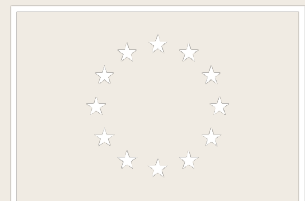




Heritage Innovation and Investment: Connecting Culture and Capital

Webinar #6

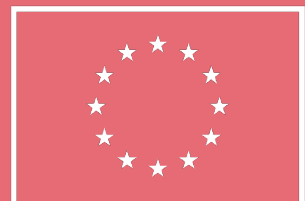
25 June 2026, 12:00



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Agenda

1. Business Angels and Investment
*Jacopo Losso, Director General,
EBAN - European Business Angel Network*
2. Mundi Venture: Heritage Fund
*Maria del Mar Alonso, Director, Mundi Ventures;
Partner, Mundi Heritage Fund*
3. MetaHeritage Pitching Showcase
Eliane Van Branteghem, Project Manager, CRUSOE
4. Q&A

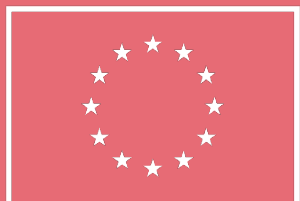


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Housekeeping rules

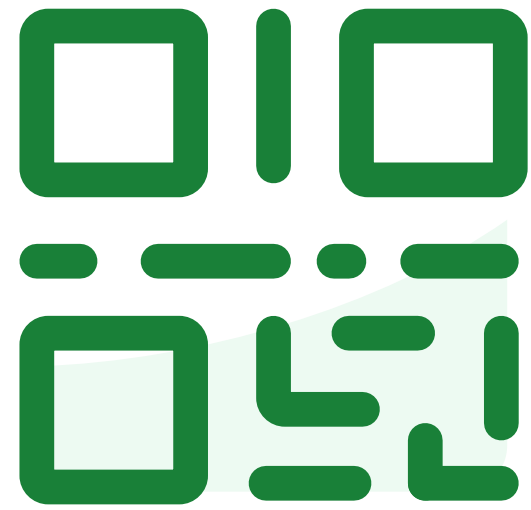
- Please note that the webinar is being recorded.
- Please ask your questions in the chat or raise your hand to ask it in person.
- Make use of the chat, add your comments!



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What is your experience with private investors (e.g. business angels or venture capital funds)?



What do you see as the biggest challenge in attracting private investment for heritage innovation?

Business Angels and Investment

Jacopo Losso

Director General, EBAN - European Business Angel Network



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About EBAN and Angel Investing

Jacopo Losso
Director General of EBAN-European Business Angel Network



We Are A Network Of

+120 Members

Consisting Of Over

15000+ investors

Representing

50+ Countries



We Give Access To

Quality networking, knowledge and representation.

We Support

Business angels in cross border investing, knowledge exchanges and collaborations between ecosystems.

We Represent

The voice of angel investors towards the European Commission and international public entities.



Angels Investors Add Value Beyond their Capital



Sector and Industry
Knowledge

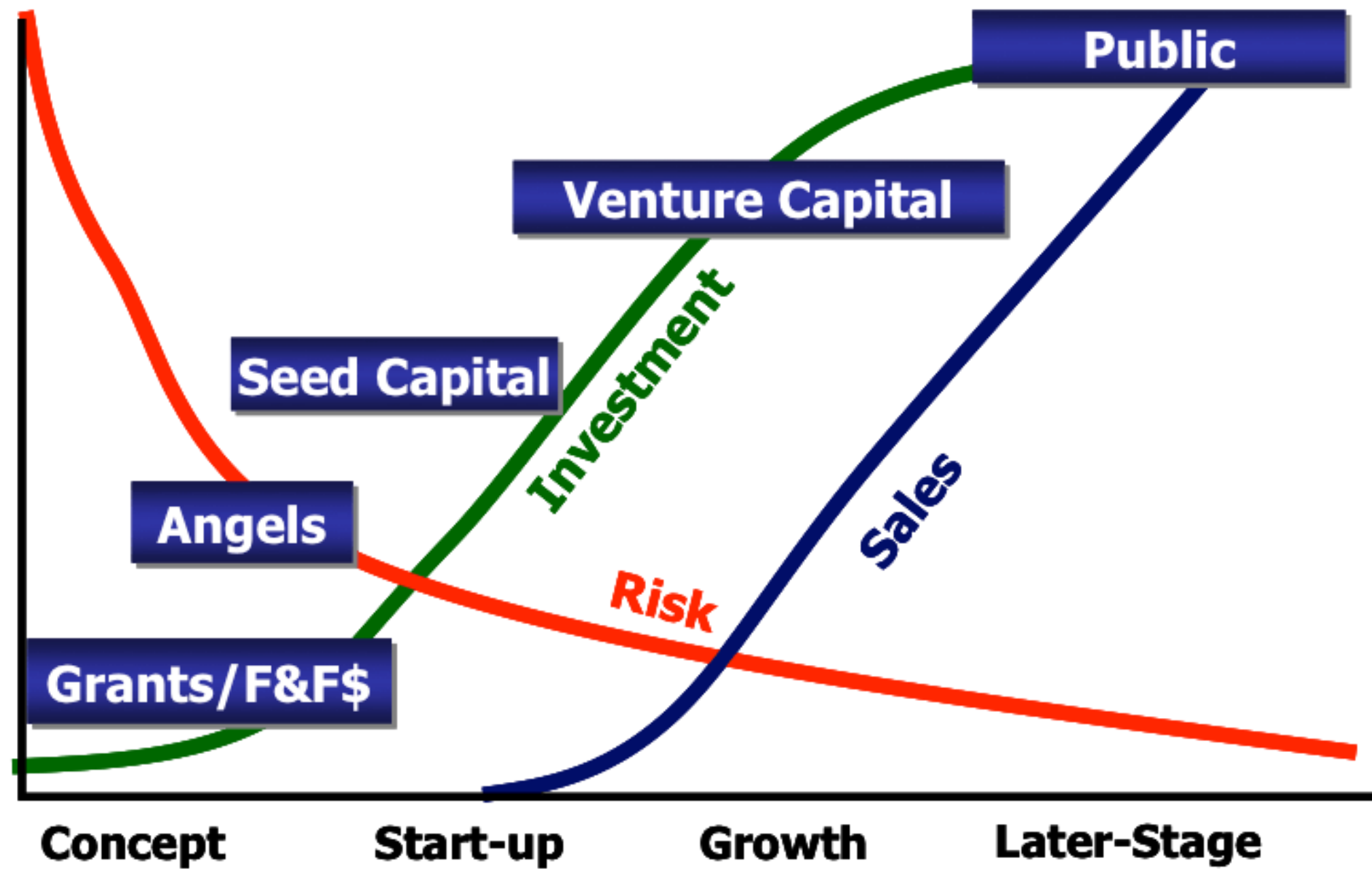


Contacts and Networks



Been There, Done That Before
as a Founder or Corporate

Angels - the first professional investors a startup speaks to



How Angels Help



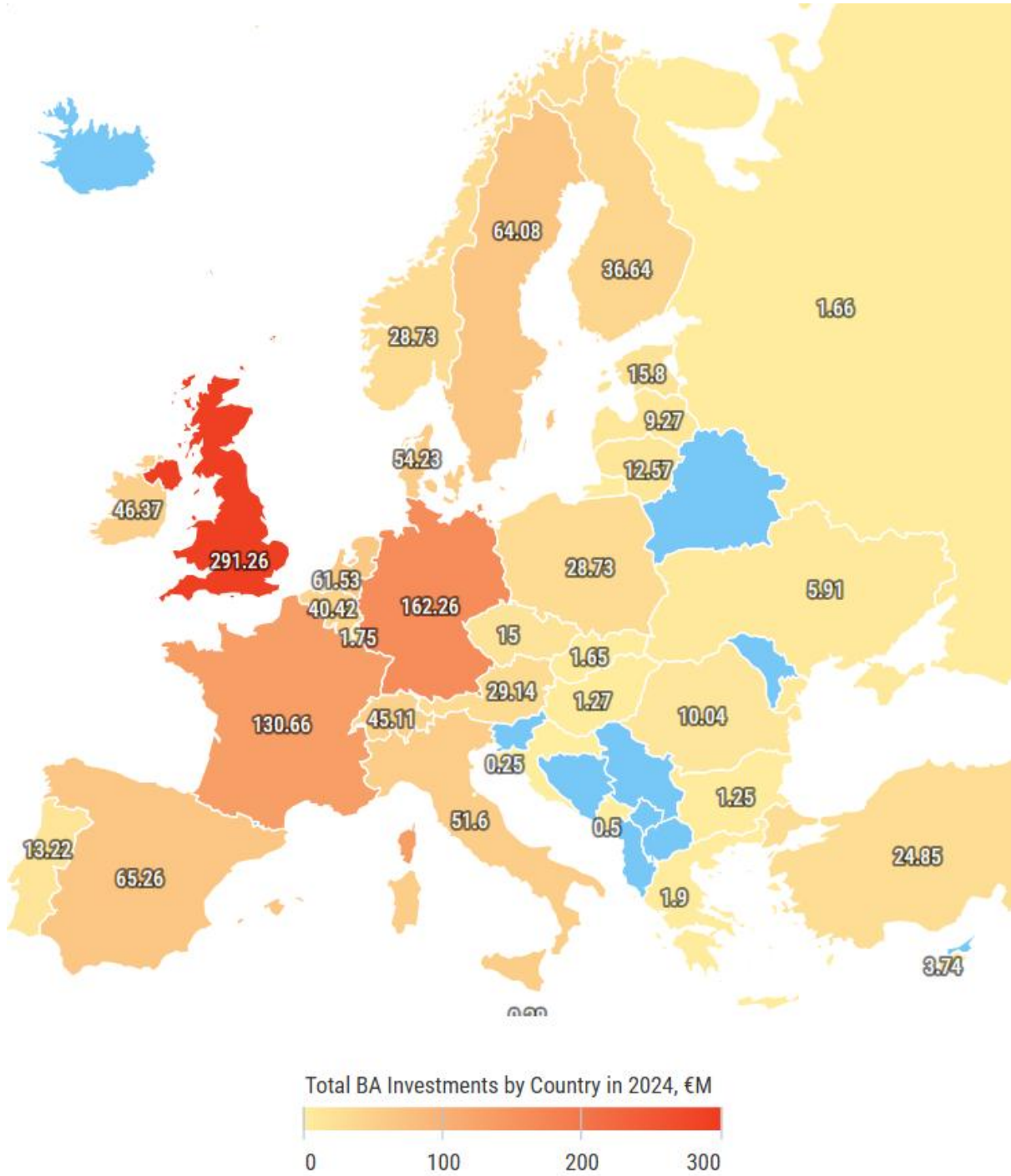
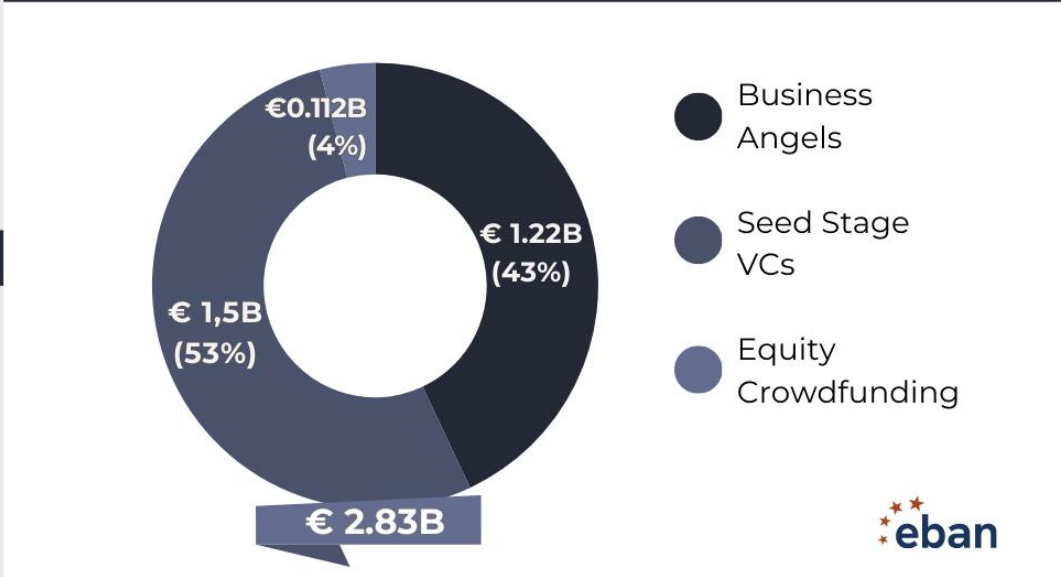
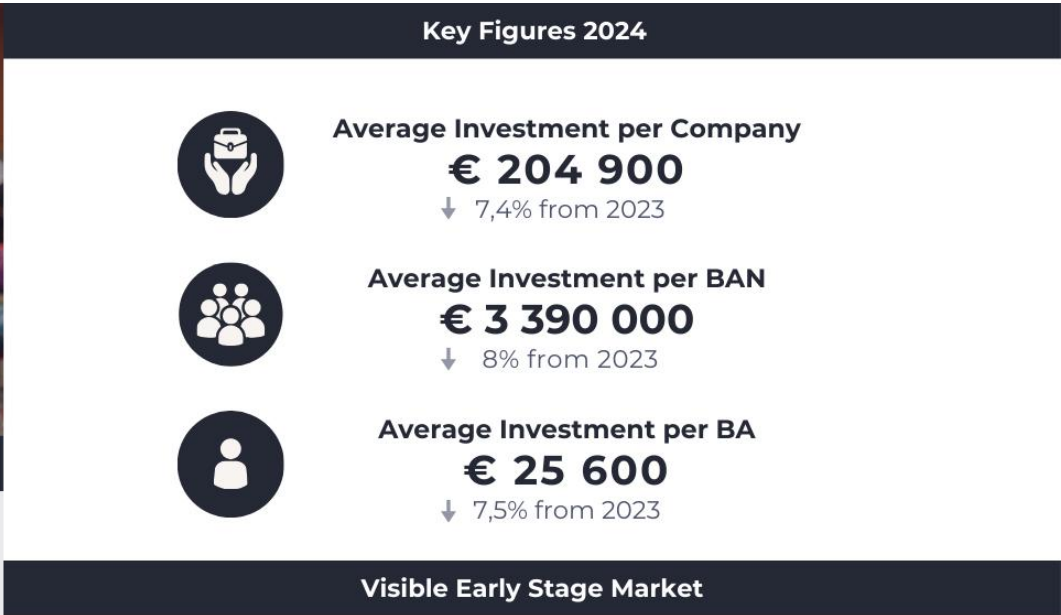
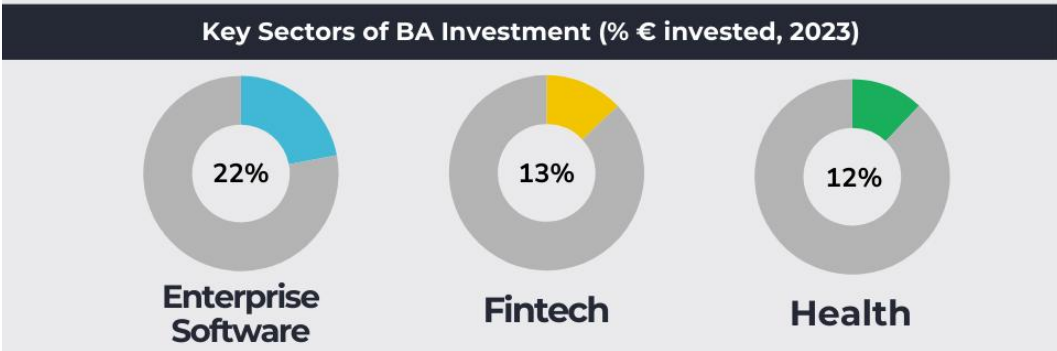
An angel with a portfolio of 20+ startups dedicates roughly 23h per month in helping his/her startups

Without Angels, many great startups would not exist today!

The European Angel Investment Market



Visible BA Market Overview



What do Angels Look for in Culture-Tech Startups

PASSION! = resilience, determination

UNIQUENESS = defensibility, barriers of entry, edge on competition, IP

BIG or GROWING MARKETS = large returns, indication of demand

TEAM, TEAM, TEAM = competent, result oriented, execution skill, diverse skill set; coachable

ALSO – VERY IMPORTANT:

- Want to “help” or be “involved”
- Ways of exiting investment in 5-10 years

Where to find Angel Investors

Events and conferences around the World

Participate and join startup events, pitch your company to relevant audiences locally, regionally and globally.

Approach Angels and VCs through their websites/LIs

Search for the angel investors on platforms like LI, CrunchBase/PitchBook and similar. Approach angel networks and VCs by applying to pitch to them on their sites. Start looking locally and then expand regionally/internationally

Find a way to get a warm introduction.

Investors see a lot of deals every year, but the ones they pay usually more attention to are coming from people/organizations they trust.

Connect and be Proactive in Connecting

Approach Incubator/Accelerations Programs, Corporates that have Open Innovation Programs or similar initiative,
ALL OVER THE WORLD

Your next investor may be closer to you than you think! BUT you need to know what to be looking for as not all investors can help you the same way.

How EBAN Helps Startups Connect to Investors

Events to connect with Investors

EBAN Organizes 2 annual conferences gathering investors-startups-ecosystem stakeholders

- Pitching competitions
- 1 to 1 meetings with investors
- Workshops and masterclasses for founders
- Networking lunches, dinners and pre-post activities



Projects to support Investment Readiness

EBAN works on 10+ EU funded projects targeting startup investment readiness

- Pitching events
- Workshops and masterclasses for founders
- Mentoring by angels to founders

100+ BANs and Other Early Stage Investors

Apply for funding on our Members' websites

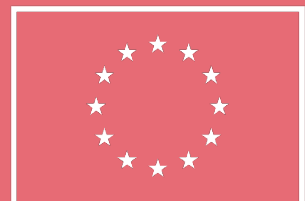
- List of all Members here:
<https://www.eban.org/membership-directory/>
- BANs accept funding requests through their sites

THANK YOU!

Mundi Venture: Heritage Fund

Maria del Mar Alonso

Director, Mundi Ventures; Partner, Mundi Heritage Fund



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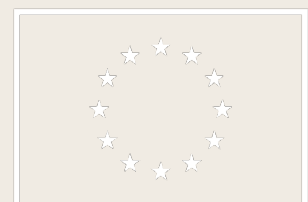


In collaboration with:



MetaHeritage Pitching Showcase

Metaheritage Consortium partners:



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What is the Pitching Showcase?

Is a curated investment readiness and matchmaking event designed to identify, prepare and connect high-potential projects in digital cultural heritage, immersive technologies and sustainable tourism with investors, strategic partners and innovation stakeholders.



Core idea: move good ideas closer to investors through structure, visibility and expert feedback.



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What kind of ideas are we looking for?

Digital innovation that enhances, preserves, interprets or commercializes heritage and tourism experiences.

Eligible applicants

SMEs, start-ups, cultural and creative organisations, museums, heritage sites, technology providers, tourism operators, universities, public authorities and cross-sector consortia.

Priority themes

Wine innovation, historic houses and hotels, wellness, cycling and hiking, metaverse and immersive technologies, AI, interregional routes and sustainable tourism ecosystems.

Technology areas

3D, VR, AR, MR, digital twins, virtual worlds, AI, geolocation, mobile apps, platforms, open data and interactive storytelling.

The common thread: ideas should show potential for European or interregional relevance, scalability and impact.



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Why participate?

The process creates value both for applicants and for the MetaHeritage ecosystem.

For projects, SMEs and start-ups

- Improve the investment pitch
- Receive expert feedback
- Increase visibility with investors and innovation actors
- Clarify business model, market opportunity and investment needs
- Access follow-up introductions after the event

For MetaHeritage and partners

- Position MetaHeritage as a bridge between culture, technology and capital
- Identify scalable digital heritage and tourism solutions
- Strengthen the investment-readiness dimension of the project
- Build relationships with investors and innovation ecosystems
- Generate visibility for emerging European solutions

This is not a funding guarantee, but it increases readiness, visibility and connection opportunities.



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Roadmap



Key dates to remember:
7 August application deadline | 5 October final Showcase

<https://metaheritage.eu/investment/>



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Online form: What will the applicant be asked?

Applicant information

Contact person, organisation type, country/region and links

Business potential

Development stage, investment need and support requested

Investment idea

Title, 200-word summary, problem or opportunity addressed

Pitch deck

This document will help us better understand your proposal and assess its potential for the investment readiness process

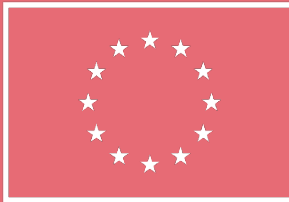
Heritage, technology and market

Heritage type, technologies involved, users and beneficiaries

Consent

Review, follow-up communication, confidentiality and publication authorisation

We now invite eligible organisations to submit their ideas by 7 August 2026!

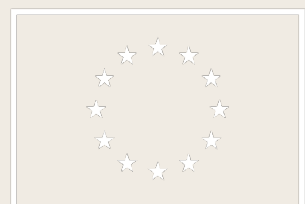


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Thank you

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