

Sample form, not for offline completion.

Visit <https://eiturbanmobility.awardsplatform.com> to enter.



Start-up Investments Open Call 2024

Dear EIT Urban Mobility:

You are about to start a new application for EIT UM programmes and initiatives dedicated to start-ups and scale-ups. To ensure your submission is eligible, please choose carefully the type of programme (regular programme or funding support) and particular call you would like to apply.

Before applying, we highly recommend reading all the accessible literature published under call website at our [main portal of Impact Ventures](#) as well as check available webinars at [the GrowthLab platform](#).

We wish you good luck.

Impact Ventures team

Company Name

Business - General Information

General Information

Below, you will be required to provide general information about you and your company.

Company:

Please enter the registered name of your company.

Contact person (name and surname):

Please enter the name and surname of the start-up representative as the main point of contact.

Contact person e-mail:

Please enter the e-mail address of the start-up representative for official communications.

Phone number of main contact person:

Please enter the phone number of the start-up representative for official communications.

VAT number:

Provide your company value-added tax identification number.

Incorporation date:

Please state the incorporation/founding date of your company.

Incorporation country:

Austria
Belgium
Bulgaria
Croatia
Republic of Cyprus
Czech Republic
Denmark
Estonia
Finland
France
...

NOTE: Hyperlinks open in the same tab by default. We suggest opening hyperlinks in a new tab.

You are required to be incorporated in one of the EU Member States or HE Associated countries:

The list of EU Member States: https://europa.eu/european-union/about-eu/countries_en

The list of countries associated to Horizon Europe: https://ec.europa.eu/info/funding-tenders/opportunities/docs/2021-2027/common/guidance/list-3rd-country-participation_horizon-euratom_en.pdf

ELIGIBILITY CRITERIA: Company 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 programme.

Company URL:

Provide the main website address for your company.

PIC ID:

If your organization is already registered at the EC Funding & Tenders portal, please provide the 9-digit Participant Identification Code (PIC).

If not, you **must register** via the [following hyperlink](#).

It is a mandatory step for the application to be eligible.

Please ensure you are not confusing PIC ID (9-digit string starting with "8" or "9" with other tax-related or incorporation numbers)

Other relevant company websites/social media channel: (optional)

Provide the company's LinkedIn profile or any other official channel used for marketing and communication.

What is your current company pre-money valuation? (in €)

Provide the latest **verifiable company valuation**.

If you are not in possession of an official company verifiable valuation resulting from previous fundraising or programme participation, please provide a targeted value obtained by one of widely accessible, accredited methodologies, e.g. Discounted Cash Flow (DCF), Berkus Approach; or benchmark your business against the existing market.

If you do not have any verifiable or calculated pre-money valuation, fill in with a "0".

You will be asked to upload an official document or justification of the chosen methodology in the attachments section.

Please bear in mind that EIT UM is an early-stage investor. Following the **Investment Thesis** reflected in official documents, **the cap for pre-money valuation is 20M€**.

My company is currently in a fundraising process, and part of the round is already committed by accredited investors:

	▼
Yes	
No	

An **accredited investor** is an individual or a business entity that is allowed to trade securities.

Please exclude commitments coming from family & friends or crowdfunding platforms when answering this question.

What is your current funding/company stage?

	▼
bootstrapping	
pre-seed	
seed	
Series A	
series B+	

In case your company is not fundraising, please provide information on the last closed round indicating the growth stage of the company.

How much capital (€) have you raised previously (excluding your goal for current round - if opened)?

Example: 250.000€

Committed amount by investors (€):

Example: 100.000€

In case of multiple commitments, please indicate the aggregated value.

What was the revenue generated in 2023?

pre-revenue

1-10k

11-50k

51-100k

101k+

Please indicate the revenue range generated in the previous calendar year that can be eventually motivated with relevant documents.

What is your financial runway?

< 6 months

6 - 12 months

12 - 18 months

> 18 months

At actual monthly cost and considering revenue streams, how long can the startup survive without raising funds or external help?

Has the company received EISMEA support (via EIC programmes or Interregional Innovation Investment Instrument)?

- ☐ Yes
- ☐ No

Has your venture been participating to any of the EIT Urban Mobility programme, innovation project or city pilot?

- ☐ Yes
- ☐ No

Excellence | Innovation

Excellence and Innovation

Below, you will be required to describe in detail your product and innovation proposed to the market.

To which of the following categories does your solution fit best?

Active & Integrated Mobility

Sustainable City Logistics

Smart Infrastructure

Future Mobility

Mobility & Energy

Please find below brief descriptions and supporting examples of industry sectors included in the subsequent Investment Themes:

- **Active & Integrated Mobility:** Supporting pedestrians and cycling-friendly infrastructure, seamless intermodal connectivity and enhanced accessibility.
[Walking; Cycling; Public Transport; Shared and On-demand Mobility, Mobility Hubs etc]
- **Future Mobility:** Future Mobility start-ups are propelling the development of autonomous vehicles, shared mobility platforms and electric transportation alternatives, all contributing to a more sustainable and convenient urban mobility landscape.
[Connected vehicles, Vehicle to everything (V2X); Sensors & Training Data; Urban Air Mobility, etc.]
- **Mobility & Energy:** Mobility and Energy start-ups are devising novel ways to harness renewable energy sources for transportation, reducing reliance on fossil fuels and internal combustion engines, and making significant strides towards establishing a greener and more sustainable urban transport ecosystem.
[Clean Energy & E-Mobility, Electric Vehicles, Charging Infrastructure, Battery Tech, etc.]
- **Smart Infrastructure:** Smart Infrastructure start-ups are driving the integration of technology into urban environments. Their solutions range from smart traffic management systems to sensor-equipped infrastructure, enhancing efficiency and safety while empowering data-driven decision-making.
[Predictive Analytics; Mapping and Navigation; Marketplaces & Insurance; Materials and Manufacturing, etc.]
- **Sustainable City Logistics:** Sustainable City Logistics are revolutionising last-mile delivery solutions, optimising freight transportation and reducing carbon emissions. Their technologies and strategies are shaping a more efficient and environmentally friendly urban logistics landscape.
[Shipment & Carrier Solutions, Green Logistics, Long Distance & Last Mile Logistics, etc]

Describe what your company does:

500 characters

Be clear and concise. This is how you catch our attention.

What problem do you solve?

1000 characters

Describe the problem concisely answering the following questions:

- Is the problem addressed real/ measurable?
- Which bottlenecks/challenges/needs were you able to recognize?
- How did you validate your market research?"

What is the development stage of the product/service offered to the end user/ customer?

1000 characters

Please provide insights on product traction such as:

- How developed is the product due date? (TRL / MRL)
- Does the Minimum Viable Product exist? Is it already launched?
- What is the USP?
- Have you performed lab validation / pre-commercial or commercial pilots?

Competition: What is the competitive landscape for your product/service? Name at least three competitors - please be specific:500 characters

Please provide a list of your three main competitors, so your USP can be better understood.

Intellectual Property (IP): Has your company filed for a patent, copyright, trademark, trade secret, etc? If yes, please describe for what and where.500 characters

Please answer NO if the question does not apply to your venture or you cannot prove your answer with appropriate documents if requested.

Team | Structure

Team and Structure

Below, you will be asked questions related to the team and company structure.

Please pay special attention to the help text to cover all points that should be covered in order to provide EITUM - an impact investor - with qualitative information.

Team: How many people work for your start-up?

Please count both full-time and part-time employees, summing up their engagement, e.g., 1 half-time employee = 0.5 FTE, 2 half-time employees = 1 FTE, etc.

FTE - Full Time Employee

FTEs are not necessarily connected to monetary compensation.

Team Composition (Co-Founders, C-Levels and other relevant leading positions):

Name and Surname	Role / Position	Competence	Full-time (FT) / Part-time (PT)	Gender (M/F/D)	LinkedIn Profile
1					
2					
3					

Please identify and assign the following competences within the team:

- tech. / product development
- sales / marketing
- fundraising / contact with investors

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...

Structure: Please list all your shareholders (including founders, employees and investors) of the company that own at least 5% equity including their title and percentage:

Shareholder Name (Person or Institutional)	Position (if person)	% of equity
1		0.0
2		0.0
3		0.0

For individuals indicated in the table, please provide the position if working for the company, or type of affiliation with the venture, e.g.: Business Angel, Advisor, Board member, etc.

Impact

Impact and Governance

Below, you will be asked questions related to the impact dimension of your business.

Please pay special attention to the help text to cover all points that should be covered in order to provide EITUM - an impact investor - with qualitative information.

Please select the products and/or services that your company offers:

- ☐ No fit of product/service on the provided list
- ☐ 360-degree cameras for building modelling
- ☐ 360-degree cameras for city modelling
- ☐ 360-degree cameras for city planning
- ☐ 360-degree cameras for geospatial analysis
- ☐ 360-degree cameras for infrastructure inspection
- ☐ 3d modelling software for building modelling
- ☐ 3d modelling software for city modelling
- ☐ 3d modelling software for city planning
- ☐ 3d modelling software for construction of buildings
- ☐ ...

Please choose options that are the closest to the company's profile and its main line of activity.

To facilitate searching, please use the search list and start typing the first letters of the word narrowing down the selection pool.

If you cannot find your product/service on the list, select: "No fit of product/service on the provided list".

If not listed above, indicate the main product or service that your company offers (optional) 10 words

Name the main product or service that your company offers in 10 words max.

Traction

Traction

Below, you will be asked questions to describe in detail your achievements due date.

All questions are asked in the form of open text fields, so you are given flexibility to shape the content.

Nevertheless, please pay special attention to the help text to cover all points that should be covered in order to provide EITUM - an impact investor - with qualitative information.

Users: How many active users are using the product or service?

In case the field does not apply to your business model, please introduce N/A and specify the number of customers in the next question.

Customers: How many customers are paying for the product or service as of today?

In case the field does not apply to your business model, please introduce N/A and specify the number of users in the previous question.

Engagement: Other key metrics for your product / service on the market.

300 characters

Please provide any other key metrics that are relevant to understand the dynamics of your business and give insights on possible revenue streams generated, e.g.:

Monthly Active Users (MAU) rate,
Revenue growth rate, Month over Month (MoM),
Notable partnerships, etc."

What is your current monthly burn rate (in €)?

Burn rate is a measure of the speed with which a business is spending its cash reserves. Please provide a figure presenting your aggregated expenses to run the company.

If the corresponding value does not match market benchmarks for your vertical/stage/business model, you will be asked to provide further explanation to the figure provided.

Have your venture been already invested by EIT Urban Mobility?

☐ Yes

☐ No

Attachments

This section aims to collect materials necessary for the evaluation process.

Please pay special attention to the help texts in order to provide with relevant materials covering all required points.

Incomplete materials or attachments not corresponding to the field will be considered incomplete, which may lead to a rejection of the application.

Please upload your standard investor pitch deck or company presentation:



Pitch Decks are expected to cover the following content:

- The **problem** being solved (and for whom);
- Presentation of **innovative solution** (ideally with evidence of product-market-fit), its degree of innovativeness, and stage of development (MVP, prototype, product launched);
- Assessed market opportunity: **market size**, potential, and scalability of the offered 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** received, funding needs, and use of funds.;
- **Team** and its competences;
- **Impact / SDG / KPIs** outlining how you provide impact (environmental, societal, and economic), which areas of the business are associated with the Sustainable Development Goals (List and elaborated description of SDGs and which impact KPIs do you take into consideration, if any).

PDF format is accepted (please convert if necessary).

Max. 15 slides.

English is the official language. All information requested above should be covered, otherwise, the deck will be considered incomplete which may lead to a rejection of the application.

Please upload company's valuation file: latest verifiable valuation proof (i.e., funding round from BAs/ VCs, graduation from accelerator/ incubator, etc.).



If your venture hasn't fundraised in the past, please use standard valuation methodologies, i.e. DCF, VC method, comparables, etc. At least a **simple Excel file** analyzing your current situation is expected.

For reference, and **to adjust the methodology to your venture stage**, please check the following [resource](#) discussing the most common ways of running the exercise.

Submitting the correct attachment is mandatory. Other attachments will not be considered and may result with application rejection.

PDF format is accepted (please convert if necessary) .

Please attach One Pager (download template from help text) summarising your company:



One Pager template could be find in the following link: Start-up One Pager

Please note that the document will be used as the executive summary for Investment Committee if you will be qualified to the second stage of the selection process. Therefore, make sure all the information are valid, updated, and reflect the reality.

The use of the template is mandatory. Other attachments will not be considered and may result with application rejection.

Deed of Incorporation



PDF format is accepted (please convert if necessary).

Please attach your latest approved financial accounts:



In order to assess financial health and stability of your venture, please provide an overview of your possessions and liabilities, including creditor-debtor relationships.

Please be informed that by **approved**, EITUM means **an approval given by shareholders with the accounts being deposited in the mercantile registry** respective to the company's incorporation country.

PDF format is accepted (please convert if necessary).

Please attach a high resolution version of company's logo.



An HR version of the company's logo will be used for marketing and communications purposes only in the event of the successful selection of the applicant to the call.

Final Submission

☐ **My application is complete. By submitting I acknowledge that the information provided is trustworthy.**

☐ **I accept to be contacted at the email and telephone number (when provided) included at my application form.**

