

EIT Community Booster

Scaling New European Bauhaus Ventures

EIT Urban Mobility Accelerator

By EIT Urban Mobility

Main Sections
1. Program Description
2. Why to apply
3. Topics
4. Eligibility Criteria
5. Selection Criteria
6. Link to the EIT Urban Mobility programme
7. Reference email address
8. Terms & Conditions

1. Program Description

EIT Urban Mobility Accelerator – taking your mobility startup to the next level, whilst boosting sustainable alternatives for hardscapes as urban spaces, enhancing public realm and accessibility to improve citizens wellbeing, and/or ensuring universal mobility for everyone as a key enabler for social inclusion.

2. Why to apply

Get acceleration services and unique access to our network of cities, mobility players and investors with EIT Urban Mobility program designed to startup-teams with business ideas that supports our goal of making the cities more livable.

The EIT Urban Mobility NEB Acceleration programme is designed to offer startups from EU plus EIT participating countries:

- 50.000 Euro as grant to support services such as:
- Individualized business coaching and training
- Mentoring by industry experts and experienced founders
- Validation of your market and technology with access to a network of living labs
- Finding your product-market fit
- Scaling your business, driving growth and internationalisation
- Investor pitch coaching and potential contacts with investors and VC funds
- Promotion of your startup at the Business Creation portfolio webpage, and through our other communication channels within EIT Urban Mobility
- Access to EIT Urban Mobility investment initiatives and funding instruments.

The programme will be adjusted to maximize the fit for the start-ups selected on an individual basis.

3. What will you get

Up to **50.000 EUR** of funding in exchange for a similar contribution in equity, or equivalent , to our Financial Sustainability.

Acceleration services to grow their businesses fostering sustainable living and to improve quality of life for the world after the pandemic.

4. Topics

- Sustainable alternatives for hardscapes as urban spaces, naturalization of degraded public areas, green areas, biodiversity, green and blue infrastructures, and urban furniture as assets promoting active mobility, improving citizen well-being, and mitigating heat island effects.
- Enhancement of public realm, accessibility, and interconnection through active modes, to mitigate air pollution and improve physical and mental health.
- Universal mobility as a key enabler for social inclusion. Everyone should be able to move freely within the city regardless gender, race, beliefs, or disability (barrier-free access).

5. Eligibility Criteria

We are looking for startups from EU plus EIT participating countries ([incl. RIS countries](#)) with a properly validated, clear, scalable and innovative business idea that solves a mobility-related customer problem.

To participate in the EIT Urban Mobility Accelerator programme you need to fulfil the following eligibility criteria:

- Startups should have generated less than € 1 million revenue (accumulated over startup lifetime).
- No more than max. 5% of your shares are held outside of the eligible countries (no detailed cap table needed).
- Startup must be incorporated in EU or EIT Urban Mobility participating countries. The registration certificate will be required to participate in the program.
- A team with at least 2 FTE (not a single founder): minimum 1 team member pursuing the startup fulltime (not necessarily connected to monetary compensation).
- Founders and employees (e.g. ESOP) should still own more than 70% of shares.
- A clear, scalable business idea.
- Duly justified TRL 4-7 (* – more information [here](#)).
- Minimum € 1 billion addressable market
- Full submission of application including all required fields.

6. Selection Criteria

1. Overall impression (5 points):

- Credibility versus potential investors
- Quality of business concept and clear Unique Selling Proposition (USP)
- Complete and strong team

2. Scalability of the product or solution (5 points):

- Large target market characterized by exponential growth
- Proven market access and capability to gain market shares
- High Technological Readiness Level (TRL) including market ready products
- Proven traction (“Scaling company, not early-stage start-up”)

3. Fit with Cross-KIC NEB challenges (10 points):

EIT Urban Mobility will select up to four **start-ups** that focus on tackling one of the following challenges:

- Sustainable alternatives for hardscapes as urban spaces, naturalization of degraded public areas, green areas, biodiversity, green and blue infrastructures, and urban furniture as assets promoting active mobility, improving citizen well-being, and mitigating heat island effects.
- Enhancement of public realm, accessibility, and interconnection through active modes, to mitigate air pollution and improve physical and mental health.
- Universal mobility as a key enabler for social inclusion. Everyone should be able to move freely within the city regardless gender, race, beliefs, or disability (barrier-free access).

Support your application with a clear description of how your start-up fit with the cross-KIC NEB challenges above.

4. **Impact** (5 points):

- A relevant pilot project has been outlined or is foreseeable as test beds or within living labs.
- High impact for many citizens (not just a niche product).

7. Link to the programme page

- <https://www.eiturbanmobility.eu/new-european-bauhaus-neb/>

8. Reference email address

- business.creation@eiturbanmobility.eu

9. Terms & Conditions

You can read the programme's [Terms and Conditions here](#).