Guide for Applicants

SCALE-UP PROGRAMME

March 2023

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1. STRATEGIC FOCUS & CHALLENGES

EIT Urban Mobility (EITUM) is an initiative supported by the European Institute of Innovation and Technology (EIT) acting to accelerate positive change on mobility to make urban spaces more liveable since January 2019. EITUM aims to become the largest European initiative transforming urban mobility and the reference in the market for supporting and funding gender-balanced start-ups within urban mobility.

Description of the programme and offering

SCALE-UP PROGRAMME is one of the programmes funded by EITUM intended to support start-ups. The **SCALE-UP PROGRAMME** is therefore an EU-funded project: a consortium of parnters is implementing the project with the financial support of EITUM. The aim of the programme is to support mature start-ups (from EU and Horizon Europe associated countries) in their international growth phase. In particular, the programme is designed to offer to selected mature-stage start-ups:

EVENTS, NETWORKING and PROMOTION
- Increased visibility via pitching events and programme partner's networks
- Participation at internal and high-level international events such as IAA MOBILITY (Munich, Germany), URBIS Smart City & Future Mobility (Brno, Czech Republic) ; The participation may consist, depending on each event on: live pitching, booth options, networking opportunities with city and industry reps, matchmaking with VCs, expert workshops…[1]
- Tickets to Tomorrow.Mobility 2023, organised by Fira de Barcelona and co-organised by EIT Urban Mobility. One of the most influential start-up events in Europe with a specific focus on the future of mobility within cities;
- 2,500€ lump-sum contribution (eligible cost categories is "travel, accommodation, and subsistence costs") for attending the programme's activities;
- Access to city and industry network for exploring potential pilots;
- Promotion of your start-up at the Impact Ventures portfolio webpage, and through EIT Urban Mobility communication channels;

FUNDING OPPORTUNITIES
- Access to investors and potential clients
- Access to EIT Urban Mobility investment initiatives and funding instruments;
- Opportunity to get your start-up recommended for investment to EIT Urban Mobility – Impact Ventures division;

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[1] Final list of included events and participation options to be confirmed and subject to change.

COACHING & MENTORING
- Individualised business coaching and training, up to 10 hours by industry experts and experienced founders;

- Impact assessment measurement through licence and support provision;

- Expert webinars and workshops by industry experts and experienced executives such as Pilot Preparation, Advanced Sales & Negotiations Coaching, Stop Guessing & Start Failing (PowerHUB Buildinn Academy).

The **SCALE-UP PROGRAMME** will be a precursor and will **support 12 start-ups** during 2023 with a cross-thematic focus on so that they develop and implement innovative solutions in the field of urban mobility.

The program will focus on mature start-ups from the urban mobility landscape. It will provide personalised business coaching, mentorship, access to a network of leading cities and industries. This will help bring the start-ups solutions across Europe and achieve their business goals and conquer new milestones.
Through tailored mentorship designed to cover your needs, you will be able to scale-up your company and get the exposure you need. Start-ups are key to drive innovation across our cities and solve the current challenges we face, and we want to help you bring your solution to life and spread it across new territories, thanks to the pitching opportunities included in the offering.

The overall goal of the programme is to support start-ups in their international growth phase, new sales, and investment opportunities.
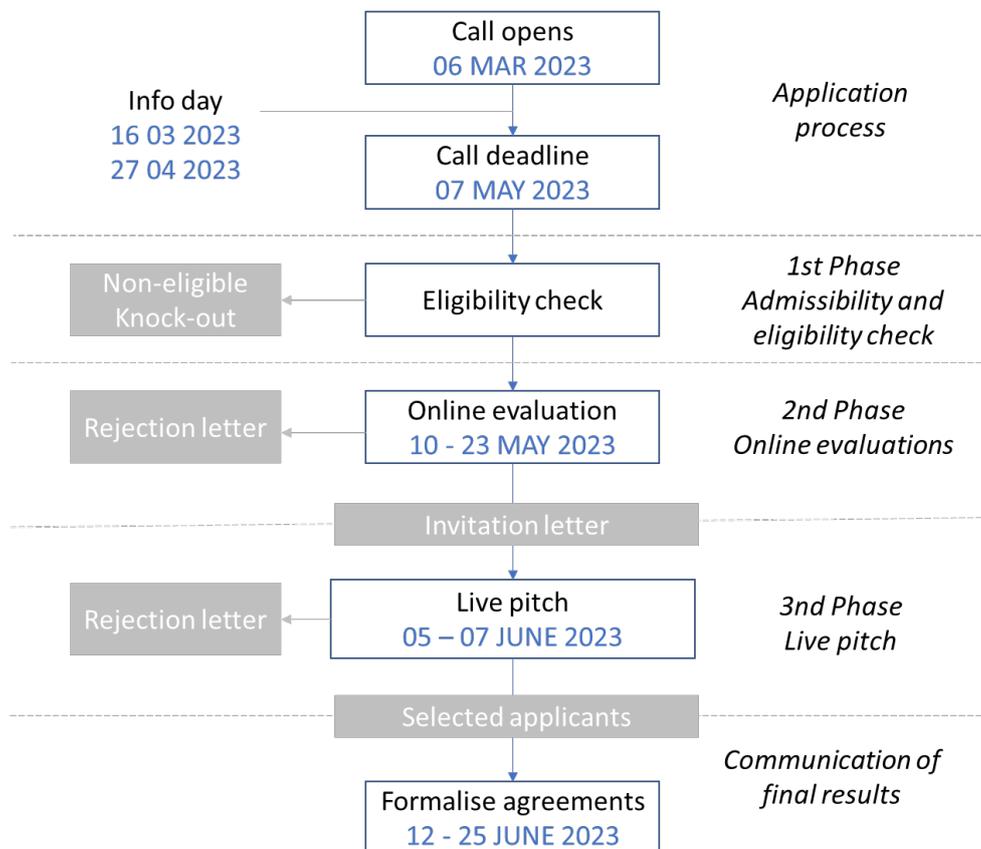
The **SCALE-UP PROGRAMME consortium partners** managing the programme are:

- **CARNET - UPC Technology Center**: An open hub for industrial and academic partners from the areas of automotive and mobility research & innovation based in Barcelona. (Spain)

- **Digital Hub Logistics Hamburg**: International innovation ecosystem, aiming to connect corporates, start-ups, research and education in one place as part of the Germany-wide de:hub initiative. (Germany)

- **Fraunhofer-Gesellschaft zur Förderung der angewandten Forschung**: Is one of the leading organizations for applied research in Europe. With more than 70 institutes all over Germany. (Germany)

- **Technische Universität Braunschweig, Niedersächsisches Forschungszentrum Fahrzeugtechnik (NFF)**: Interdisciplinary Research Centre around Mobility. (Germany)

- **PowerHUB**: Research & Innovation Industrial Center and Technology Transfer organisation. Provides acceleration services, organises pilots, prototyping, ICT Development incl. Big Data solutions and citizen engagement applications. Its large European network spans industry players, public institutions, cities, R&D organisations...etc... (Czech Republic)

- **UnternehmerTUM (UTUM)**: UnternehmerTUM is Europe's largest entrepreneurship centre. With 240 experienced entrepreneurs, scientists and investors, UTUM offers a complete service: from the development of an initial idea to IPO. (Germany)

This Guide for Applicants provides the needed information for applicants of **SCALE-UP PROGRAMME**.

2. PROJECT DURATION & DEADLINES

Stage of the call	Date
Call opening	06 MARCH 2023
Infoday for applicants	23 MARCH 2023 & 27 APRIL 2023
Call closure	07 MAY 2023
1st phase: admissibility and eligibilty check	09 MAY 2023
2nd phase: evaluation of applications	10 – 23 MAY 2023
Announcement of phase 3 shortlist	26 MAY 2023
3rd phase: online pitch session	05 - 07 JUNE 2023
Communication of final results	12 JUNE 2023
SCALE-UP PROGRAMME participation formalisation	12 - 25 JUNE 2023
Start date of PROGRAMME SCALE-UP PROGRAMME	END JUNE-BEGINNING JULY 2023

3. ADMISSIBILITY AND ELIGIBILITY CRITERIA

Applicants will have to comply with the following **eligibility criteria (yes/no)**:

- The submitted application is in English language;
- A team with at least **3 FTE.** NOT a single founder. Not necessarily connected to monetary compensation;
- **START-UP incorporated in EU or EU associated countries** according to the official list of countries by the European Union and third countries associated to Horizon Europe. The registration certificate will be required to participate in the program[2];

- **Not having been selected** and benefited from previous editions of the programme, which are **Scale-up Hub (2020), ScaleTHENGlobal (2021), Scale-up programme (2022)**;

4. AWARD CRITERIA

Applications should comply with the following **award criteria (scoring)**:

- A **clear, scalable business idea;**
- **Founders and employees** (e.g. Employee Stock Ownership Plan,ESOP) should still own more than **50% of shares**;
- **No more than 10% of your shares are held outside of the eligible countries** (no detailed cap table needed);
- Duly justified, preferred **TRL 7 – 9**, according to TRL definition in Horizon Europe Work Programme 2023 – 2024;

- **FIT with EIT Urban Mobility Scale-up Programm**e: Teams will be asked to elaborate how they will engage and contribute to the Scale-up programme:

  o   Due to its cross-thematic focus, applicants are suggested, but not limited to contribute to at least one of the following fields or areas:

Contributing areas of interest for the programme:

- Integrated Mobility	- Mobility Infrastructure
- Sustainable City Logistics	- Pollution reduction
- Future Mobility	- Inclusive Mobility
- Mobility and Energy	- Active Mobility
- Smart Infrastructure	- Public realm

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[2] The certificate must be available at the latest 5 calendar days after the selected start-up receives notification of acceptance.

Contributing thematic fields of interest for the programme:

- Hydrogen mobility
- Urban Air Mobility
- Waterway Transportation & Water Logistics
- Connected Vehicles
- Autonomous Vehicles and Systems
- Intercity mobility and connections for rural regions
- Sensors and Training Data
- Mobility Services

- Vehicle Marketplaces and Aftermarket
- Smart Cities & Smart Parking
- Last-mile Delivery & Green Logistics
- Mapping and Navigation
- Sustainable Energy Systems
- Circular Economy for vehicles and infrastructure
- Low-emission mobility

Start-ups taking part in the **SCALE-UP PROGRAMME** with particular success, may be granted additional EITUM funding in the framework of fast-tracking its activities.

5. HOW TO APPLY

Go to https://eiturbanmobility.awardsplatform.com/ (PLATFORM)

START-UP representatives must **register and validate the account** if this is the first time accessing the platform. If START-UP representative has already created an account, proceed to **log in**.
Once logged in:

1. Start a new application;
2. Select Chapter EIT UM – Impact Ventures;
3. Select Category – **Scale-up Programme 2023;**
4. Follow the application form.

During the application all compulsory fields must be filled. Details about the application form, sections and required information are included in **ANNEX 1 - Application form, sections and required information**.

6. EVALUATION PHASES AND CRITERIA

The evaluation of proposals and fit with the defined challenges will be conducted in **three phases**:

1st phase – Admissibility and eligibility check

START-UP applications will be first checked following a yes/no criteria (knock-out criteria). Applications meeting all the formal eligibility requirements will be selected for phase 2 - online evaluation.

2nd phase – Online evaluation

START-UP applications will be reviewed by a **panel composed by at least 4 evaluators** with same weighting of scores:

- 1 member from EIT Urban Mobility – Impact Ventures area (1/4);
- 3 external experts nominated by **SCALE-UP PROGRAMME** consortium (3/4).

Each evaluator will have to score each STARTUP application based on **four standardised criteria** for a maximum of 20 points: **Excellence / Innovation** (5 points), **Team / structure** (5 points) **Impact** (5 points), **Implementation and overall merit** (5 points). The average of all evaluators scores will give the online evaluation score for a given applicant.

	1. Excellence / Innovation	2. Team / Structure	3. Impact	4. Implementation and overall merit	TOTAL
Evaluation criteria	Innovativeness of the solution and clear business idea . Potential of the product or service to contribute to sustainable mobility. Achievements and pilot experience.	Team/founders (C levels, experience, coachability and hiring plan). Stakeholder relations with investors and other partners.	Sustainable Development Goals (SDG) impact and Societal impact. Applicant demonstrates to tackle SDG impact, gender equality and team diversity.	Overall merit of applicant and application fit to **Scale-up Programme**. Competitive and effective Pitch deck including mandatory sections: Problem, Solution, Value Proposition, Business Model, Market, Go To Market Strategy, Competition, Traction, Team.	20
Score	5	5	5	5	

Top 24 ranked START-UP applications will qualify to phase 3 – the live pitch. Once the four evaluators have concluded their assessment, a Consensus Meeting is organised: for each application a final score will be decided, and a brief evaluation report will be produced. Applicants will be notified via e-mail about the outcome of the evaluation.

Scoring criteria – 2nd Phase

Each criteria will be assessed according to the following scoring system:

Score		Description
0	None	The information requested is missing or incomplete
1	Very poor	The information provided is considered irrelevant or inadequate compared to the specific information required for the block and/or call provisions
2	Poor	The information provided lacks relevant quality and contains significant weaknesses, compared to the specific block required information and/or call provisions
3	Fair	The overall information provided is adequate, however, some aspects are unclearly or insufficiently detailed, compared to the specific block required information and/or call provisions
4	Good	The information provided is adequate with sufficiently outlined details, compared to the specific block required information and/or call provisions
5	Excellent	The information provided is outstanding in its details, clarity and coherence, compared to the specific block required information and/or call provisions

3rd phase – Live pitch

START-UPS will pitch their candidacy to join the **SCALE-UP PROGRAMME** to a **panel composed by at least 4 jury members**:

- 2 members from EIT Urban Mobility – Impact Ventures area (2/4);
- 2 external experts nominated by **SCALE-UP PROGRAMME** consortium (2/4).

Each evaluator will have to score each STARTUP application based on **two standardised criteria** for a maximum of 20 points: **Pitch** (10 points), **Overall fit to programme** (10 points). The average of all evaluators scores will give the total score for a given applicant.

	1. Pitch	2. Overall fit to Scale-up Programme	TOTAL
Evaluation criteria	Evaluation of pitch deck clarity on: - Founding team - Problem – solution fit - Innovativeness - Market validation - Business model, pricing and go-to-market strategy - Partners and traction - Competition and USP - Financial projections (3-5 years) - Funding needs	Merits and fit of start-up to EIT Urban Mobility Scale-up Programme	20
Score	10	10	

The format of the live pitch will be 3 minutes presentation by the START-UP and up to 7 minutes questions from the jury panel. Once the four evaluators have concluded their assessment, a Consensus Meeting is organised: for each application a final score will be decided, and a final evaluation report will be produced.

The total score of phase 2 will be added to the total score of phase 3. Top 12 ranked START-UP applications will be conditionally accepted[3] to join the **SCALE-UP PROGRAMME.** If conditions are met, the START-UP will be granted the support service package. Applicants will be notified via e-mail about the outcome of the evaluation.

Scoring criteria – 3rd phase

Each criteria will be assessed according to the following scoring system:

Score		Description
0	None	The information requested is missing or incomplete
2	Very poor	The information provided is considered irrelevant or inadequate compared to the specific information required for the block and/or call provisions
4	Poor	The information provided lacks relevant quality and contains significant weaknesses, compared to the specific block required information and/or call provisions
6	Fair	The overall information provided is adequate, however, some aspects are unclearly or insufficiently detailed, compared to the specific block required information and/or call provisions
8	Good	The information provided is adequate with sufficiently outlined details, compared to the specific block required information and/or call provisions
10	Excellent	The information provided is outstanding in its details, clarity and coherence, compared to the specific block required information and/or call provisions

7. COMMUNICATION OF RESULTS

Results will be communicated to the email of the startups representative registered at the AwardForce platform. *Note: Please, check your junk folder too!*

- Phase 1 results will be communicated with a rejection letter to non-qualified applicants;
- Phase 2 results will be communicated with a rejection letter and a brief evaluation report to non-qualified applicants; and an invitation to the live pitch for the qualified applicants;
- Phase 3 results will be communicated with a rejection letter and a final evaluation report to non-qualified applicants; and an announcement letter and a final evaluation report to selected start-ups.

The start-up point of contact of any application deemed inadmissible/ineligible who disputes the ineligibility decision, may appeal. This appeal must be sent to impact.ventures@eiturbanmobility.eu within 5 calendar days from the official notification of ineligibility, by identifying and describing the factual errors that according to the applicant invalidate the decision. A final decision on the appeal is taken by the Programme consortium.

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[3] Refer to ACTIVITIES IMPLEMENTATION AND FINANCIAL ASPECTS.

8. ACTIVITIES IMPLEMENTATION AND FINANCIAL ASPECTS

Selected start-ups will have to diligently collaborate to:

- Provide the registration certificate (mandatory to provide at the latest 5 calendar days after the selected start-up receives notification of conditional acceptance);
- Sign the legal agreement with the SCALE-UP PROGRAMME (mandatory to provide when an applicant has been conditionally accepted and before the SCALE-UP PROGRAMME starting date);
- Include on the webpage of their organisation a clear reference to EIT UM and to the SCALE-UP PROGRAMME (mandatory to provide when an applicant has been conditionally accepted and before the SCALE-UP PROGRAMME starting date);
- Drawing-up SCALE-UP PROGRAMME documentation for reporting purposes towards EIT;
- Complete and submit in due time the monitoring survey/s which will be provided by the Scale-up Programme;
- Actively promote the participation at SCALE-UP PROGRAMME to reach public audience.

After the evaluation and selection process, SCALE-UP PROGRAMME will grant each selected start-up with a fixed lump sum of 2,500 €. This amount is meant to cover the travel, accommodation, and subsistence costs[4] of the representatives of the start-ups when attending SCALE-UP PROGRAMME and EIT UM events during 2023 (see Annex 2).

9. SUPPORT AND CONTACT

For any questions regarding **EIT Urban Mobility Guide for Applicants** you can contact impact.ventures@eiturbanmobility.eu

For any questions regarding the **PLATFORM**, please use the chat function https://eiturbanmobility.awardsplatform.com/

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[4] According to the conditions established in the *Eligibility of expenditures* document.

ANNEX 1 - Application form, sections and required information

Here is a detail on the different sections and compulsory information requested to all applicants:

Business - General information	
Item	Description
Company Name	Enter the registered name for the company
Contact Person (Name and Surname)	Enter the name and surname of the start-up representative as the main point of contact.
Contact person e-mail	Enter start-up representative email contact for official communications.
Company type	Select the type of company.
Growth Stage	Select the growth stage of the company.
Technological Readiness Level	According to TRL definition in Horizon Europe Work Programme 2023 – 2024: https://ec.europa.eu/info/funding-tenders/opportunities/docs/2021-2027/horizon/wp-call/2023-2024/wp-13-general-annexes_horizon-2023-2024_en.pdf
VAT number	Provide your company VAT number
PIC ID optional	*If your organisation is registered at the EC Funding & Tenders portal, please provide the 9-digit Participant Identification Code (PIC)*
Company URL	Provide the main website address for your company.
Company incorporation date	Indicate the incorporation date of your start-up
Incorporation country	Applicants are required to be incorporated in one of the EU Member States ot THE Associted countries. List of EU Member States: https://europa.eu/european-union/about-eu/countries_en List of countries associated to the Horizon Europe: https://ec.europa.eu/info/funding-tenders/opportunities/docs/2021-2027/common/guidance/list-3rd-country-participation_horizon-euratom_en.pdf
Verifiable company valuation	Do you have a verifiable company valuation? (Yes/No)
Company valuation (€) optional	*Please provide the verifiable company valuation.*
Next funding round target (in €) optional	*Please indicate your next funding round target.*

Do non-EU shareholders own more than 10% of the company?	Please indicate if there are more than 10% of your shares held by non-EU shareholders (no detailed cap table needed).
Have you previously participated in any other EIT Urban Mobility programme?	Select one option: Yes, in Scale-up Hub (2020),ScaleTHENGlobal (2021), or Scale-up programme (2022); Yes, in one of the accelerator programmes; Yes, in a programme different from the previous options; No;
How have you been aware of this programme? optional	*Select one option: Personal contact; Mailing or Newsletter; Social media posts; Event, exhibition or fair; Previous applicant of EIT Urban Mobility programmes; Other;*

Excellence / Innovation		
Item	Description	MAX Score
Describe what your company does	Be clear and concise. This is how you catch our attention.	5
Who are your customer groups?	Provide a concise description.	
Who are the end users?	Provide a concise description.	
What is the problem you are trying to solve?	Provide a concise description.	
How does your product address or solve this problem?	Provide a concise description.	
Who are your main competitors? Name at least three:	Provide a list of your main competitors.	
How is your product /service different from existing solutions? What is your USP?	Provide a concise description.	
Why are you applying to the EIT Urban Mobility SCALE-UP PROGRAMME?	Describe why joining EIT Urban Mobility SCALE-UP PROGRAMME is an opportunity for your company.	

Team / Structure		
Item	Description	MAX Score
Team composition (Founders, C-Levels and other leading possitions)	Provide the name, surname, role, gender and linkedin profile of founders and C-Level positions. If relevant for your company, please also include other leading positions such as spokespersons, advisors, business developers…	5
How many people work for your startup?	Please count both FTEs and team members involved in the project (e.g., 0.5 FTE).	
Do founders and employees (e.g. ESOP) own more than 50% of shares?	Do founders and employees own more than 50% of shares? (Yes/No)	
Please list all your shareholders (including founders, employees and investors) of the company that own at least 5% equity including their title and percentage: (optional)	*Provide Shareholder name, title and % of equity*	
What is your team best at?	Provide a concise description.	
What is your team missing?	Provide a concise description.	

Impact		
Item	Description	MAX Score
How do you provide impact (environmental, societal and economic)?	Provide a concise description. Take into account environmental, societal and economic impact.	5
In which main area associated with the Sustainable Development Goals (SDGs) are you aiming to achieve positive impact?	Select one of the following: SDGs3 (Good health and wellbeing), SDG7 (Affordable and clean energy), SDG8 (Decent work and economic growth), SDG9 (Industry, Innovation and Infrastructure), SDG11 (Sustainable cities and communities), SDG13 (Climate action). List and elaborated description of SDGs: https://ec.europa.eu/international-partnerships/sustainable-development-goals_en	
Do you already measure your environmental and specifically your carbon footprint?	Select one option: Yes; No, but planned in the next 12 months; No.	
Specify how you measure/will measure your environmental impact and carbon footprint. Select one of the following	Justify your answer by selecting one of the following options: Greenhouse gas emissions (Scopes 1, 2, 3), Energy use, Air pollution (SOx, NOx, PM2.5, Ozone, Mercury etc.), Water use (inflows/withdrawals, outflows/discharges), Other.	
Are you tracking the female/male split of your co-founder team, C-Suite, employee base, Advisory Committee and Board?	Select one option: Yes; No, but planned in the next 12 months; No.	
Please provide us with split % women / %men across levels (founders, C-Suite, employees, Advisory Committee and Board)	Provide the split (%) of women and men across business levels (founders, C-Level, employees, Advisory Committee and Board)	
Do you already have a policy in place to ensure team diversity?	Select one option: Yes; No, but planned in the next 12 months; No.	

Implementation and overall merit		
Item	Description	MAX Score
Pitch Deck	Pitch Decks are expected to cover the following content: - The **problem** you are solving (and for whom) - Your **innovative solution** (ideally with evidence of product-market-fit), its degree of innovativeness and stage of development (MVP, prototype, product launched) - Your **market** opportunity: market size, potential and scalability of your solution. - **Business model**, **pricing** and **go-to-market strategy** - **Partners** and **traction** - **Competition** and **USP** (including IP & patents if any) - **Financial projections** (3-5 years) - **Funding needs** and **fit with the Call** - **Team** PDF format is preferred. NOTE: Your deck will not be shared externally.	5
Any other material (one-pager, videos about team, product or service...) *Optional*	*If needed, use this field to attach relevant information and documents to fully evaluate your start-up / application.*	

ANNEX 2 – Lump sum contribution of 2,500€

Impact Ventures: Scale-up Programme support to selected start-ups

Type of Activity

Scale-Up Programme provides support for innovative mobility solutions by nurturing start-ups. This includes, among other support services, business coaching, mentoring by industry experts as well as urban mobility specific expertise such as technology or market validation, product-market fit or market entry. Scale-up Programme will nurture start-ups from the EU and Third countries associated to Horizon Europe.

The Scale-up Programme performs a scouting service for EIT Urban Mobility in identifying, evaluating, and selecting the most promising start-ups to be involved in the Scale-up Programme' activities.

For start-ups, the benefits of being selected in the Scale-up Programme comprise:
-        Mentoring and coaching, technology development, product-market fit, business model fine-tuning and other valuable acceleration/scale-up services;
-        Financial support for attending the Scale-up Programme' and EIT UM events (including bilateral meetings).

Further details about the description of the programme and offering are included in section 1. STRATEGIC FOCUS & CHALLENGES.

Grant amount and types of expenses

After the evaluation and selection process, Scale-up Programme will grant each selected start-up a fixed lump sum of 2,500 €. This amount is meant to cover the cost of the human resources (daily rate), travel, accommodation, and subsistence costs of the representatives of the start-ups when attending a minimum of two Scale-up Programme and/or EIT UM onsite events (including bilateral meetings) during the period 01.06.2023-31.12.2023.

Requirements for awarding the grant

-        The start-up should be successfully selected by the Scale-up Programme in an open call;
-        The start-up must commit to take part in the Scale-up Programme activities to justify the lump sum.
-        - The start-up must display prominently the EIT UM logo on its website

Payment process

Once the start-up is successfully selected by the Scale-up Programme open call, an agreement will be signed between the Scale-up Programme consortium partner managing the financial contribution and the start-up. The Lump Sum will be transferred to the start-up by the Scale-up Programme consortium partner managing the financial contribution after the signature of the agreement.

Supporting documentation

As there is no financial reporting, there are no financial checks, reviews or audits related to actual costs and the resources used. We do not impose any obligation to keep financial records in lump sum grants. Please note that participating start-ups will have to comply with record-keeping obligations outside the agreement signed with the Scale-up Programme, e.g. under national law or internal procedures.
Controls will focus on the proper attendance of the start-up at the events/meetings organised by the Scale-up Programme and EIT UM during the duration of the Scale-up Programme activities. To prove the attendance at the event/meeting, the following evidence will need to be provided:

- copy of the list of attendance provided by the Scale-up Programme, in case of online meetings;
- signed participants list provided by the Scale-up Programme, in case of physical meetings.

In case of non-attendance to at least two onsite Scale-up Programme or EIT UM events, the Scale-up Programme reserves the right to reclaim the grant from the start-up.