



This project is co-funded by
the COSME Programme
of the European Union



MobiGoIn-Action

Call for interest – 1

To participate to the acceleration services aimed at preparing European
SMEs and start-ups to approach USA and Canada

21 May 2018

*This document is part of the project MobiGoIn-Action which has received funding from
the European Union's COSME Programme (2014-2020) - Grant Agreement No 783399*



www.mobigo.in.com

info@mobigo.in.eu

@mobigo.in

#mobigo.in #mobigo.inaction

Table of Contents

Table of Contents	2
Acronyms and useful definitions and references.....	3
1. An overview.....	4
1.1 About MobiGoln-Action.....	4
1.2 Smart Mobility focus.....	5
1.2.1. Main smart mobility solutions, services and applications.....	5
1.3 The MobiGoln-Action approach	6
1.4 Market opportunities in USA and Canada	8
MobiGoln Value-chains for the Automotive market (main focus)	8
MobiGoln Value-chains within a Smart City (secondary focus)	8
Facts about USA and Canada	8
2. Open Call 1: Acceleration Program for USA and Canada	10
2.1. Conditions of eligibility.....	10
Eligible countries	10
SMEs definition	10
Marketable solution.....	11
2.2. Expression of interest	11
Conditions for the submission.....	11
Language	11
Deadline.....	11
2.3. MobiGoln-Action services for Open Call 1 beneficiaries	12
I. Training, coaching and mentoring activities regarding three main topics:...	12
II. European Matchmaking event.....	12
2.4. Open Call 1 process	13
Open Call 1 publication and FAQs	13
Applications reception	13
Evaluation criteria	13
Evaluation procedure	13
Selection.....	14
Important dates and deadlines.....	14
2.5. Next steps: about the Open Call 2 – Internationalisation Program towards USA and Canada	14
Contact Point	14

Acronyms and useful definitions and references

- ⊕ Automotive market: companies and organisations involved in the design, development, manufacturing, marketing, and selling of motor vehicles. i.e. automakers, solutions and service providers, system integrators, etc.
- ⊕ COSME: EU programme for the Competitiveness of Enterprises and Small and Medium-sized Enterprises
- ⊕ EU: European Union
- ⊕ ESCP-4i: European Cluster Collaboration for Internationalisation
- ⊕ Internationalisation: within the scopes of COSME and MobiGoIn-Action project, it is intended as the development of business and technological opportunities in extra-EU countries. For this Call, the internationalisation opportunities regard USA and Canada.
- ⊕ MobiGoIn: Mobility Goes International
- ⊕ MobiGoIn-Action: Mobility Goes International – in Action
- ⊕ MobiGoIn Network: SMEs and start-ups participating to the MobiGoIn-Action Acceleration and Internationalisation programs, selected through the project open calls
- ⊕ MobiGoIn Value chains: groups of SMEs and start-ups with complementary technologies, services and products aimed to a certain target market
- ⊕ Smart Mobility Segments:
 - intelligent and cooperative transport
 - intermodal and sustainable mobility for the citizens
 - sustainable urban freight logistics
- ⊕ Smart Cities market: Cities interested in adopting smart solutions for different sectors, such as urban mobility, transportation and citizen mobility services, to attain better standards of living, economic stability, optimal utilisation of energy, and advanced environmental protection depending on technologies. i.e. National/State Governments, Municipal Authorities, etc.
- ⊕ SME: Small and Medium Enterprise
- ⊕ Target Markets:
 - Automotive
 - Smart Cities
- ⊕ USA: United States of America
- ⊕ WR (World Region):
 1. WR1: USA and Canada
 2. WR2: China and Singapore

1. An overview

1.1 About MobiGoln-Action

Mobility Goes International – in Action ([MobiGoln-Action](#)) is a 24-month project (from January 2018 to December 2019) aimed at supporting the launch, the initial implementation and the first development of the MobiGoln Internationalisation Strategy. This Strategy was developed by MobiGoln European Strategic Cluster Partnership – Going International¹ (ESCP-4i²). Both projects are co-funded by the 'Clusters Go International' action of the COSME Framework Programme of the European Commission³ (MobiGoln in 2015-Strand 1 and MobiGoln-Action in 2017-Strand 2). MobiGoln-Action has also received the ESCP-4i Label.

MobiGoln-Action Consortium is composed by 4 European Clusters:

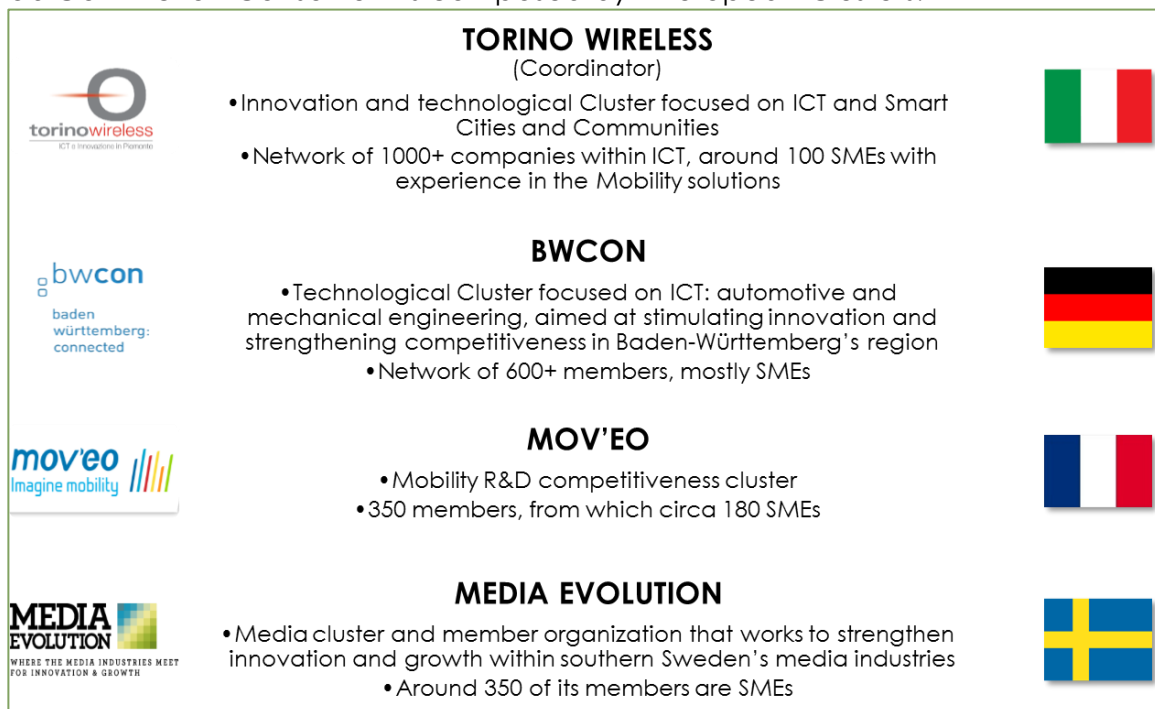


Figure 1 - MobiGoln-Action Consortium

As mentioned, MobiGoln-Action will test and carry out a first implementation of MobiGoln Internationalisation Strategy, it will build a Cooperation Partnership with international stakeholders in two identified World Regions: 1. USA-Canada and 2. China-Singapore; and support European smart mobility SMEs and start-ups in initiating business collaborations in two target markets: Automotive and Smart Cities, within the mentioned countries.

MobiGoln-Action objectives are:

- To **build a strategic and collaborative network, at European and International scale**, based on the development of collaboration of opportunities on future

¹ <https://www.clustercollaboration.eu/escp-profiles/mobigoln>

² <https://www.clustercollaboration.eu/eu-cluster-partnerships/escp-4i>

³ <https://ec.europa.eu/easme/en/cosme>

smart mobility, generating new collaborations between European SMEs and third markets.

- To **promote and enhance collaborations among European Smart Mobility SMEs** working on complementary innovative solutions, developing competitiveness and pursuing a cross-sectorial approach, by generating the MobiGoIn Value chains.
- To **support concrete potential technological and business partnerships and opportunities** in the two targeted World Regions through an acceleration program and International missions.

1.2 Smart Mobility focus

Within MobiGoIn-Action, Smart Mobility is intended as: *“A sustainable, smart and safe mobility in metropolitan areas, achieved through the implementation of solutions and systems for intelligent and cooperative transport, intermodal and sustainable mobility for the citizens, and sustainable urban fleet and freight logistics”*.

1.2.1. Main smart mobility solutions, services and applications

MobiGoIn-Action targets **European SMEs and start-ups** with solutions, services and applications for:

- ⊕ Sharing information among users, vehicles and infrastructures (info-mobility, etc.)
- ⊕ Intermodal smart ticketing (smart cards, mobile tickets, etc.)
- ⊕ Traffic control
- ⊕ Parking management
- ⊕ Transit operations management
- ⊕ Connected cars: on-board information management
- ⊕ Driving assistance
- ⊕ Emergency management
- ⊕ Autonomous vehicles
- ⊕ Fleet management
- ⊕ Freight transport management
- ⊕ Optimisation of itinerary paths (last mile logistics optimisation, etc.)
- ⊕ Indoor navigation with real-time data
- ⊕ Clean fuel and low emissions vehicles: usage, management and integration of alternative green vehicle, such as electric cars and e-bikes
- ⊕ MaaS – Mobility as a Service
- ⊕ Demand management: modifying citizens' behaviour to adopt a more sustainable and energy-saving transport modes
- ⊕ Door-to-door mobility management, planning and optimisation: combining transport solutions in an eco-friendly way (sharing/changing different types of transportation)

And any other kind of smart mobility solution that targets the automotive and/or smart city markets.

The SMEs and start-ups participating to the MobiGoIn-Action Acceleration and Internationalisation programs will compose the MobiGoIn Network.

1.3 The MobiGoln-Action approach

MobiGoln-Action aims at supporting the development of European SMEs and start-ups' internationalisation strategy through concrete potential technological and business partnerships and opportunities. In specific by:

- **Creating innovative European Value chains**

MobiGoln-Action believes that, at an international level, the main strengths of European SMEs are: innovation, diversity and complementarity. MobiGoln-Action will leverage on these elements to build European innovative value chains within the identified smart mobility segments. Based on each target country's needs and requirements, different MobiGoln value chains will be created for each Target Market. This will be carried out by taking into consideration the competences and solutions offered by the companies within MobiGoln Network, meaning the companies (SMEs and start-ups) selected during the Open Call 1 and that participate to MobiGoln-Action Acceleration Program.

Furthermore, the project aims at creating a joint communication and marketing strategy for each value chain in order to promote MobiGoln Network's solutions and technologies "as a whole". An online tool presenting a catalogue of the main competences of the MobiGoln-Action participating companies will be created on the project website, allowing foreign entities, companies, potential customers and investors to find out the best solutions offered by MobiGoln Network.

- **Preparing and training companies**

The project support companies by offering an Acceleration Program, which consists in a portfolio of support services aimed at preparing SMEs to approach an international (extra-EU) market. The content of these services will be tailored according to the profile of the companies participating in the Acceleration Program, which will be selected through an Open Call for Interest.

A set of different activities will be offered according to SMEs' different maturity levels towards internationalisation (as described in paragraph 2.3).

- **Developing strategic partnership in new third markets**

Taking advantage of strategic partners located both in Europe and the targeted third countries (USA & Canada and China & Singapore), MobiGoln-Action will promote SMEs' solutions, expertise and competences at international level; companies will participate to tailored international missions that will facilitate the contacts and dialogues with new international commercial and/or technological partners.

As mentioned, MobiGoln-Action offers these opportunities to European SMEs and start-ups through 2 different programs: An **Acceleration program** and an **Internationalisation Program**. SMEs can access these Programs through a 2-step call mechanism:

Acceleration Program



Figure 2 - Acceleration Program Process (Call 1)

Internationalisation Program



Figure 3 - Internationalisation Program Process (Call 2)

These processes will be implemented for both World Regions, starting with WR1: USA and Canada (spring 2018) and then WR2: China and Singapore (Autumn 2018).

1.4 Market opportunities in USA and Canada

MobiGoln-Action will group companies according to their offering and competences according to the selected markets to form MobiGoln value chains.

MobiGoln Value-chains for the Automotive market (main focus)

Within the automotive market, some of the main segments that can define value-chains include:

- Autonomous vehicles
- Green, clean fuel and low emissions vehicles
- Connected cars: on-board solutions, information management, driving assistance and emergency management, sharing information
- Logistics: Fleet management, Freight transport, Last mile logistics optimisation

MobiGoln Value-chains within a Smart City (secondary focus)

- Sharing information among users, vehicles and infrastructures (info-mobility)
- Intermodal smart ticketing for mobility users, parking management
- Transit operations, traffic control, emergency management
- MaaS, Door-to-door mobility management
- Demand management

Fleet management, Freight transport, Last mile logistics optimisation

Facts about USA and Canada

United States of America

Population	324,600,000 (est. 2017)
Government	Federal presidential constitutional republic
Currency	United States Dollar (\$); 1,00 € = 1,17 US\$ ⁴
GDP (nominal)	total: \$ 18.558 trillion per capita: \$ 57,220
Trade balance	Export: € 1,220,398 mln (Canada, Mexico, China) Import: € 1,762,959 mln (Canada, Mexico, China) ⁵
Ease of doing business ranking⁶	7 th / 189
Main states	Michigan, Texas, California, Illinois, ...

Some key points include:

- A big market, with the highest GDP, constantly growing. Its stable growth allows medium/long-term planning, which makes business easier.
- It ensures an international visibility for developing towards other new markets.
- Competitiveness and innovation: USA is among the most competitive countries in the world; innovation and the efficiency of the financial market are the main strengths.

⁴ Data from May 16th, 2018

⁵ Data: 2014; source: http://www.infomercatiesteri.it/bilancia_commerciale.php?id_paesi=55

⁶ World Bank Group, *Doing Business 2016 - Measuring Regulatory Quality and Efficiency*, 13th edition, 2016

- It has one of the strongest purchasing powers worldwide.
- It supports new companies interested in entering the market. States are in competition to attract investments: grants, tax credits, loan, tax exemptions are foreseen for FDI.

Canada

Population	35,151,728 (2016)
Government	Federal parliamentary representative democracy under Constitutional monarchy
Currency	Canadian Dollar (CAD); 1€ = 1,51 C\$ ⁴
GDP (nominal)	total: \$ 1.532 trillion per capita: \$ 40,409
Trade balance	Export: € 476,351 mln (USA, EU, China, UK) Import: € 487,280 mln (USA, EU, China, Mexico) ⁷
EU main partners	UK, Germany, Italy, France
Ease of doing business ranking⁸	14 th / 189
Main cities	Ottawa, Toronto, Montreal, Vancouver, Calgary, Edmonton, Quebec City, Winnipeg, Hamilton

Some key points include:

- Growing market, with a low credit risk.
- Smart Mobility market: Canada's biggest cities are clogged with traffic, the worst centres being Vancouver, Toronto, Montreal, Ottawa and Calgary. Commuting times are getting longer, traffic is moving slower, congestion is getting worse, which translates in costs for the cities and its citizens.
- The Comprehensive Economic and Trade Agreement (CETA) is the new trade agreement between the EU and Canada, which eliminates 98% of the tariffs and will create vast new opportunities across the EU and Canada, opening new markets for exporters, generating high-quality jobs for European and Canadian workers, and forging closer links between the two economies.
- It's an advantageous access to other markets: thanks to the NAFTA (North American Free Trade Agreement) and the TPP (Trans-Pacific Partnership) trade agreements, Canada is a strategic location for approaching North America and eastern emerging countries.
- It presents a stable political climate and clear and transparent regulations: Canada is ranked as one of the best countries in the world for economic freedom. The conditions of the labour market, the cost of production inputs, access to credit and stability of the political system make it one of the best countries for its business environment (fastest and simplest procedures for starting a business).

⁷ Data: 2015; source: http://www.infomercatiesteri.it/bilancia_commerciale.php?id_paesi=39

⁸ World Bank Group, *Doing Business 2016 - Measuring Regulatory Quality and Efficiency*, 13th edition, 2016

2. Open Call 1: Acceleration Program for USA and Canada

The first open call is focused in gathering the European companies interested in internationalisation opportunities in USA and Canada regarding the Automotive and Smart City markets.

The selected companies will participate in a series of training and coaching activities aimed at preparing the companies to approach the target markets, providing internationalisation competences and skills, market trends analysis, and focused information about market entry and how to better approach a potential buyer/partner.

The acceleration activities will last about 5 months and will end with a European matchmaking event where the companies from around Europe that participated to the Acceleration Program will have the opportunity to meet in person and talk about potential collaborations and cooperation opportunities. It will be also a moment of consolidation of MobiGoln Value chains and a further opportunity to receive focused training.

2.1. Conditions of eligibility

This open call is addressed to companies that meet the following criteria:

- To be a European SME or start-up,
- To have at least one Smart Mobility solution, such as the ones described in section 1.2.1, already marketable,
- To be interested in approaching the Automotive and/or Smart City markets in USA and Canada,
- To be committed in taking part to the Acceleration Program, assuring the participation to the planned activities. The foreseen effort per company is approximately 3 days (1 per each acceleration activity).

Eligible countries

SMEs and start-ups established in the Member States countries of the European Union (EU) are eligible to apply to MobiGoln-Action Open Calls.

SMEs definition

MobiGoln-Action considers as SME any Micro-Small-Medium Enterprise fulfilling the European Commission Recommendation 2003/361/EC⁹ and the SME user guide¹⁰.

Summarising, the criteria that define a SME are:

- Independent, partner or linked enterprises, with financial and staff figures calculated in accordance to instructions given by Recommendation 2003/361/EC to fulfil SMEs criterion.
- Headcount in Annual Work Unit (AWU) less than 250.
- Annual turnover less or equal to €50 million OR annual balance sheet total less or equal to €43 million.

⁹ <http://eur-lex.europa.eu/legal-content/EN/TXT/?uri=CELEX:32003H0361&locale=en>

¹⁰ <http://ec.europa.eu/DocsRoom/documents/15582/attachments/1/translations>

Start-ups that have already a product, solution and/or service in the market can also apply to this Open Call.

Marketable solution

A product / service / application that is already commercialised, at least in the local market.

2.2. Expression of interest

To participate to this Open Call, each interested company must fill in the google form available at the link: [Call for Interest 1 Form](#)¹¹. Only online applications will be considered eligible.

The form will allow the profiling and mapping of the company and its solution(s) in order to have a better knowledge and understanding of its offering, competences and experiences in terms of internationalisation. The provided information will help to analyse the company, classify it within the MobiGoIn Value chains, and better organise and execute the acceleration services.

The application form is divided in 4 sections, addressing different aspects of the company:

- Company general information
- Section 1: Company profile
- Section 2: Smart Mobility solution(s)
- Section 3: Internationalisation activity
- Section 4: International perspectives - Going international: USA and Canada

Applicants have to provide the description of the Smart Mobility solution they're going to propose to the USA and Canadian markets. Up to three solutions can be submitted.

Conditions for the submission

IMPORTANT: when filling in the online form, **it is not possible to save the answers and modify them in a second moment**; all fields have to be filled at the same time. To easily prepare your answers, **you can download the fac-simile document by clicking [here](#)**¹². It shows all the questions and information you will need to answer when filling the form. We strongly suggest gathering all the requested information before starting the submission. When doing so, filling out the Application form should require about 20 minutes.

Language

The application form must be filled in English. Applications received in other languages won't be taken into consideration.

Deadline

The application form will be available online from Monday May 21st, 2018 until Thursday June 21st, 2018.

¹¹ <https://goo.gl/forms/b82uU3abL6gYXDgu2>

¹² <https://goo.gl/r34XJZ>

2.3. *MobiGoln-Action services for Open Call 1 beneficiaries*

The companies that gather all the requirements of this Open Call will become the **beneficiaries of the MobiGoln-Action Acceleration Program for USA and Canada**.

The program includes different activities, workshops and other formats of training and mentoring focused on WR1's target markets. The content of these activities will be tailored according to the profile of the companies participating in the Acceleration Program.

These activities will be organised by each partner of the MobiGoln-Action Consortium and held in local events (mainly in Malmo, Sweden; Turin, Italy; Paris, France; and Stuttgart, Germany) or webinars depending on the content and the experts.

The services provided to support the companies will be delivered by MobiGoln-Action Consortium or external partners/experts.

The dates of the mentioned activities will be published in the GOING INTERNATIONAL¹³ section of the project website with due time and will also be communicated to the companies participating in MobiGoln-Action Acceleration Program.

The Acceleration Program consist in:

I. *Training, coaching and mentoring* activities regarding three main topics:

- Internationalisation and new market entry strategies
- Smart mobility market trends and opportunities
- Country-focused sessions (fiscal, legal, contracts, cultural, ...)

II. *European Matchmaking event*

The activities within the Acceleration Services will finish with the participation to a European matchmaking event in Paris, France on November 19th-20th, 2018.

This EU event, will take place during the Imagine Mobility Meetings held by the French Cluster Mov'eo.

The matchmaking will consist in B2B meetings, smart-ups exhibitions and conferences focusing on how to approach the US / Canadian markets. European SMEs, big companies and international key players specialised on smart mobility will attend the B2B meetings.

This event will be an opportunity for SMEs to work together, to valorise their own innovative aspects, to structure a joint competitive offer by building upon their mutual competences, and to set up strategic partnerships.

Up to 24 companies will be selected to receive a reimbursement for the traveling costs expended for this event. The selection for the reimbursement will take into account the total score gained in this Call evaluation, as well as the actual participation and the commitment to the Acceleration program.

The criteria for the reimbursement will also take into consideration the country the companies belong to, in order to assure a balanced participation from companies coming from different European countries (France, Germany, Italy, Sweden, etc.).

¹³ In development at the publishing date of this Call.

2.4. Open Call 1 process

Open Call 1 publication and FAQs

The Open Call 1 – Acceleration Program for USA and Canada will be published on Monday May 21st, 2018, 17:00 (CET).

The Frequently Asked Questions (FAQs), gathered via e-mail (theteam@mobigo.in.eu) from the day the call is published until 5 days before the submission deadline, will be shared, and updated regularly, in the Open Call webpage.

Applications reception

Only online applications will be considered eligible. The form will be available for 32 days. The final deadline for submission is on Thursday June 21st, 2018, 17:00 (CET).

Evaluation criteria

Table 1 - Evaluation Criteria

Criteria	Points	Notes
SECTION 1 – Company profile	20	
Focus in Smart Mobility	10	
Presence of sales/marketing staff	10	
SECTION 2 – Proposed Solution/competence	40	The total score of this section will be the average of the points collected by all solutions proposed
Defined value proposition	20	
Clients/customer profiling	10	
Competitors	5	
Solution readiness for internationalisation (i.e. in English or in process, in line with the standards, etc.)	5	
Section 3 – International activity	15	
International experience	5	
Website in English	10	
Section 4 – International perspectives - Going international: USA and Canada	25	
Presence of an internationalisation plan/strategy/objectives	10	
Motivations to expand to the target international markets	10	
Knowledge of the target market	5	
TOTAL SCORE	100	

Evaluation procedure

The evaluation will be carried out by the Consortium Partners of the MobiGoIn-Action project. It will take into consideration the defined criteria and will last 20 days from the submission deadline.

Selection

A minimum score of 60 points is required to be admitted to the Acceleration program. All applicants will be informed of the final results of the evaluation procedure within July 12th, 2018.

Each selected company will have to confirm its commitment to follow the Acceleration Program, assuring its participation to the planned activities.

The foreseen effort per company is approximately 3 days (1 per each acceleration activity), plus 1 day and half for the matchmaking event (November 19th-20th, in Paris France).

Important dates and deadlines

The following table summarises the main dates and deadlines for the Open Call 1 application, evaluation and results' communication process.

Table 2 - Main dates for Open Call 1 - WR1

Open Call 1 – WR1	Date / Deadline
Publishing date	May 21, 2018 at 17:00 CET
Closing date	June 21, 2018
Deadline for submission	June 21, 2018 at 17:00 CET
Evaluation period	20 days from closing date
Selection communication	July 12, 2018
Acceleration services	From July to November 2018
EU Matchmaking event WR1	November 19-20, 2018

2.5. Next steps: about the Open Call 2 – Internationalisation Program towards USA and Canada

The Acceleration Program for USA and Canada ends in November 2018 with the European Matchmaking Event in Paris, France.

Around September 2018, the Open Call 2, for the registration to the Internationalisation mission to USA and Canada, will be launched. Up to 24 companies will be chosen to participate to the mission and receive a reimbursement of part of the travel costs. The list of conditions and criteria for Call 2 will be defined by then, but **the participation to all the Acceleration Program activities will be an important and relevant criterion when evaluating the participation submissions to the Internationalisation Mission.**

Contact Point

For any information please send an email to theteam@mobigo.in.eu specifying the topic of the request and the question/doubt/information needed.

Answers will be published on MobiGoln-Action project website www.mobigo.in.com.