiturbanmobility.eu.

1.2 Search for open calls and apply

Once you land on the **homepage of the EIT UM Programmes portal (NetSuite)**, go to Grant Management/Grant Management/Open Calls:



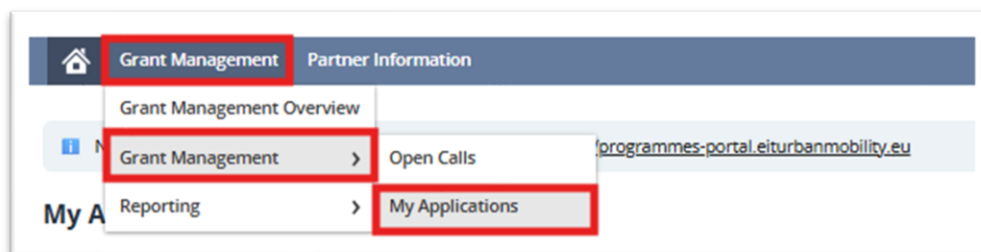
You will see the list of all EIT Urban Mobility Calls currently open. Choose **SME Market Expansion Open Call 2027** from the list and click on the “Apply” button.



Once you click on “Apply” a new Application Form (AF) is created and you will be able to start filling it in with all the information of your project. The AF is divided into six different tabs, each containing a set of information.

Once you start working on your AF, we recommend you to **save (SaveAsDraft) often**, especially when you move from one tab to another.

You will be able to find your draft application as shown here below. In the “My applications” section, you can also see if your application is still in draft or was submitted.



2. Main Information

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

FP ID 1.2-0001-3-00897	Program Name TEST EK #1 - IRP call	Opening Date 2024-04-19	Closing Date 2024-06-19	Status Approved
Main Information	Partner Information	Project Scope	WorkPlan	Supporting Documents
	Budget	Change Requests		

First, you will have to select the Primary Call Topic your proposal addresses:

* Primary Call topic (EIT Urban Mobility priority domain)

Select the 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

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 timeline is already foreseen from **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.

* Project starting date

The project starting date is pre-defined: 1 April 2027.

* Project ending date

The project closing date is pre-defined: 31 October 2027.

The sections “Total budget”, “EIT funding” and “Own co-funding” will be populated automatically by the system once you create a Work Package and add your budget.

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 to fill in this section once you have completed all other sections and therefore have a clear overview of your project. Please note the maximum character count.

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.

0 / 1000

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. You can type in a word to see available pre-defined keywords.

Business and Innovation
Business model innovation
Competitiveness, innovation, research and developm
Demand driven innovation
Design innovation
Digital Social Innovation
Disruptive innovation
Economics of innovation
innovation

To enter a **self-defined keyword**, click on “new keyword”, type the word and press “enter” to save it.

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

Free Self-defined Keywords

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

Lorem ipsum

11 / 80

Last, indicate how you heard about the call by choosing one option from the drop-down menu.

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

Select

If you selected option 'Other', please specify

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

3. Partner Information

The **“Project Leader (Applicant)”** is automatically assigned by the system, and it is the organisation of the contact that creates the Application Form.

The **Project Leader main contact person e-mail** is also automatically populated and is always the e-mail address of the contact that created the Application Form.

Partner Information

* Project Leader (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.

CUS7259 TEST EK #1

* Project Leader main contact person e-mail

This is the Project Leader's e-mail address as provided in the system at the time of the first registration.

elisa.kbaumer@gmail.com

You will have to indicate when your SME was registered officially as a legal entity by adding the date (the registration must happen before the call closure):

* Registration date of the legal entity

Please enter the official date your SME was registered as a legal entity

Indicate the number of Full-Time Equivalent Employees in whole number:

* Full-Time Equivalent (FTE) Employees

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

Indicate the % of women in leadership roles within the SME, by adding a number between 0 – 100:

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

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

You must confirm that you are qualifying as an [SME under EU definition](#) by ticking the box.

* SME confirmation

Confirm that your organisation qualifies as an [SME under the EU definition](#)

NO ☒ YES, I confirm

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

4. Project Scope

For this whole section: we recommend you to 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).

Remember that you are **not allowed to include any URLs** in your Application Form.

Under the project scope tab, you first must provide **End client information**. Please fill in the organisations' name, choose public/private sector from the drop-down list, choose organisations' type from the drop-down list and finally indicate end client country where the end client is based and where the proposed project activities will primarily take place.

End client information

End client (organization) name

Name of the end client involved in the proposed project.

0 / 140

End client sector

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

-- Select --

End client (organization) type

Please select one option that best describes your end client.

-- Select --

If other, please specify

Only fill in this field if you selected one of the "Other" options above.

0 / 140

End client (organization) country

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

-- Select --

Then scroll down to **Project scope** questions.

In case your product or service previously received (co) funding from EIT Urban Mobility, you must provide a clear explanation of how the proposed product or service represents a significant improvement or advancement by describing the changes. Otherwise, indicate N/A in this field:

Project scope

* Previous EIT Urban Mobility (co)funding (max 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).

0 / 300

Furthermore, you will be asked to define the **EIT UM Strategic fit and Call topic fit** as well as **Strategic market expansion opportunity**. Please note the maximum character count for each section.

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.

0 / 800

*** 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.

0 / 1500

You will then be required to reply to all the call-specific questions in the following fields: Excellence, Implementation and Impact. Please note the maximum character count for each section.

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.

0 / 1500

* 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.

0 / 1300

* 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.

0 / 1500

* 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.

0 / 1500

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.

0 / 2200

* 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.

0 / 3000

* 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.

0 / 1500

* 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.

0 / 1500

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.

0 / 1500

* 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.

0 / 1500

* 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.

0 / 1500

* 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.

0 / 1300

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

5. Work Plan

5.1 Work Packages

Under this tab, you are asked to create **only one single Work Package (WP)**. **You have to create the WP before can add the related deliverables.**

The creation of the WPs structure must be done before starting to work on the Budget tab: the budget will in fact appear in the Budget tab only after you have created the WP in the Work Plan tab. Following this same logic, once you remove a WP in the Work Plan tab, the lump sum budget will disappear also from the Budget tab.

Work Package

Create only one single Work Package titled "Project Implementation". All three mandatory deliverables should be added under this Work Package.



New Work Package

Once you click on “new work package” a new window will appear where you can insert the details of the work package. The WPs will be **automatically numbered** by the system: do not include the WP number in the WP title, and **make sure to only create one WP named Project Implementation**

Work Package

×

WP name

WP description

WP Start Date

WP End Date

WP Leader

ⓘ

Please include the wp leader in WP contributors List.

WP Contributor/s

ⓘ

Describe the role and contribution of all the partners to the WP

Role of Partners

Save

Cancel

The start and end date of the WPs must be the same as the project start (01/04/2027) and end date (31/10/2027) of the overall project.

Make sure to select your organisation as WP leader and WP contributor.

If you delete a WP, all deliverables linked to it will be deleted too.

5.2 Deliverables

Once you save the WP, it will be possible to link deliverables to it. To do so, simply click on “add deliverable” and a pop-up window will open:

WP-1

Project Implementation  

Description

Description

WP end date

2025-10-31

WP contributor

 CUS6853 JanTest

Add Deliverable

WP start date

2025-04-01

WP leader

 CUS6853 JanTest

You will be able to add the deliverables as mentioned in the Call Manual Chapter 3.6:

Deliverable	Description	Expected month of delivery
DEL 1: Project Communication Factsheet	Document providing key project information to support communication, dissemination and visibility activities.	Month 1
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 Urban Mobility Impact Assessment Framework.	Month 1
DEL 3: Confirmation letter from end client	Signed letter from the end client confirming that the agreed testing and demonstration activities were completed and summarising the main results and the value delivered.	Month 7
DEL 4: Project Report	Project report detailing the workplan implementation, achieved results, quantitative impact, and overall project delivery. The deliverable must also include evidence of the demonstration activities carried out (including images) and a description of the follow-up collaboration with the end client. The document shall also include information about the project's compliance with the <i>EIT Urban Mobility Communication Guidelines</i> and the <i>EIT Urban Mobility Brand Book</i> , as well as general promotional information about the subgrantee and the project.	Month 7

5.3 Outputs

To add outputs, simply click on the “add new” button: a pop-up window will open and you can insert.

You are just required to add one output which should be the new product/service or significantly improved product/service that you plan to achieve within the project. The achievement date should be end of the project on October 31, 2026.

Output

Please create the major outputs to be achieved within the duration of your project, in line with the defined work plan.

OUT number	OUT name	OUT description	OUT achievement date	Responsible partner	Contributing partner/s	Action
						+ Add New

Outputs

* OUT name

* OUT description

* OUT achievement date

* Responsible partner

Select

* Contributing partner

Select

[Save](#) [Cancel](#)

5.3 Key Performance Indicators (KPIs)

Under the Section KPI you will be able to add the relevant KPIs for your project.

KPIs

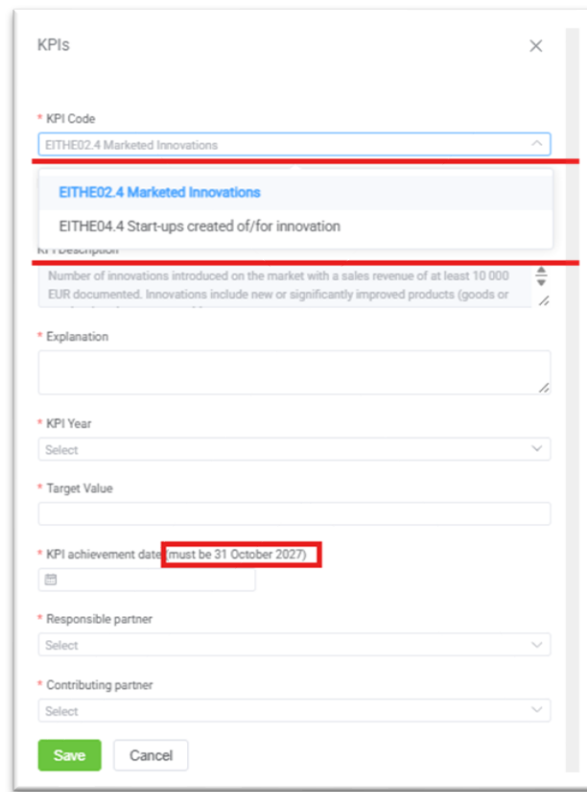
Please fill in the mandatory KPIs to be achieved within the duration of your project (see Call Manual - KPIs section 3.4).

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"

NOTE: If you plan to create a start-up, you must add the optional KPI "ETHED4.4 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	Action
								+ Add New



Click on the edit button to add the target value 1 and KPI achievement date: October 31, 2027.

- **Mandatory:** EITHE 02.4 Marketed innovations (minimum expected target: 1)
- **Optional:** EITHE 04.4 Start-ups created (minimum expected target: 1)

In addition to the mandatory KPIs, proposals are expected to contribute to KPI EITHE04.4 Startup created. This will be positively assessed during the evaluation. Click on **+Add New** and select the KPI **EITHE04.4 Start-up created of/for innovation** to add it to the list of KPIs:

Achievement date should be October 31, 2027 and add yourself as the responsible partner.

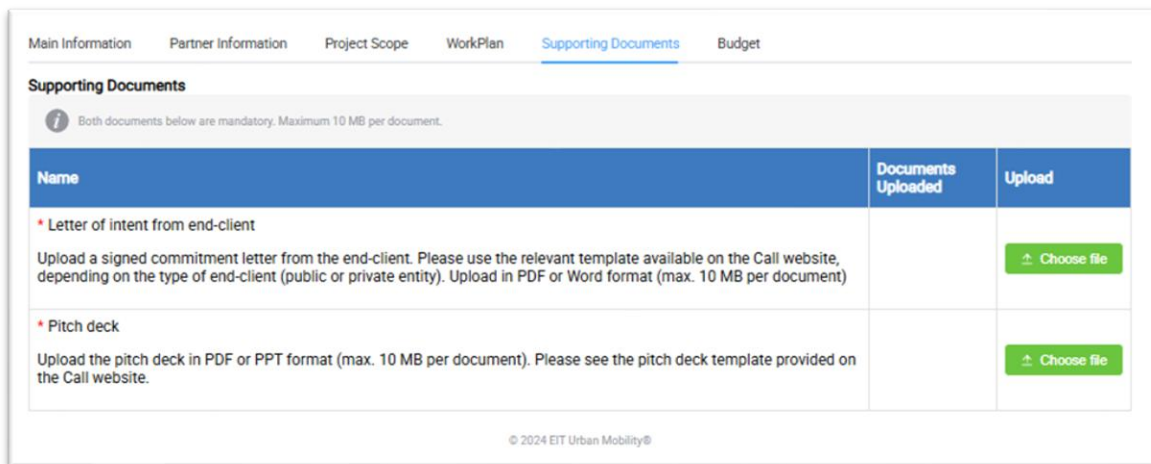
Before moving to the next tab, remember to click on the “save” button.

6. Supporting Documents

Under this tab, we ask you to upload, as **mandatory documents**, the following documentation:

- Letter of intent from end-client (PDF) (template available on the Call webpage)
- Pitch deck (PDF or PPT Format)

Please make sure you use the templates when available.



The screenshot shows the 'Supporting Documents' tab selected in a navigation bar. Below the tab, there is a table with two columns: 'Name' and 'Upload'. The table lists two mandatory documents: 'Letter of intent from end-client' and 'Pitch deck'. Each row has a 'Choose file' button. A note at the top of the table states: 'Both documents below are mandatory. Maximum 10 MB per document.' The footer of the form indicates '© 2024 EIT Urban Mobility®'.

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

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

7. Budget

The Budget section is directly linked to the Work Plan tab.

You will find the budget summary at the top: this table will be automatically populated as soon as you create the single Work Package under Work Plan. Create one work package and add your SME as contributing partner, then the budget table will appear. Add 60 000 under G. Lump Sum and 100% EIT funding.

IMPORTANT: If you add several Work Packages, more budget tabs will appear, it is therefore important to only create one single Work Package.

Scroll down below the budget summary and add 60 000 under G. Lump Sum and 100% EIT funding. This call does not require any additional co-funding, therefore there is no need to add any additional numbers.

after Budget Section

BUDGET PARTNER: CUS7259 TEST EK #1

WP-1

Total

A.1 EMPLOYEES (OR EQUIVALENT)	€		€	0
A.2 NATURAL PERSONS UNDER DIRECT CONTRACT	€		€	0
A.3 SECONDED PERSONS	€		€	0
A.4 SME OWNERS	€		€	0
B SUBCONTRACTING	€		€	0
C.1 TRAVEL AND SUBSISTENCE	€		€	0
C.2 EQUIPMENT	€		€	0
C.3 OTHER GOODS, WORKS AND SERVICES	€		€	0
D.1a FINANCIAL SUPPORT TO THIRD PARTIES (SUBGRA	€		€	0
D.1b FINANCIAL SUPPORT TO THIRD PARTIES (PRIZES)	€		€	0
D.2 INTERNALLY INVOICED GOODS AND SERVICES	€		€	0
E. INDIRECT COSTS (25% on A and C.cost categories)	€	0	€	0
F. LUMP SUM	€	60000	€	60000
Total Cost	€	60000	€	60000
EIT funding (%)			%	100

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

8. Submit Application Form

We strongly recommend all applicants **not to wait 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 submit the AF, 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 the “submit” button:


eit Urban Mobility

Co-funded by the European Union

NetSuite / Customer Portal / Call For Proposal Application

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

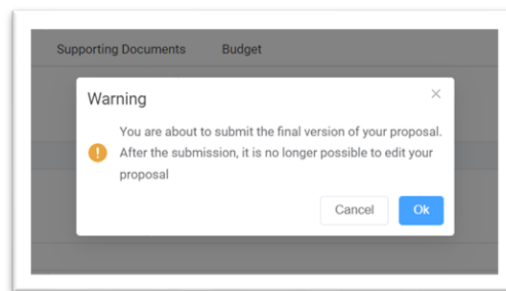
[SaveAsDraft](#)
[Submit](#)
[Print](#)

Application ID	Program Name	Program Opening Date	Program Closing Date	Status
2.3.01-1215-5046.3	SME Market Expansion 2027 Open Call	2026-10-09	2026-12-01	In Progress

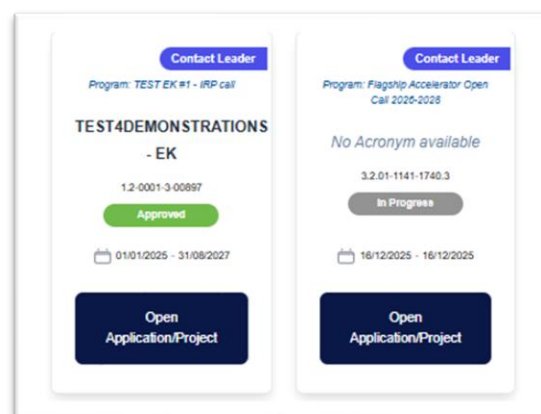
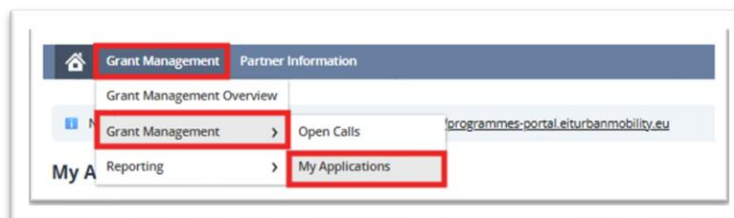
If your Application Form has been not properly completed – i.e. some mandatory information have not been included – the system will not allow you to submit the AF and an error message will inform you about what is missing.

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 AF 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:



Once your proposal is submitted **you will receive any e-mail notification**. By going into the section “My applications” you will be able to see the status of your application (In progress, Submitted, Approved with Conditions, Approved, Rejected) and therefore see if it was properly submitted:



Tips & Tricks

Please find here below a recap of the **main points of attention** to follow in order to guarantee a smooth application process:

- Start creating and filling in the Application Form **at least 3 or 4 weeks before the submission deadline**: in this way you can familiarise yourself with the Application Form and can **let us know in due time if you are encountering any technical issues** by writing an e-mail to pmo@eiturbanmobility.eu.
- **Do not include any external links (URLs)** in the Application Form, unless it's for the optional video link.
- For tabs like the "Project Scope" one: prepare your descriptions in an **offline document using the available application form on the Call website**, and copy and paste the text in the online Application Form only once final.
- If you have **co-editors**, remember that only **one user** at the time should work on the Application Form.
- The **Budget tab** will be pre-filled automatically by creating one single work packages. In case multiple Work Packages are created, several budget tabs will be created. Please delete additional work packages.
- **Save often**: in this way you can make sure no information will get lost (if you stop working on the Application Form for some time, the system will log you out automatically without saving).
- **Do not wait the last day/minute to submit the Application Form**: should you encounter any system error while submit the AF, EIT Urban Mobility staff will in fact not be able to properly assist you.
- **Please avoid using browsers like Safari**. Recommended browsers are Edge, Chrome and Firefox.