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MobiGoIn-Action

Call 2: Participation to the US Mission

To participate to the mission to San Francisco, CA (USA)
- **February 25th to February 28th, 2019** -
for European SMEs and start-ups
interested in USA's Smart Mobility and Automotive markets

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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 MobiGoln-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.
- ⊕ MobiGoln-Action: Mobility Goes International – in Action
- ⊕ MobiGoln Network: SMEs and start-ups participating to the MobiGoln-Action Acceleration and Internationalisation programs, selected through the project open calls
- ⊕ MobiGoln Value System: map of the technologies, services and products offered by the MobiGoln Network aimed to certain target markets
- ⊕ 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/US: United States of America
- ⊕ WR (World Region):
 1. WR1: USA and Canada

Open Call 2: Internationalisation Program for USA and Canada

This second open call, addressed to European SMEs and start-ups from the Smart Mobility sector, defines the conditions to apply to the **MobiGoIn-Action Internationalisation Mission to USA**.

4-day Mission in California

The Internationalisation Mission in the United States of America is a **4-day Mission that will be held in San Francisco, CA**, and its immediate surroundings, **from Monday February 25th to Thursday February 28th, 2019**.

The Mission provides the opportunity to take part to a structured business program, to meet in person potential partners and local market experts, and to develop potential collaborations and cooperation opportunities with different stakeholders from the United States.

A maximum number of **15 companies** will be chosen to participate to this mission; only 1 person per SME is admitted.

The preliminary program

The 4-day Mission agenda in USA is organised by [French Tech Hub](#) and [Silicon Valley Forum](#), two high qualified services providers, which are partners of the [MobiGoIn-Action Consortium Clusters](#), and collaborate with this internationalisation initiative.

The preliminary program includes the following activities:

- **B2Bs: one-to-one meetings and matchmaking** with companies, VCs and other actors such as: Nvidia, Cruise Automation, Hyundai Motor Comp., Icebreaker Ventures (Autonomous World Fund), Silicon Valley R&D Tech Center (Volvo), Streetline, Mapr, Uber, VTA, etc.
- **Individual mentoring and coaching** with business experts and start-up leaders about strategic topics to develop a business in the US.
- **Business Visits** to companies (presentation and tour) such as Uber/Lyft, Intel, Cisco, IBM, Flexport, Scoot, etc.
- **Pitches** with experts and investors.
- **Smart city focused-sessions and visits** to the San Jose City and other companies.

The mentioned companies for the B2Bs and visits are still in to be confirmed. Once the European companies participating to the mission are selected, their profiles will be shared with both organisers for them to consolidate the agenda accordingly and to identify customised US companies and partners for the meetings and visits.

In the following table, the preliminary agenda for the Mission is shown.

Table 1 – Mission program (some changes in the program may occur)

	DAY 1: 25 th Feb (San Francisco)	DAY 2: 26 th Feb (San Jose)	DAY 3: 27 th Feb (San Francisco)	DAY 4: 28 th Feb (San Francisco)
MORNING	Welcome <u>Informative Session</u> about Sales, compliance in the USA and American HR	<i>(Travel from San Francisco to San Jose, included)</i> <u>Smart Cities sessions</u> about: Urban Planning and Automated technologies, Next Generation of Smart Cities, Preparing a City for Self-driving cars	<u>B2B Matchmaking sessions</u>	<u>Smart Cities Sessions</u> about intelligent infrastructure and transport of the future, and Insights on Smart Mobility Road Map
LUNCH	Included	Lunch, <u>Presentation and tour</u> of 1 company	Discussion with <u>Mobility start-up</u> founders	Included
AFTERNOON	<u>Pitch session and feedback</u> for DAY3 evening presentation. <u>Individual mentoring sessions</u> with industry experts, partners and entrepreneurs	<u>Presentation and tour</u> of 2 companies	3 Companies' Presentation and tour. Practice pitches	<u>Individual mentoring sessions</u> with industry experts, partners and entrepreneurs <u>Feedback session and wrap-up</u> of the Mission
EVENING	Free	Free	Pitch event with investors and experts	Free

Companies must be present on Monday 25th morning, until Thursday 28th afternoon to complete the wrap-up of the mission.

Mission costs

The participation to the **Mission's activities is free for the 15 selected SMEs/start-ups**. Only 1 person per SME/start-up can participate.

Lunches and snacks for the daily activities as well as transportation to the different sites are included in the Mission.

Each company must cover its own traveling expenses, accommodation and dinners.

Each selected company is eligible to **receive a reimbursement of up to 600,00 euro to cover part of its travel + accommodation costs.**

Reimbursement is assured only for SME (responding to the EU definition: see *SMEs definition*

) attending the entire mission program (from Monday 25th 8:00 am, until Thursday 28th 6:00 pm) and only supported by the original receipts.

Open Call 2 process

Open Call 2 dates

The Call 2: Participation to the US Mission will be published on Friday January 18th, 2019, 9:00 (CET).

The application form will be available for 2 weeks in this [link](#). The final **deadline for applying to the mission is Thursday, January 31st, 2019, 23:59 (CET)**.

Only online applications will be considered eligible. Submission language is English.

Table 2 - Main dates for Open Call 2 - WR1

Open Call 1 – WR1	Date / Deadline
Publishing date	January 18, 2019 at 9:00 (CET)
Deadline for submission	January 31, 2019 at 23:59 (CET)
Evaluation period	2 days from closing date
Selection communication	February 5, 2019
Send flight and accommodation confirmation, to theteam@mobigo.in.eu	February 10, 2019
Mission to San Francisco, CA, USA	From February 25 to February 28, 2019

Frequently Asked Questions (FAQs)

Questions can be asked via email to theteam@mobigo.in.eu from the day the call is published until 3 days before the submission deadline.

Selection and evaluation criteria

Companies that apply to the international mission will be ranked according to the evaluation criteria shown in the table below.

Companies that participated to the Acceleration Program for USA and Canada in 2018, already evaluated (when selected in the Open Call 1), will have the priority in the final ranking.

Companies that did not participated to the Acceleration Program in 2018, **must fill in an extra form** that will allow the profiling and mapping of the company and its solution

to have a better knowledge and understanding of its offering, competences and experiences in terms of internationalisation. The profiling form will be evaluated according to the following criteria.

Table 3 - Evaluation Criteria

Criteria	Points
SECTION 1 – Company profile	20
Focus in Smart Mobility	10
Presence of sales/marketing staff	10
SECTION 2 – Proposed Solution/competence	40
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

A minimum score of 60 points is required to be admitted to the International Mission.

In case of a tie score between different companies, the companies from the less represented European country will prevail over the ones of already represented country to assure a balanced participation from companies coming from different European countries.

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 2 working days from the submission deadline. All applicants will be informed of the final results of the evaluation procedure within February 5th, 2019.

Conditions of participation for the selected companies

Each selected company **must confirm its commitment to the Mission by sending via email to theteam@mobigo.in.eu its flight and accommodation booking details within February 10th, 2019**, assuring its participation to the planned activities.

Conditions of eligibility

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

- To be a European SME or start-up (in line with the European definition of SMEs, described below).
- To have at least 1 marketable Smart Mobility solution (in line with the MobiGoIn-Action Smart Mobility market segments, as shown in the figure below).

- To be ready to approach the Automotive and/or Smart City markets in USA and Canada.
- PRIORITY: companies that took part on MobiGoln-Action Acceleration Program for USA-Canada have the priority in the final selection for admission, according to the score they obtained in the first Open Call 1.

Table 4 – MobiGoln-Action Smart Mobility market segments

	AUTOMOTIVE	SMART MOBILITY WITHIN A SMART CITY
Intelligent and cooperative transport	<i>Sharing information</i> among users-vehicles-infrastructures (info-mobility, ...)	<i>Sharing information</i> among users-vehicles-infrastructures (info-mobility, ...)
Intermodal sustainable mobility for the citizens	<i>Green, clean fuel and low emission</i> vehicles and e-bikes	<i>Intermodal smart ticketing</i> for mobility users (smart cards, mobile tickets, etc.)
Sustainable urban freight logistics	<i>On-board information</i>	<i>Transit operations, traffic control and parking</i> management
	<i>Driving assistance</i>	<i>Door-to-door and intermodal mobility management and planning</i> , journey planning and optimization
	<i>Autonomous vehicles</i>	<i>Demand management</i> : modifying citizens' behavior to adopt a more sustainable and energy-saving transport modes
	<i>Connected vehicles</i>	
	<i>Fleet management, Freight transport, Last mile logistics</i>	<i>Fleet management, Freight transport, Last mile logistics</i>

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/EC¹ and the SME user guide².

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.

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, and that's ready to be presented in the US (i.e. already in English).

¹ <http://eur-lex.europa.eu/legal-content/EN/TXT/?uri=CELEX:32003H0361&locale=en>

² <http://ec.europa.eu/DocsRoom/documents/15582/attachments/1/translations>

Participation requirements

Given that the mission is tailored-made for 15 participants, **only one person per company** is admitted to the mission.

The person must participate to all 4 days of the mission and all the planned activities.

Application form

To participate to this Open Call, each company must fill in the google form available at the link: [Call 2: U.S.A. International Mission – Application form.](#)

Only **online applications** will be considered eligible.

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

→ **ONLY for companies that did not participate to the Acceleration Program**

Companies that did not participated to the Acceleration Program in 2018, must fill in an extra form that will allow the profiling and mapping of the company and its solution 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 System, and better organise and execute the mission's activities.

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

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

Applicants must provide the description of the Smart Mobility solution they're going to propose to the USA and Canadian markets.

IMPORTANT: when filling in the online form, **it is not possible to save the answers and modify them in a second moment**; all fields must be filled at the same time. To easily prepare your answers, **you can download the fac-simile document by clicking [here](#)**. 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.

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.

Information about the project, its objectives and activities can be found on MobiGoIn-Action's website www.mobigo.in.com.