

The mindset, which can lead us to the EIT calls success stories

ABOUT GREEN BROTHER



Co-funded by the
European Union



Becoming
an official HUB
of EIT Urban Mobility
in Hungary.



Starting our advisory
services for Start-ups.

2017 — 2018 — 2019 — 2020 — 2021 — 2022 — 2023



Co-funded by the
European Union



Becoming
an official HUB
of EIT InnoEnergy
in Hungary.

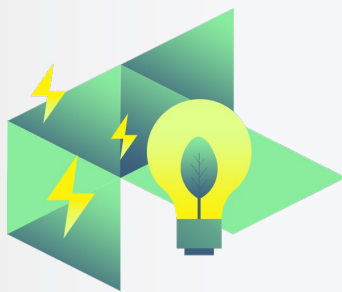
green
Brother

The creation
of Green Brother

OUR MISSION AND VISION



**We drive the transition
to net-zero carbon life.**



**We reduce the risks of
innovations.**



**We generate business
value for our
stakeholders by building
strategic partnerships.**

Urban Mobility Innovation Landscape

URBAN MOBILITY INNOVATION LANDSCAPE

City



The „buyer” of innovations

Start-ups / Innovators



The „provider” of innovations

Citizens



The end users

City

The „buyer” of innovations

City

CITY

city

Manhattan



Debrecen



Pest



Buda



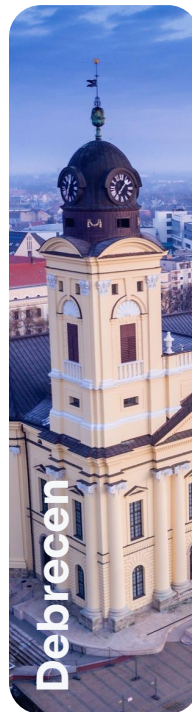
CITY

city

Manhattan



Debrecen



Pest



Buda



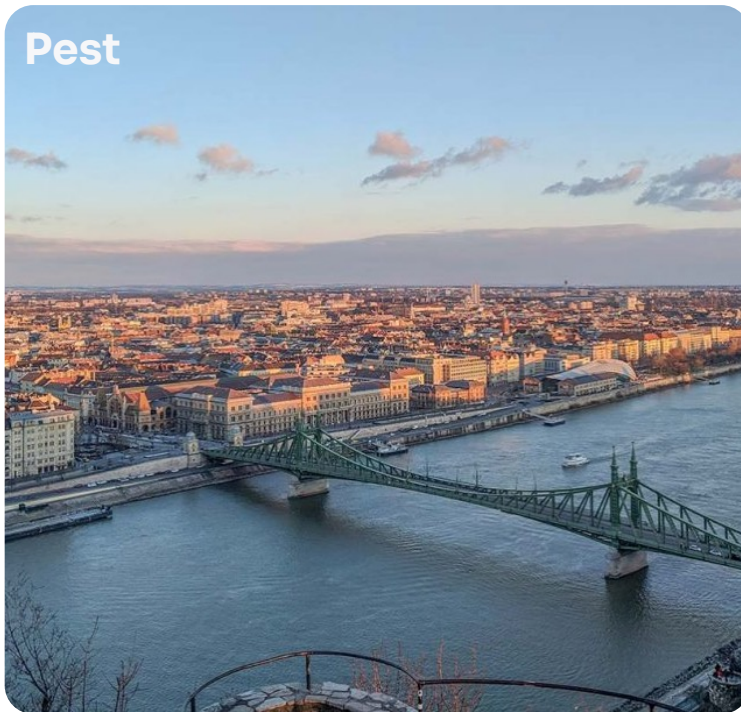
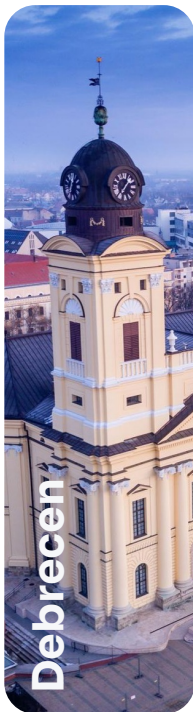
CITY

City



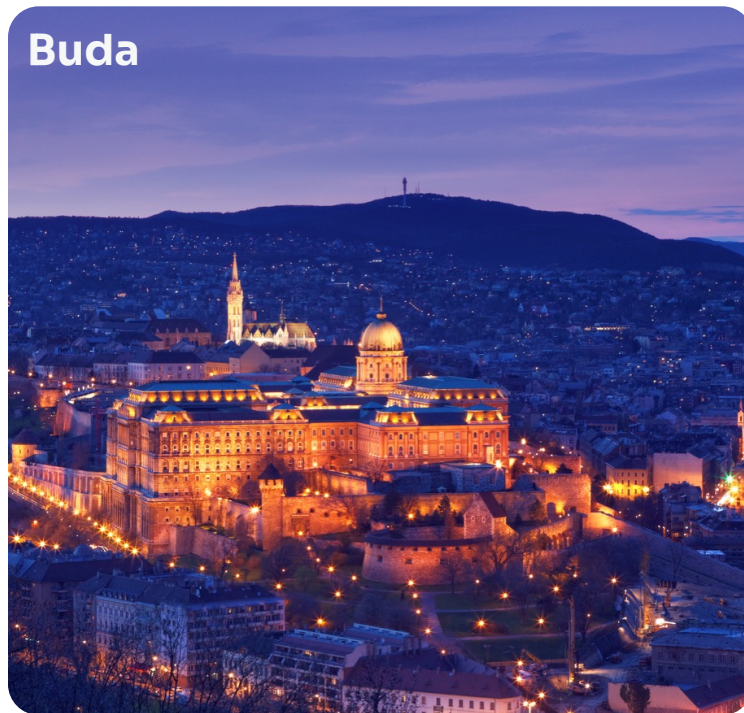
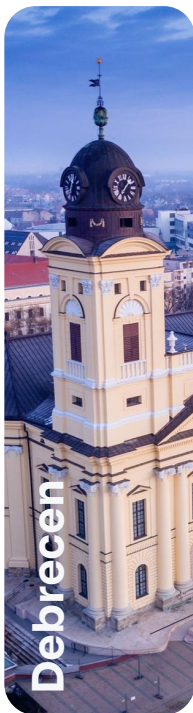
CITY

City



CITY

City



CITY - CHALLENGES

Bureaucracy



- Solutions are urgently needed
- Slow decision making process
- Financial difficulties

Environmental factor



- Different cultural background
- Various geographical landscape
- Different history

Start-ups / Innovators

The „provider” of innovations

Innovators

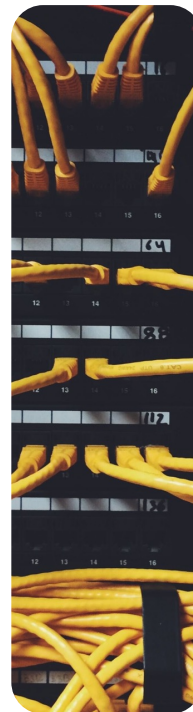
INNOVATORS

Innovators



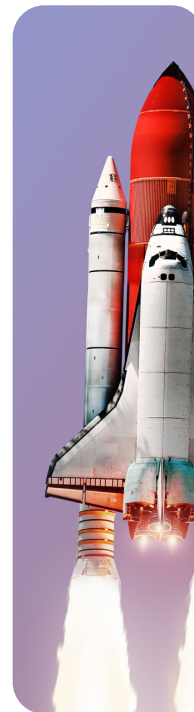
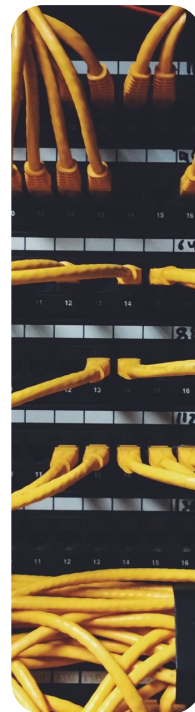
INNOVATORS

Innovators



INNOVATORS

Innovators



INNOVATORS

Innovators



INNOVATORS

Innovators



INNOVATORS – CHALLENGES

Data access



- To create tailor-made solution
- Hands-on approach
- Access to data

Pilot, project opportunity



- Access to city and lobby
- Opportunity to have reference project

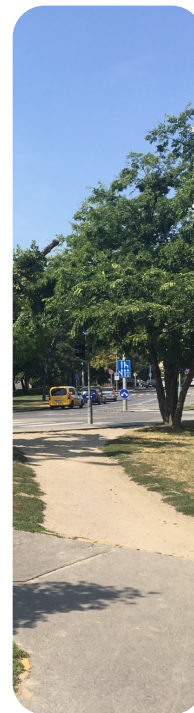
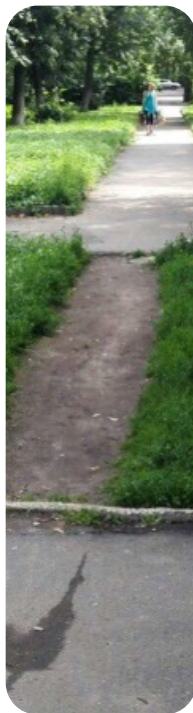
Citizens

The end users

Citizens

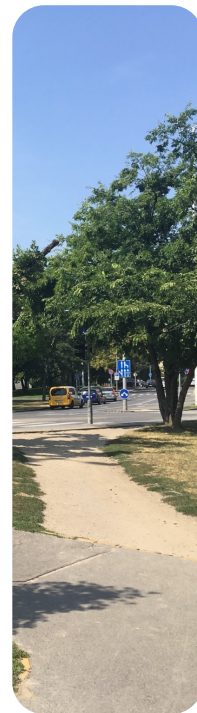
CITIZENS

Citizens



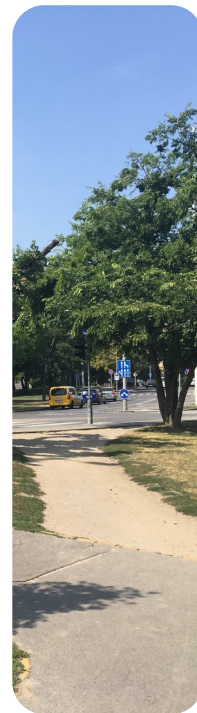
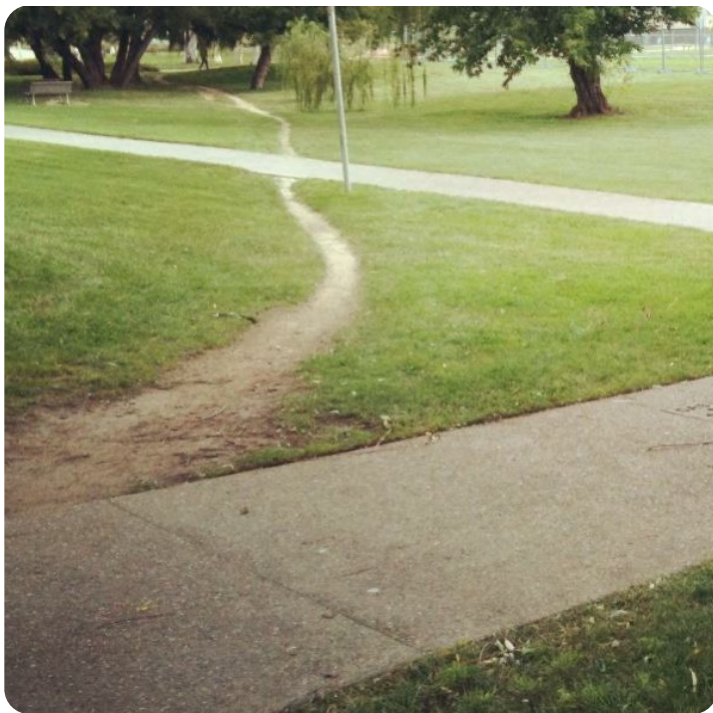
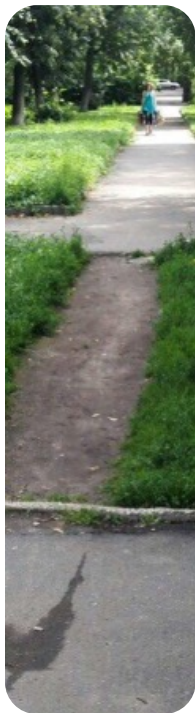
CITIZENS

Citizens



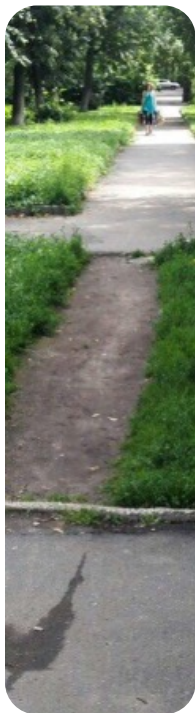
CITIZENS

Citizens



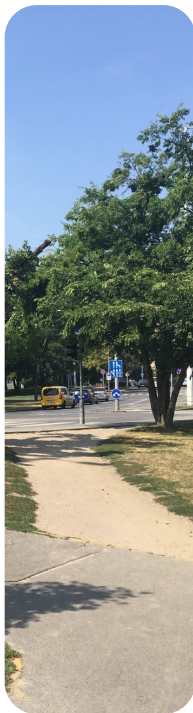
CITIZENS

Citizens



CITIZENS

Citizens



CITIZENS – CHALLENGES

Acceptance of change



- Different depth of accepting of any changes
- Comfort

Information



- Access to information and data
- Fear from the unknown

EIT Urban Mobility at a glance



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EIT URBAN MOBILITY



EIT URBAN MOBILITY

SOUTH

Barcelona

NORTH

Copenhagen

WEST

Amsterdam

EAST

Prague

CENTRAL

Munich

Regional Innovation Scheme

Hub locations:

Portugal

Greece

Latvia

Poland

Slovakia

Hungary

Romania

Serbia

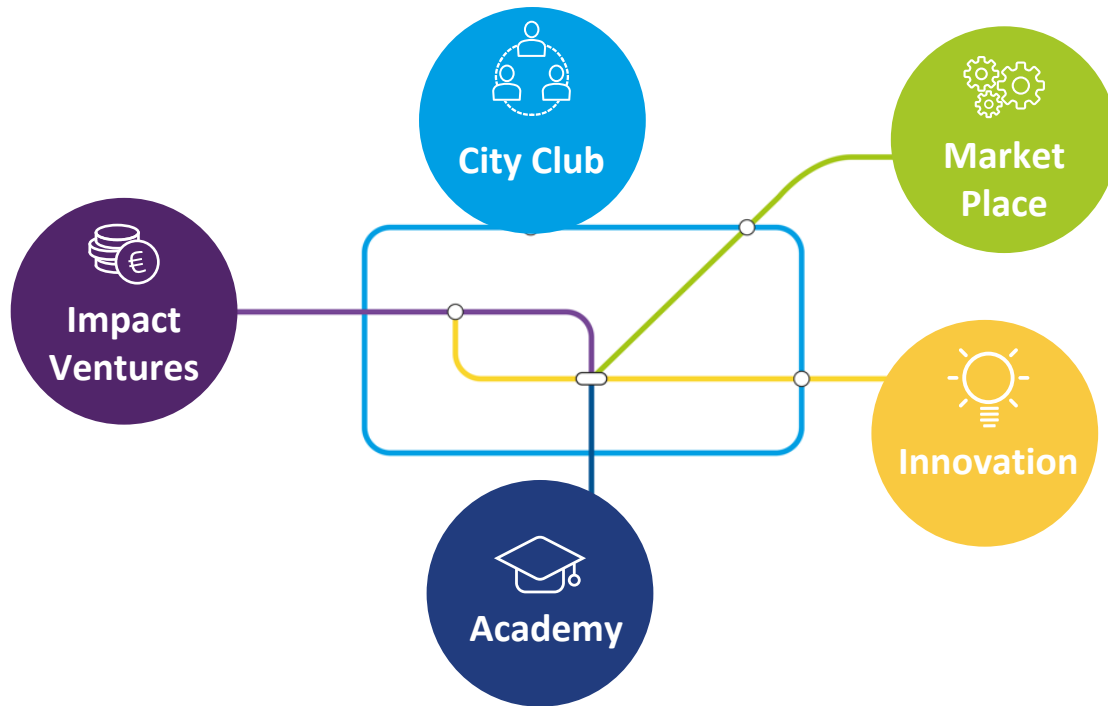
Slovenia

Croatia

Malta

Türkiye

EIT URBAN MOBILITY



EIT Urban Mobility at a glance

Drive systemic solutions that will:

- improve mobility AND
- create more liveable urban spaces

Bring together all key stakeholders
in urban mobility

Ensure **fast deployment & scaling** to the cities of Europe and beyond

Stimulate behavioural change that benefits cities and all citizens

EIT URBAN MOBILITY



60
Cities & Regions



97
Business



83
Education



180
Startups

EIT Urban Mobility programs



Co-funded by the
European Union



EIT Urban Mobility programs

Impact Ventures

ACCELERATOR



Impact Ventures



Who should apply?

Incorporated start-up
At least 2 FTE

TRL

TRL 4 - 7

Segments

Segments

City logistics
E+ mobility
Energy & Public realm
Future mobility
Inclusive mobility
Smart mobility
Urban Air Mobility

Start-ups receive

30k € smart money

SCALE-UP



Impact Ventures



Who should apply?

Incorporated start-up
At least 3 FTE

TRL

TRL 7 - 9

Segments

City logistics
E+ mobility
Energy & Public realm
Future mobility
Inclusive mobility
Smart mobility
Urban Air Mobility

Start-ups receive

Access to network & Mentoring

START-UP INVESTMENT



Impact Ventures



Who should apply?

Incorporated start-up
In Seed phase
Less than 100 employees
Impact (SDG)
At least 3 FTE

TRL

TRL 7 - 9

Segments

Integrate Mobility
Sustainable City Logistics
Transport Infrastructure
Mobility and Energy
Future Mobility

Start-ups receive

500k € (equity investment)

EIT Urban Mobility programs

Innovation

TARGETED CALL



Innovation



Topics

2 from the EIT UM Segments

Type

Tender

Who

Start-ups, SME, Large Companies

Form

Consortium (3 member, 2 country)

Goal

Development, creation and market entry

Average funding

~275k €



CALL FOR PROPOSAL



Co-funded by the
European Union



Innovation



Topics

2 from the EIT UM Segments

Type

Tender

Who

Start-ups, SME, Large Companies

Form

Consortium (3 member, 2 country)

Goal

Challenge based development,
creation and market entry

Average funding

~500k-2M €

Green Brother Innovation Environment

GREEN BROTHER INNOVATION ENVIRONMENT



Mentoring



Coaching



Training



Consultancy

We provide expert advice and guidance to innovators, start-ups and consortiums on specific business issues or challenges.



Access to funding



Strategy



Partnership



Access to network

BEST PRACTICES





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