

## Launch of the ENTRANCE Open Competition: Connecting innovators to funding opportunities

On September 30, the ENTRANCE Open Competition was launched. Giving you and other innovators alike the chance to speed up your journey improving the sustainability of Europe's transport & mobility sector. On November 26th, 2021, Europe's sustainable transport sector will come together at the next ENTRANCE digital event. During this high-speed event, open competition finalists will get the chance to pitch their innovative solution to investors and buyers.

### THE ENTRANCE PROJECT

The transport and mobility sector plays an important role for European employment and GDP, as it directly employs 10 million people and accounts for about 5% of GDP. However, this sector also represents almost a quarter of Europe's greenhouse gas emissions and is the main cause of air pollution in cities.

Accelerating the uptake and deployment of innovative transport products and services is a prerequisite to achieve the European environmental objectives; however, it remains a bottleneck, due to the lack of visibility of the existing innovative solutions, risks associated with the uptake of "first of a kind" solutions, and low access to finance.

ENTRANCE boots the implementation of innovation solutions that contribute to the ambitious goals envisaged by the European Commission for reducing the transport CO2 emissions by 2030 and 2050 and respond to the increasing mobility needs of people and goods thereby strengthening the European competitiveness and boosting growth and jobs.

ENTRANCE offers a common and legitimate European Matchmaking Platform and complementary off-line services designed to mobilise financial resources to accelerate the market access and scale up of "first of a kind" sustainable transport solutions. The overall concept focus of the ENTRANCE project lies in the "supply-demand-finance" triangle that is envisaged for all transport and mobility modes and all relevant stakeholders.

### THE ENTRANCE OPEN COMPETITION

The goal of the ENTRANCE Open Competition is to attract and connect innovators, buyers, and investors. The winners of the ENTRANCE Open Competition will:

- Receive personalised funding advice from the heart of the ENTRANCE ecosystem. Our experts will guide you through the funding landscape, help you with identifying potential funding opportunities and potentially connect you with suitable partners. This covers public and private funding including innovative financing models such as crowdfunding.
- Get the opportunity to pitch your innovate solution during the next ENTRANCE digital event in November 2021.
- Get the opportunity to demonstrate your solution to dozens of potential funders and partners on the ENTRANCE platform. The video content generated during the Open Competition will enrich your profile on the ENTRANCE matchmaking platform.
- *The winner of the Prize Challenge will win a financial price of €5.000 and a meet and greet with a potential investor. Participants in the Prize Challenge automatically take part in the Open Challenge.*



## OPEN CHALLENGE: SCALE YOUR INNOVATIVE TRANSPORT & MOBILITY SOLUTION!

*Do you believe your “first-of-a-kind” solution has the potential to revolutionize the European transport and mobility sector? Do you have an innovative solution that may decarbonize the transport and mobility sector, and that’s related to alternative fuels or materials for transport vehicles? Do you work with an innovative solution for the design or technology for vehicles? Or have you created an innovative management system or smart or digital solution? Is your innovative product related to the transport & mobility operations or the electrification of the transport?*

*If yes, we’re looking for you and are excited to open up our network and expertise to help scale your solution!*

Transport is a fundamental sector for and of the European economy. Transport services embrace a complex network of around 1.2 million private and public companies in the EU, employing around 11 million people and providing goods and services to citizens and businesses in the EU and its trading partners. Transport also provides mobility for Europeans, thus contributing significantly to the free movement of persons within the internal market. Efficient transport services and infrastructure are vital to exploiting the economic strengths of all regions of the European Union, to supporting the internal market and growth, and to enabling economic and social cohesion. However, the main external costs of transport are those linked to greenhouse gas emissions, local air pollution, congestion, capacity bottlenecks, accidents and noise. In particular, the significant impact of transport on energy use and climate change has to be addressed. In 2016, at least 33% of the final energy consumption and 24% of greenhouse gas emissions (26% more greenhouse gas emissions than in 1990) in the EU stemmed from transport. Addressing these challenges will help pursue sustainable growth in the EU.

### Challenging times call for unconventional solutions

The ENTRANCE Open Competition gives opportunities to innovative transport solutions in all corners of Europe, to show their solutions to solve the 21st century transport & mobility sustainability challenges.

#### To be eligible for participation, you:

1. Are legally based in Europe.
2. Have signed up to the ENTRANCE matchmaking platform.
3. Have an innovative solution that covers one or more of the following goals: Increase the efficiency of the transport and mobility system. | Integrate transport and mobility planning. | Encourage the shift to lower emission transport modes. | Boost the deployment of low-emission alternative energy for transport and mobility. | Remove obstacles to the electrification of transport and the use of alternative fuels. | Move towards zero-emission vehicles to accelerate the transition towards low- and zero-emission vehicles. | Optimise the use of transport infrastructures, corridors as well as hubs and terminals. | Boost the transport network collaboration and coordination. | Pursue global efforts to control and improve emissions from international aviation and maritime transport. | Support the European Green Deal. *Please notice that ENTRANCE will not cover innovative solutions for transport safety and security if it is not directly related to an additional environmental impact.*
4. Are able to share a pitch deck.
5. Are willing to create and share a 1–2-minute video to introduce yourself and your innovative solution to the jurors.
6. Are able to attend and pitch at the ENTRANCE digital event on the 26<sup>th</sup> of November 2021.

Interested? Read on to learn how you can apply to the ENTRANCE Open Competition.



**PRIZE CHALLENGE: IMPROVE URBAN LOGISTICS IN EUROPE BY SCALING YOUR  
INNOVATIVE LAST MILE DISTRIBUTION SOLUTION!**

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Logística i mobilitat

*Do you believe your “first-of-a-kind” solution has the potential to support achieving CO2-free city logistics? Do you have an innovative vehicle or smart or digital solution that may reduce the EU CO<sup>2</sup> emissions caused by urban logistics? Is your innovative product related to the optimisation of urban freight and logistics? Or do you work with a solution for the clean, alternative & low or zero-carbon city logistics fleets?*

*If yes, we’re looking for you and are excited to open up our network and expertise to help scale your solution!*

Environment, pollution and congestion are high on the agenda of both cities and private stakeholders that are joining forces to address the challenge collaboratively. Cities need to ensure good quality of life which means securing healthy conditions while providing citizens with easy access to services and goods. Industry needs to reach their customers while keeping their selves highly competitive and sustainable. Policies to address air pollution, congestion and safety challenges are gaining importance in cities having important implications to freight transport and logistics. In particular, the 2011 White Paper on Transport of the European Commission has established the target to reach CO<sub>2</sub>-free city logistics in major urban environments by 2030. Most cities are embracing this (or similar) objectives and industry is also progressing to freight transport and logistics decarbonization. Pollution is raising concern due to health implications and several cities have taken fast action and implemented zero or low emissions zones.

## Zero emission urban freight and logistics requires alternative solutions

To address these challenges the ENTRANCE Open Competition gives opportunities to innovative urban freight and logistics solutions in all corners of Europe, to show their solutions and together work towards a *European zero emission last mile distribution*.

### Prize

The winner of this Challenge will receive a monetary prize of 5.000€ (VAT excluded) that has been sponsored by Centrais I Infraestructuras per a la Mobilitat Logistiques SAU (CIMALSA). This prize will be transferred to the winner by wire transfer to the company’s official bank account.



To be eligible for participation, you:

1. Are legally based in Europe.
2. Have signed up to the ENTRANCE matchmaking platform.
3. Are able to share a pitch deck.
4. Are willing to create and share a 1–2-minute video to introduce yourself and your innovative solution to the jurors.
5. Are able to attend and pitch at the ENTRANCE digital event on the 26<sup>th</sup> of November 2021.
6. Can pitch an innovative and sustainable last mile distribution solution that covers, at least, one or more of the following areas:
  - Air quality
  - Clean, alternative & low or zero-carbon fleet, including electrification and sustainable new fuels and new smart vehicles
  - Space management and consolidation
  - Data (what to share and in what form) to achieve flows consolidation
  - Stakeholders Collaboration
  - Urban planning, infrastructure and systems
  - City/district/transport systems
  - New business models, approaches and services
  - Urban delivery solutions
  - Digitalisation and smart solution



Interested? Read on to learn if and how you can apply to the ENTRANCE Open Competition.

*Please notice that those legal entities that do not win this competition will automatically participate in the Open Challenge.*



## Applying to the ENTRANCE Open Competition: On your way to funding and collaboration

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### Are you ready for funding and collaboration?

Then get ready for the ENTRANCE Open Competition. Your opportunity to become part of Europe's latest and biggest effort to match the supply-demand-finance triangle of our entire transport and mobility ecosystem.

### How serious are our jurors?

Your submission will go through a transparent and fair selection process considering the business case, financial aspects, and the technical solution aspects of the solutions. The Open Competition jurors will have a good look at all the elements that make up a good business plan as described below. The exact evaluation criteria are available in the annex below.

### How can you enter?

Breathe, and take a few seconds. Life is too short to spend time filling forms. So let's keep it simple. For you, and for the jurors. To apply for the ENTRANCE Open Competition there are three things you need to do:

1. **Sign up to the [ENTRANCE matchmaking platform](#).** Yes, this does mean you have to fill in some forms. The good news is that this already makes you a winner. Why? By signing up you gain instant access to relevant information and partners that can help you reach the market or scale up your solution. You also gain access to our matchmaking events and our complimentary and impartial orchestrator service that enables potential purchase aggregation. What? Well, purchase aggregation means that multiple investors and partners can co-invest in and co-purchase your innovation.
2. **Share your pitch deck.** Make sure it looks good. Don't forget to include information on: your company, the problem, the solution, market size, competition, competitive advantages, the product, traction, the business model, a basic financial forecast, other investors, use of funds, and who is involved. The better insight you provide, the stronger your application will be. For more instructions, read Alejandro Cremades' advice on building a pitch deck (published in Forbes Magazine). Please indicate if the pitch deck can be shared beyond the jurors or not.
3. **Show yourself.** Create a 1 to 3 minutes video and tell us about; Who you are, why you are doing this, how you will do it, when it will be done and what it will look like. Make sure the quality is good enough to keep our jurors happy, and keep in mind that the video can be used on your ENTRANCE profile. Online tools such as Vormats can make it easier to create the video.

The application deadline is 30<sup>th</sup> October, 2021.

Please send your pitch deck and video to: [secretariat@entrance-platform.eu](mailto:secretariat@entrance-platform.eu).

Before November 12<sup>th</sup>, 2021, you will learn if you have made it to the final.



## ANNEX: Evaluation Criteria

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How compelling is the story behind the innovation?	x 2
How would you assess the quality of the organization/company behind the innovation?	-
How is the problem the innovation aims to solve described?	-
What is the quality of the innovative solution provided by the innovator?	-
How would you rate the environmental sustainability of the solution?	x 2
What is the market potential (size & competitive advantages) of the innovation (in combination with the innovator)?	x 2
To what extent are risks, such as competition, clarified and mitigated?	-
What do you think about the product?	-
How would you assess the traction of the product?	-
What is the quality of the business model?	x 2
How would you assess the financial forecast of the innovator?	-
Do you have a clear picture of other current and previous investors?	-
How would you assess the quality of how the innovator intends to spend the money invested?	-
What is the quality of the people behind the innovation?	x 2