ACCESS

Inclusive Mobility Acceleration Program

Guide for Applicants

[Press here to apply!](#)

January 2023

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1. Background

ACCESS - the thematic acceleration program for Inclusive Mobility is an EU-funded program operated through EIT Urban Mobility's Israeli Ecosystem Agents, to facilitate the path of selected early-stage startups that are:

- Inclusive mobility startups.
- Mobility startups that have the potential to make their solution inclusive.
- Assistive technology startups whose solution can be relevant and offer value in the area of mobility.

The programme is designed to support 7 selected early-stage European and Israeli start-ups and bring them to the next level, in a 2 month acceleration process that consists of 2 parts:

1. **2-month online coaching and training focusing on:**
   - Refining product-market-fit, business model, impact strategy, scale and growth opportunities, internationalization;
   - Personal mentoring by industry experts
   - Virtual Board meetings
   - Tools for improving investor pitch;
2. **3-day visit to Israel including a festive Demo Day**
   - Introduction with the vibrant startup-nation mobility ecosystem
   - Entrance to EcoMotion - Israel's leading mobility conference
   - Opportunity to pitch in front of leading investors and VCs in the Demo Day event to be held as part of the EcoMotion Week 2023s

Graduating startups will gain:
- Opportunity to enter the fast track for evaluation of a pilot with the Tel-Aviv Municipality
- Access to EIT Urban Mobility investment initiatives, funding instruments and opportunities for pilots.

What is inclusive mobility?
For the purpose of this program, *Inclusive* is defined as "fit to all", with emphasis on the more vulnerable communities, in terms of physical abilities, mental abilities, age, gender etc.
Mobility is defined as the human need to travel from one geographical location to another, be it short or long distances. Hence *Inclusive Mobility* is about making travel accessible - it is the ability of even the most vulnerable to travel safely and comfortably from one location to another.

- "An estimated 1.3 billion people – or 1 in 6 people worldwide – experience significant disability."

- "Persons with disabilities find inaccessible and unaffordable transportation 15 times more difficult than for those without disabilities."

<div align="right">

WHO, December 2022

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Inclusive mobility is a crucial step towards social inclusion. Designs that provide the need of people with physical, sensory or cognitive impairments to have good access, satisfy the needs of many other groups in society who benefit from an accessible environment. People traveling with young children or carrying luggage, older people, people with temporary mobility problems (e.g. a broken leg), and more. ACCESS aims to support startups offering solutions that disable mobility barriers and promote an inclusive environment that is accessible to all people, including those who have disabilities, whether visible or not.

The ACCESS Inclusive Mobility program is managed by EIT Urban Mobility's Israeli Ecosystem Agents:

- **8200 IMPACT** is the first and most prominent acceleration program and community in Israel for Impact-tech startups that aim to tackle significant social or environmental challenges through advanced technological solutions. Since it was founded by the 8200 Alumni Association in 2013, more than 80 ventures participated in the program and gained access to top-tier mentors, domain experts, strategic partners, and leading investors in Israel and worldwide.
- **CityZone** is an Urban Tech Living Lab and Open Innovation hub, founded by Tel Aviv Yafo municipality, Tel Aviv University and Atidim Park Tel Aviv. CityZone operates a year-long Smart City and Smart Mobility startup acceleration program. The selected projects have the Tel Aviv municipality as a design partner, can test their technologies at the municipality's sandbox in Atidim, and have access to the city's data. In addition, CityZone has collaborations with cities and corporations around the world.

2. Offering

What do we offer?

2 months of exclusive acceleration program for inclusive mobility startups:
- Refining product-market-fit, business model and inclusive design
- Work on impact strategy as well as scale and growth opportunities
- Personal mentoring by industry experts
- Virtual Board meetings
- Personal investor pitch perfecting

A visit to Israel and introduction with vibrant startup-nation mobility ecosystem

Free tickets to EcoMotion 2023, Israel's leading mobility event - meet startups, key industry players, investors and relevant stakeholders.

The opportunity to pitch in Demo Day Event during EcoMotion in front of leading investors and VC funds

The opportunity to enter the fast track for evaluation of a pilot with the Tel-Aviv Municipality

Access to EIT Urban Mobility investment initiatives and funding instruments

3. Eligibility criteria

Applicants must comply with the following eligibility criteria:

● The startup is based in Europe or in Israel
● The startup's business model is scalable
● A team with at least 2 persons fully dedicated to the startup
● The startup's product/service fits with ACCESS thematic scope of inclusive mobility, and offers a technological solution that tackles a significant mobility problem that is related (but not exclusive) to:
  ○ Accessible mobility for everyone - Inclusive public transportation, private transportation, and micro-mobility
  ○ Barrier-free pedestrian environment
  ○ Active solutions for road safety and safe travel for vulnerable people
  ○ Audio Mobility Assistant
  ○ Inclusive journey planning
  ○ Data analytics
  ○ Any other Assistive technology for mobility

4. Application Process & Timeline

Application for the ACCESS - Inclusive Mobility Acceleration Program is available through the online application form from 15 January 2023 till 14 March 2023 at 23:00 CET. There will be no extension of the deadline.

The application form is designed to help the evaluating team understand to what extent your startup fits the ACCESS program. Please make sure to keep your answers short and to the point, and to **highlight the relevancy of your startup to the field of inclusive mobility**.

For startups whose main focus is mobility, please indicate in what ways your product or service promotes or can promote inclusive mobility, and how do you plan to achieve this and make it inclusive.

For startups whose main focus is assistive technology or accessibility, please indicate how your product or service is relevant in the area of mobility - what mobility challenges it solves or can solve, and how do you plan to achieve this and offer an inclusive mobility solution.

Pay attention - during the application all compulsory fields must be filled.

Following the submission of the online application form, the startups will be evaluated through a three-phase screening process:

- Call opens 15 January 2023
- Deadline for applications 14 March 2023
- 1st screening: evaluation of applications & call for interviews by 15 March 2023
- 2nd screening: online interviews with the program's organizers 15-19 March 2023
- 3rd screening: finalists' online interviews 20-23 March 2022
- Communication of results 26 March 2023 - Tentative
- Start date of Access acceleration program 30 March 2023 - Tentative
- Visit to Israel & Demo Day 22-24 May 2023 - Tentative
- Last online session - May 2023 - Tentative

5. Evaluation Phases & Criteria

The evaluation of proposals and fit with the ACCESS program will be led by a panel of at least one representative from EIT Urban Mobility's Impact Venture team and at least three external experts nominated by the program's organizers.

The evaluation process will consists of 3 screening phases, during which the applying startups will be evaluated and screened according to 4 guiding criteria:

Criteria		Weight
Excellence & Innovativeness	The startup's solution is new and innovative. The startup has shown an impressive track record of progress and achievements.	20%
Relevance & feasibility	The innovation presented relates to a real-life challenge and the solution tries to solve the challenge in an effective way.	20%
Impact	The challenge itself presents a serious issue in the world of Urban Mobility, and the solution is scalable and can be implemented widely upon fruition.	20%
Team	The team's promise. The team members' resumes are impressive, and have a good fit with the initiative's goals. The diversity of the team and its gender mix will also be considered.	20%
Overall assessment of the submission	The online application and the presentations in the online interviews are complete, coherent and clear. During the interviews, the startup provided satisfying answers to the evaluating panel's inquiries	20%

- **1 st phase – Online evaluation**

  The applications will first be reviewed online and evaluated by the expert team of the program organizers. Selected startups will be called for an online interview.

- **2nd phase** – **First Online Interview**

  The selected startups will be interviewed online by a panel of the program's organizers between the dates 15- 19 March 2023

- **3rd phase** – **Final Online Interview**

  Finalists will be called upon for an additional online interview between the dates 20-23 March 2023. The interview will include 5 minutes pitch by the candidate followed by 10 minutes for Q&A from the evaluating panel.

6. Communication of Results

Both negative and positive answers will be communicated to the email of the startups representative as filled in the application form. The evaluation details will remain confidential. There is no appeal process.

7. The Selected Startups

- Will have to attend and participate in all of the program's schedule - including group lectures, individual mentoring sessions, and week of physical encounters in Israel during May 2023.
- Provide the registration certificate as a requirement to join the programme in which they commit to participate in all of the programs activities.
- Present their investors pitch during the program's demo day.
- Fill a survey regarding the perceived value of the program after its completion.
- Submit a confirmation of support letters including next steps for the startup beyond the program, with assistance from the program's mentors.
- Include EIT Urban Mobility's logo on their websites.

8. Support and Contact

For any questions or further information regarding the ACCESS program or application, please email us at soniab@8200.org.il

Good luck!