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APPLICANT INFORMATION SESSION

EIT Regional Innovation Booster
Hungary 2027

A seven-month international market-access programme for Hungarian start-ups.

Call open 15 September – 15 October 2026

Delivered by EIT Urban Mobility with the Hungarian Innovation Agency (NIÜ)

INFO SESSION

Agenda: What we'll cover today

01 EIT and the RIB Hungary

02 Scope of activities and benefits

03 Who can apply – eligibility

04 Requirements for participants

05 Funding & payment arrangement

06 Evaluation criteria

07 How to apply

08 Contact and Q&A

CONTEXT

EIT in numbers

EIT Community
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70+
Hubs across Europe

2 420+
Leading Partners

2 450+
New Products or services

9 900+
Ventures Supported

880 000+
Learners trained

71 BILLION
Valuation of EIT start-ups

9.5 BILLION
Investment raised by EIT ventures

CONTEXT

About the EIT & the Regional Innovation Booster

The EIT

The European Institute of Innovation and Technology is an EU body that strengthens Europe's ability to innovate through its Knowledge & Innovation Communities (KICs) - pan-European partnerships of companies, universities and research centres.

The Regional Innovation Booster (RIB)

A flagship EIT initiative that helps start-ups in emerging and moderate-innovator regions grow into new European markets. It is rolled out country by country.

Hungary 2027

The third national RIB, after Poland (2025) and Malta (2026).

Who delivers it

EIT Urban Mobility on behalf of the EIT Community RI&I Cluster, with the **Hungarian Innovation Agency (NIÜ)**, under the EIT–Hungary Memorandum of Understanding (2025).

eit Community

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CONTEXT

About the thematic areas (KICs)

2010

EIT Climate-KIC

Accelerate the transition to a zero-carbon economy

EIT Digital

Drive Europe's digital tranformation

EIT InnoEnergy

Achieve a sustainable energy future for Europe

EIT Health

Give EU citizens greater opportunities for a healthy life

2015

EIT RawMaterials

Develop raw materials into a major strength for Europe

2017

EIT Food

Lead a global revolution in food innovation and production

2019

EIT Manufacturing

Strengthen and increase the competitiveness of Europe's manufacturing industry

EIT Urban Mobility

Smart, green and integrated transport

2022

EIT Culture & Creativity

Unite Europe's creatives

COMING SOON!

EIT Water

Contribute to a circular and sustainable water economy

OVERVIEW

The RIB Hungary programme at a glance

8
start-ups selected
one single cohort

7
months
Dec 2026 – Jun 2027

2
phases
preparation ⟶ expansion

€2,500
travel & conference package
lump sum, per selected start-up

Goal of the programme:
To help mature Hungarian companies with proven traction at home break into a new European market, backed by a Buddy, mentoring, and funding instead of figuring it out alone. In seven months, a cohort of eight companies goes from a validated market entry strategy to real contacts and early traction in that market.

OVERVIEW

Key dates

15 Sep 2026	Call opens	Applications open on the EIT Urban Mobility Programmes Portal.
21 Sep 2026	Info webinar	11:00 CET — call content, requirements and how to apply.
15 Oct 2026	Application deadline	17:00 CET — late submissions are inadmissible.
Nov 2026	Evaluation & results	Admissibility, eligibility and quality evaluation; results communicated.
Dec 2026	Projects start	Contracting and programme kick-off.
Dec 2026 – Jun 2027	Programme runs	Two phases over seven months.

Who the programme is for

Innovative, growth-oriented Hungarian SMEs with a strong domestic position, ready to scale internationally within the next 6 –12 months.

A committed founding team

Founders personally ready to drive international expansion.

A novel offering

A product, service, technology or deep-tech solution that is already operational.

Proven product-market fit

Demonstrated fit and commercial traction in the Hungarian market.

A clear international ambition

A specific European market you want to enter — and why.

BENEFITS

What you get from taking part

Hands-on expert & network support

Delivered in kind throughout the seven months

- A dedicated mentor in Phase 1 - up to 20 hours of 1:1 support
- A matched EIT RIB "Buddy" in Phase 2 - 40 hours with an operator who knows your market
- Group go-to-market workshops + guest-speaker sessions
- International online matchmaking and warm introductions
- Optional participation in EIT Community events

Financial support

€2,500

Lump-sum travel & conference package per start-up, to fund in-person market entry in Phase 2.

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The seven-month journey

PHASE 1

Market Preparation

Months 1–3 · primarily online

- Validate your target market
- Build an executable entry strategy
- 20h of 1:1 mentoring

Milestone review

PHASE 2

Market Expansion

Months 4–7 · online + in-market

- 40h with your matched EIT RIB Buddy
- €2,500 travel & conference package
- Matchmaking + EIT Community events

One cohort of 8 moves through both phases together.

PHASE 1 · MONTHS 1–3

Market Preparation

Validate your chosen European market, assess your readiness, and build an executable market-entry strategy. Delivered primarily online.

- **Group go-to-market workshops** Structured sessions covering the fundamentals of international expansion.
- **Expert-led sessions** Experienced founders sharing journeys, plus specialists on pricing, localisation, sales, partnerships, regulatory readiness and pitching.
- **20 hours of 1:1 mentoring** A dedicated mentor assesses your readiness and supports market selection.
- **Confirm your target market by end of Month 2** This triggers the matching of your Phase 2 Buddy.
- **Milestone review (Feb–Mar)** Your Market Landing Package (DEL 1) is reviewed and the Buddy match is confirmed.

PHASE 2 · MONTHS 4–7

Market Expansion

Put the strategy into action and start entering your target market, with hands-on support on the ground.

- **40 hours with your EIT RIB Buddy** An independent operator, expert in your target market and sector, matched by the RIB Hungary Lead - coaching plus warm introductions to clients and partners.
- **€2,500 travel & conference package** A lump sum to fund in-person presence in your chosen market.
- **Continued workshops & guest speakers** Ongoing group learning throughout the phase.
- **Matchmaking & EIT Community events** International online matchmaking and optional participation in EIT Community events.
- **Market Expansion Report (DEL 2)** Closes the programme at Month 7 with evidence of your traction.

WHO CAN APPLY

Eligibility criteria

1	**For-profit SME**	A legal entity that is an SME under the EU definition (sole entrepreneurs are not eligible).
2	**Registered in Hungary**	Legally registered and operating in Hungary.
3	**At least 3 FTEs**	Minimum three full-time employees at the time of application.
4	**Owns the IP**	Full ownership, or exclusive commercialisation rights, over the solution's intellectual property.*
5	**In a thematic area**	Active in one of the eight EIT thematic areas (see next slide).

** University / research IP: you must hold, or be actively securing, exclusive rights sufficient to commercialise abroad - full transfer of ownership is not strictly required.*

The eight thematic areas

Climate powered by Climate-KIC	**Digital** powered by 28Digital	**Food & Agritech** powered by EIT Food	**Healthcare** powered by EIT Health
Energy & Renewables powered by InnoEnergy	**Raw Materials** powered by EIT RawMaterials	**Urban Mobility** powered by EIT Urban Mobility	**Culture & Creativity** powered by EIT Culture & Creativity

Your solution must fall within one of these challenges. Full scope and links are in Annex 2 of the Call Manual.

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Two deliverables

DEL 1

Market Landing Package

Due: end of Phase 1 (Month 3)

- International expansion strategy
- Commercial action plan
- Stakeholder mapping with a first list of priority customers, partners and investors

DEL 2

Market Expansion Report

Due: end of programme (Month 7)

- Market-entry activities and outcomes
- Evidence of traction - pilots, letters of intent, partner engagement
- An updated investor pitch deck

EIT Urban Mobility provides a template for each deliverable. On-time delivery is compulsory and linked to payment.

What we ask to participants

1. **Attend all 6 mandatory group workshops** Active presence across the seven months.
2. **Engage with your mentor and Buddy** Make full use of the 1:1 support.
3. **Confirm your target market by end of Month 2** Submit your chosen market with a short rationale.
4. **Submit DEL 1 and DEL 2 on time** Within the established deadlines.
5. **Founder / C-level participation throughout** A maximum of two co-founders or senior managers act as official participants - additional team members are welcome at the group workshops.

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Funding & payment

What is funded by EIT

€2,500 per start-up

- €20.000 total EIT funding for the Call
- Covers Phase 2 market-entry (travel & conference)
- Pre-defined lump sum - cannot be increased or reduced

How it is paid

Disbursed in Month 4, after Phase 1 concludes - paid as a lump sum directly to your company.

Payment is conditional on:

- Signature of the Participation & Financial Support Agreement
- Submission and approval of DEL 1 (Month 3)

EVALUATION CRITERIA

How your application is evaluated

Only admissible and eligible applications go to quality evaluation. Each is scored by a panel of two external experts and one internal KIC expert; your final score is the average of the three.

0 - 5	30	18	8
score per criterion	maximum points	threshold to be considered	places available

- Scale: 0 Fail · 1 Poor · 2 Fair · 3 Good · 4 Very good · 5 Excellent
- Highest-ranked above the threshold are selected; others may go on a reserve list (valid until Dec 2026)
- Ties are broken by Internationalisation Readiness, then Market Opportunity & Commercial Potential

The six scoring criteria

EXCELLENCE
max 10

1
Innovation & Competitive Advantage

2
Market Opportunity & Commercial Potential

IMPLEMENTATION
max 10

3
Team & Execution Capacity

4
Internationalisation Readiness

IMPACT
max 10

5
Impact & Scalability

6
Validated Traction & Evidence

Each criterion is scored 0–5 · total 30 · minimum 18 to be considered for funding.

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What evaluators look for

- **Defensibility**
  Protectable IP or a hard-to-copy business model. Deep tech is welcome but not required.
- **Quality of traction**
  Recurring, growing domestic revenue and paying customers count far more than projections.
- **Team & coachability**
  Founder capacity to lead entry - including in-person presence - and openness to the Buddy's coaching.
- **A reasoned market choice**
  Target market backed by real knowledge, with a plan that is executable within seven months.
- **Scalability & impact**
  Growth without proportional cost, a credible multi-market path, and green / digital contribution.
- **Verifiable evidence**
  Third-party-checkable proof: revenue, signed contracts or LOIs, pilots, retention, granted IP, committed funding - not vanity metrics.

Full criterion definitions are in Annex 1 of the Call Manual.

HOW TO APPLY

Submitting on the Programmes Portal

A step-by-step walkthrough of the NetSuite application - from PIC number to final submission.

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Submit an application in 3 steps - summary

1

Get your PIC number

Verify or obtain your 9-digit Participant Identification Code on the EU Funding & Tenders Portal.

2

Register in the Programmes Portal

Complete the Partner Information Form (PIF) in the EIT Urban Mobility Programmes Portal (NetSuite). Allow up to 2 working days - register early.

3

Complete & submit

In the Programmes Portal, open the call and submit your application with all documents before the deadline.

Submit through the EIT Urban Mobility Programmes Portal (NetSuite) · Deadline **15 October 2026, 17:00 CET**

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What to submit

1 **Application form**

Fully completed, in English, respecting the character limits in the form.

2 **SME registration certificate**

A valid company registration certificate (PDF) showing the company address. **Submitted as a Supporting document**

3 **Pitch video**

A video of up to 4 minutes about your venture **Submitted as a link in the Application form**

Important: applications missing, blank or with incorrect mandatory documents are automatically rejected. Late submissions are inadmissible.

Admissibility criteria

- Applications must be submitted before the deadline
- Applications must be submitted through NetSuite
- Applications must contain all supporting documents
- Applications must respect the characters' limit
- Applications must be submitted entirely in English
- No PIC number, or an incomplete Partner Information Form

Before you start

1

Get your PIC number

Register on the EU Funding & Tenders Portal to obtain a 9-digit Participant Identification Code. Already have one? No need to re-register - just verify it on the EU Portal.

2

Register on the Programmes Portal

New to NetSuite? Go to the Programmes Portal, click Register, choose Option 1 (“**I am an organisation** / individual…”) and complete the Partner Information Form (PIF). Already registered? Just log in.

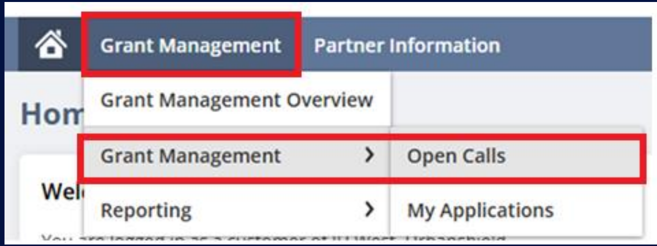
Tip: NetSuite registration can take up to 2 working days - do it early.

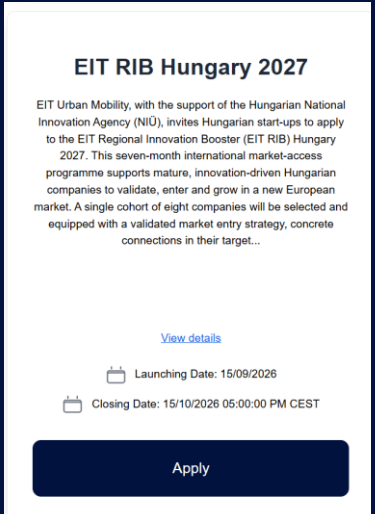
Important: Register as an **Organisation** (not an individual).

HOW TO APPLY

Create your application

In the Programmes Portal, open the call and start your form:





Clicking Apply creates a new Application Form, divided into three sections:

1
Main information
Your startup and summary

2
Project scope
Your solution and pitch video

3
Supporting documents
SME certificate

Community

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Main information

Main Information | Project Scope | Supporting Documents

Main Information

ID proposal number

* Company Name

Registered legal name of your company (max 140 characters).

0 / 140

* Executive summary (max 1000 characters)

Please describe your startup along with the value proposition, its relevance and its expected impact. NB: This information should be accessible to the general public for dissemination. This field should not contain jargon, acronyms, and confidential, or sensitive information (max 1000 characters)

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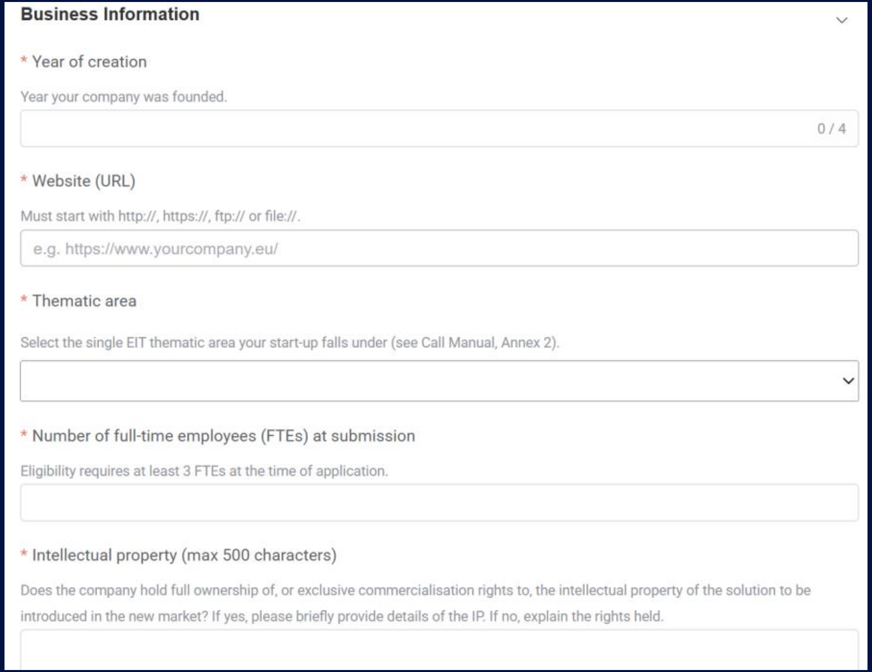
Project scope

- **Business Information**


Business Information

* Year of creation

Year your company was founded.

0 / 4

* Website (URL)

Must start with http://, https://, ftp:// or file://.

e.g. https://www.yourcompany.eu/

* Thematic area

Select the single EIT thematic area your start-up falls under (see Call Manual, Annex 2).

* Number of full-time employees (FTEs) at submission

Eligibility requires at least 3 FTEs at the time of application.

* Intellectual property (max 500 characters)

Does the company hold full ownership of, or exclusive commercialisation rights to, the intellectual property of the solution to be introduced in the new market? If yes, please briefly provide details of the IP. If no, explain the rights held.

Project scope

- Excellence
- Implementation
- Impact

Excellence

* Q1. Innovation & competitive advantage (max 1300 characters)

Describe your product or service and what makes it genuinely different from existing alternatives in your target market. Explain how defensible that advantage is.

0 / 1300

* Q2. Market opportunity & commercial potential (max 1300 characters)

Describe your target market and customer need, the size and accessibility of the market, your business model, and your commercial traction to date.

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Project scope

- **Prepare offline** Draft your answers offline and paste them in only once they're final.
- **Save often** NetSuite does not save automatically - save as you go, don't wait for a whole tab.
- **No URLs** Links are not allowed inside the application form.
- **Cover the essentials** Describe your solution, your traction and your chosen target market - the same ground the evaluators score.

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Project scope

- **Pitch video**

The rules

- Maximum 4 minutes - anything beyond is not assessed
- In English
- Presented by a founder or senior manager who will take part in the programme (on camera at least part of the time)
- Shared as an accessible link (e.g. unlisted YouTube / Vimeo), live until the end of selection

Cover these four things

- **Your company & the problem:** what you do, who you serve, what makes you unique
- **Your traction:** customers, revenue or other market validation
- **Your international ambition:** which market(s) you want to enter, and why
- **Your team:** roles and skills

Pitch video

* Pitch video

Please insert a link of your pitch video (e.g. unlisted YouTube, Vimeo, OneDrive, Google Drive or an equivalent), which must remain available until the end of the selection process. Maximum 4 minutes; content beyond this length is not considered in the evaluation. Language: English. Presenter: a founder or senior management member who will personally take part in the programme, appearing on camera for at least part of the video. The video should cover: your company and the problem you solve; your traction and evidence of market validation; your international ambition and target market(s); and your team.

e.g. https://youtu.be/your-pitch

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Supporting documents

Upload the mandatory documents:

SME registration certificate

A valid company registration certificate (PDF) showing your company address.

Supporting Documents

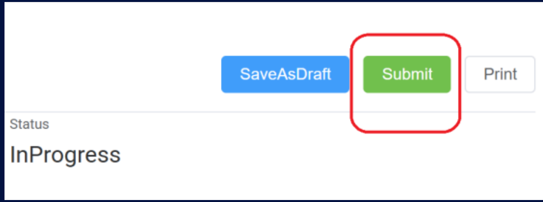
Upload one file per line (max 10 MB per file). Applications missing any mandatory document, or containing blank or incorrect documents, are automatically rejected at the admissibility stage.

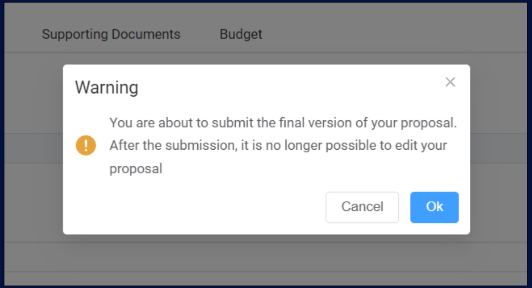
Name	Documents Uploaded	Upload
* Company registration certificate Valid certificate confirming the company is legally incorporated in Hungary, in PDF, containing the company address.		Choose file

HOW TO APPLY

Submit your proposal

- **Click “Save as Draft”** NetSuite does not save automatically - save your progress deliberately.
- **Submit before the deadline** 15 October 2026, 17:00 CET. Late submissions are inadmissible.
- **Don't wait until the last-minute** Leave buffer for uploads and a final check.
- **Technical failure on NetSuite?** Email pmo@eiturbanmobility.eu within 3 calendar days of the deadline, with your proposal ID and time-stamped evidence.





BEFORE YOU SUBMIT

Your application checklist

- ✓ Hungarian for-profit SME · at least 3 FTEs · IP rights secured · in a thematic area
- ✓ PIC number obtained on the EU Funding & Tenders Portal
- ✓ Registered in the Programmes Portal (NetSuite) with a completed PIF
- ✓ Application form completed in English
- ✓ SME registration certificate ready (PDF, with address)
- ✓ Pitch video recorded — under 4 minutes, English, accessible link
- ✓ Submitted before 15 October 2026, 17:00 CET
- ✓ Ready to commit: 6 workshops, mentor + Buddy, DEL 1 & DEL 2, founder participation

Final recommendations

- Read the Call Manual and the Guidelines for Applicants carefully.
- Start preparing your supporting documents early.
- Register on NetSuite early - processing can take up to 2 working days.
- Don't leave your submission to the last day or minute.
- Questions during preparation? Contact Evelin Regina Szász - evelin.szasz@eiturbanmobility.eu.

QUESTIONS?

Let's talk about your application

Programme contact

Evelin Regina Szász

RIB Hungary Programme Lead, EIT Urban Mobility

evelin.szasz@eiturbanmobility.eu

Also useful

- **Read in full —** Call Manual & Guidelines for Applicants (Call page)
- **Technical issues in NetSuite —** pmo@eiturbanmobility.eu

Good luck with your application!

Q & A

Over to you - let's take your questions.