



MetaHeritage Pitching Showcase
Call for Investment Ideas in Digital Heritage, Immersive Technologies and Cultural Tourism

Application deadline: 7 August 2026
Final Pitching Showcase: 5 October 2026
Format: Online

Participation: Free of charge/No financial award or investment is guaranteed.

Metaheritage Consortium partners:

utad



**European
Historic
Houses**



In collaboration with:



1. About the Call

MetaHeritage launches a **Call for Investment Ideas** to identify promising projects, start-ups, SMEs and initiatives working at the intersection of **cultural heritage, digital innovation, immersive technologies and sustainable tourism**.

Selected proposals will be invited to take part in a structured **investment readiness process**, including preliminary assessment, pitch preparation, dry-run sessions with experts and, for the final selected projects, participation in the **MetaHeritage Pitching Showcase**, planned for **5 October 2026**.

The initiative aims to support high-potential ideas in becoming more investment-ready, connect them with relevant strategic partners and facilitate early-stage dialogue with investors, innovation actors and cultural heritage stakeholders.

Applications must be submitted through the online application form by **7 August 2026**. Applications received after this deadline may not be considered.

2. About MetaHeritage

MetaHeritage is a European initiative supporting digital innovation, investment readiness and interregional cooperation in the cultural heritage and tourism sectors.

The project works to connect cultural heritage actors, technology providers, tourism stakeholders, investors, public authorities and innovation ecosystems across Europe, with the aim of strengthening the visibility, sustainability and scalability of emerging solutions in the cultural heritage and tourism fields.

Through this call, MetaHeritage seeks to provide a structured opportunity for innovative projects and organisations to improve their investment readiness, receive expert feedback and connect with relevant European stakeholders.

Applicants are also encouraged to complete the MetaHeritage Survey (in case they haven't done it yet) in order to register their organisation within the wider MetaHeritage ecosystem. The survey helps identify and connect stakeholders working across cultural heritage, tourism, digital innovation, investment readiness and interregional cooperation, and may increase visibility for future networking, matchmaking and collaboration opportunities.

MetaHeritage Survey: <https://metaheritage.eu/eu-survey/>

3. Objective of the Call

The objective of this call is to identify promising investment ideas and support selected applicants in improving their investment readiness, strengthening their pitch and connecting with relevant investors, innovation actors and strategic partners.

More specifically, the call aims to:

- Identify high-potential ideas in digital cultural heritage, immersive technologies and sustainable tourism.

- Support selected applicants in preparing a clearer and stronger investment-oriented pitch.
- Provide expert feedback through dry-run pitch sessions.
- Facilitate early-stage dialogue between project promoters, investors and innovation stakeholders.
- Increase the visibility of emerging solutions in the cultural, creative, digital and tourism sectors.
- Promote scalable, sustainable and interregional approaches to cultural heritage innovation.

4. What kind of ideas are we looking for?

We are looking for ideas, projects or solutions that use digital innovation to enhance, preserve, promote, interpret or commercialise cultural heritage and tourism experiences.

Proposals may address, among others:

- Digitalisation of cultural heritage, including tangible, intangible, natural and industrial heritage.
- Immersive cultural experiences using 3D, Virtual Reality, Augmented Reality, Mixed Reality, digital twins, metaverse or virtual worlds.
- Artificial Intelligence applications for heritage preservation, interpretation, visitor experience, creative production or business development.
- Innovative cultural tourism products, services or experiences.
- Interregional cultural routes connecting heritage assets, destinations or communities across different European regions.
- Digital platforms, tools or applications that improve accessibility, visibility, storytelling, education or audience engagement.
- New business models for cultural heritage, tourism, creative industries or immersive experiences.
- Scalable solutions that could attract investment, public-private support or European funding.

5. Priority thematic areas

Priority may be given to ideas connected to one or more of the following areas:

- Innovation in the wine sector.
- Historic house heritage assets and historic hotels.
- Wellness, cycling and hiking.
- Metaverse and immersive technologies applied to heritage and tourism.
- European cultural and innovative tourism experiences.
- Industrial and cultural heritage transformed into investment-ready experiences.
- Artificial Intelligence for heritage preservation, visitor experience or creative production.
- Interregional cultural routes and sustainable tourism ecosystems.
- Digital tools that connect cultural heritage, local communities and new audiences.

These thematic areas are indicative and do not exclude other relevant proposals that contribute to the objectives of the call.

6. Who can apply?

This call is open to applicants based in eligible countries under the I3 Instrument, including:

- EU Member States, including Overseas Countries and Territories.
- Other eligible participating countries, including listed EEA countries and countries associated to the I3 Instrument (*[list of participating countries](#)*).

Applicants are responsible for verifying their own eligibility before submitting an application. MetaHeritage reserves the right to request additional information or clarification where needed.

We welcome ideas from organisations and stakeholders working at the intersection of cultural heritage, tourism, digital innovation and creative industries, including:

- SMEs and start-ups.
- Cultural and creative organisations.
- Tourism organisations and operators.
- Heritage institutions.
- Museums, archives, historic houses and cultural sites.
- Technology providers.
- Universities and research centres.
- Public authorities.
- Cross-sector consortia.
- Innovation promoters and project developers in the fields of cultural heritage, digitalisation, tourism or creative industries.

Applicants may submit ideas individually or as part of a consortium.

Applications are welcome from both technology-driven and heritage/tourism-driven organisations, provided that the idea has an innovation, investment, scalability or interregional cooperation dimension.

Submitted ideas should demonstrate, or have the potential to develop, a clear European or interregional dimension. This may include cooperation between regions, the connection of cultural routes, collaboration between heritage and technology actors, or scalability across European territories.

7. What selected applicants may receive

Selected applicants may benefit from:

- Visibility within the MetaHeritage ecosystem.
- Preliminary assessment of their investment idea.
- Pitch preparation guidance.
- Expert feedback during dry-run sessions.
- The opportunity to pitch during the final MetaHeritage Pitching Showcase.
- Potential introductions with investors, strategic partners or ecosystem actors.

- Increased visibility for future funding, matchmaking and collaboration opportunities.

This call is an investment readiness, visibility and matchmaking opportunity. **It does not constitute a grant, prize, procurement procedure or financial award.** Participation does not create any right or entitlement to receive funding, investment, services, commercial agreements or future participation in MetaHeritage or related initiatives.

This initiative does not constitute financial, legal, tax or investment advice, nor an offer, solicitation or recommendation to invest in any project, organisation or company. Any investment, funding or commercial decision remains the sole responsibility of the parties concerned.

8. How the process works

The MetaHeritage Pitching Showcase will follow a structured pipeline, from the publication of the call to post-event matchmaking.

Step 1. Launch of the Call

10 June 2026

The MetaHeritage Call for Investment Ideas will be launched online. From this date, applicants will be able to access the online application form and prepare their proposal.

Step 2. Promotion through the MetaHeritage Webinar Series

24–25 June 2026

The call will be promoted during the MetaHeritage Webinar Series: **Unlocking EU Networks for Cultural Heritage, Tourism and Digital Innovation**, specifically in the session dedicated to **Heritage Innovation and Investment: Connecting Culture and Capital**.

This webinar will provide early visibility for the call and help attract relevant start-ups, SMEs, cultural heritage innovators, tourism actors and digital solution providers.

Step 3. Pitch Training Workshop

Between 29 June and 3 July 2026

A general online pitch training workshop will be organised for founders and applicants that MetaHeritage wishes to invite or support at an early stage.

This session will provide guidance on how to prepare a strong investment-oriented pitch, including:

- Problem-solution fit.
- Market opportunity.
- Business model.
- Investment needs.
- Scalability.
- Impact.
- Storytelling.

Step 4. Submission of Investment Ideas

Deadline: 7 August 2026

Applicants are invited to submit their investment idea through the online form by **7 August 2026**. The form collects key information about the applicant, the proposed idea, the technology involved, the expected impact, the current stage of development, the estimated investment need and the type of support requested.

Applicants are required to upload a **pitch deck** as part of their application. The pitch deck should

be concise and must not exceed **10 slides/pages**.

Step 5. Evaluation Period

7 August – 10 September 2026

Submitted proposals will be reviewed by the MetaHeritage team, project partners and an evaluation panel composed of relevant external experts.

Each evaluator may assess the proposals individually using a common evaluation framework. Scores and comments may then be consolidated into a common evaluation matrix to support a transparent and structured pre-selection process.

Step 6. Jury Meeting

11 September 2026

A jury meeting will be held to discuss the evaluation results, address relevant comments and agree on the **10 pre-selected projects** that will move forward to the dry-run phase.

Step 7. Dry-run Pitch Sessions with Experts

16–18 September 2026

The 10 pre-selected projects will be invited to participate in online dry-run pitch sessions.

During these sessions, each project will present a short pitch (15 minutes) and receive feedback from an expert panel. The purpose of this phase is to help applicants improve their pitch and support the final selection of the **7 projects** that will be invited to the MetaHeritage Pitching Showcase.

Step 8. Promotion of Selected Projects

From 21 September 2026

MetaHeritage may promote the selected projects through its communication channels, subject to the applicants' prior authorisation.

Selected applicants may be asked to validate a short non-confidential summary of their project before publication.

Step 9. Final Pitching Showcase

5 October 2026

The final selected projects will be invited to pitch online during the **MetaHeritage Pitching Showcase**.

The event will bring together investors, innovation actors, public entities and ecosystem stakeholders. Each selected project is expected to deliver a short pitch, followed by a Q&A session with an expert investor jury.

Step 10. Post-event Matchmaking and Follow-up

After the event

After the Pitching Showcase, MetaHeritage and its partners may facilitate follow-up connections between selected projects and investors or strategic stakeholders who express interest in further discussion.

Roadmap



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

9. Key dates

Milestone	Date
Launch of the Call	10 June 2026
Promotion during MetaHeritage Webinar Series	25 June 2026
Pitch Training Workshop	29 June – 3 July 2026
Application deadline	7 August 2026
Evaluation period	7 August – 10 September 2026
Jury meeting	11 September 2026
Dry-run pitch sessions	16–18 September 2026
Promotion of selected projects	From 21 September 2026
Final Pitching Showcase	5 October 2026
Matchmaking and follow-up	After the event

10. Application requirements

Applicants must complete the online application form and provide the following information:

- Contact person and organisation details.
- Country and region.
- Type of organisation.
- Title and short summary of the investment idea.
- Problem, need or opportunity addressed.

- Type of heritage involved.
- Technologies involved or potentially involved.
- Main target users or beneficiaries.
- Innovation, investment relevance or attractiveness for strategic partners.
- Current development stage.
- Estimated investment needed, if known.
- Type of support requested.
- Pitch deck, maximum 10 slides/pages.
- Required consent statements.

Applicants should share only the information strictly necessary to assess their proposal. Confidential, sensitive or proprietary information should not be included unless strictly necessary. Any public communication about a selected project will require the applicant's prior authorisation.

Applicants retain ownership of their ideas, materials, intellectual property rights, trademarks, technologies, content and any other assets submitted as part of the application. Submission to this call does not transfer any intellectual property rights to MetaHeritage, its partners, evaluators, collaborators or participating stakeholders.

Applicants are responsible for ensuring that they have the necessary rights, permissions or licences for any content, images, data, technologies, trademarks or third-party materials included in their application or pitch deck.

11. Pitch deck guidance

Applicants are required to upload a pitch deck as part of their application.

The pitch deck should be concise and must not exceed **10 slides/pages**. It may include information such as:

- The problem or opportunity addressed.
- The proposed solution.
- The technology involved.
- The target market, users or beneficiaries.
- The business model or revenue potential.
- The estimated investment or support needed.
- The team or partners involved.
- The expected cultural, social, environmental or economic impact.
- The scalability or replication potential.

Applicants are encouraged to structure the pitch deck around the evaluation criteria described below.

12. Evaluation criteria

The pitch deck and application form will be reviewed as supporting evidence for the evaluation of the proposal. Applicants are encouraged to structure their application and pitch deck around the following criteria.

1. Innovation and technological maturity

This criterion will assess the clarity and originality of the proposed solution, the problem or opportunity addressed, the technology involved, the current stage of development and the suitability and readiness level of the solution.

2. Team and implementation capacity

This criterion will assess the relevant experience of the team or partners involved, complementary skills, governance or cooperation arrangements and the capacity to deliver the proposed idea.

3. Market and adoption potential

This criterion will assess the target users, customers or beneficiaries, evidence of demand or user need, market access strategy, competitive positioning and potential for uptake by heritage, tourism, cultural, creative or technology stakeholders.

4. Business and financial viability

This criterion will assess the business model or revenue potential, estimated investment or support needed, exploitation model, economic sustainability and the logic behind the investment opportunity.

5. Cultural, social, territorial and environmental impact

This criterion will assess the contribution to cultural heritage, interpretation, preservation or access, public value, benefits for communities, destinations or heritage organisations, sustainability dimension and territorial or interregional relevance.

6. Scalability and replication potential

This criterion will assess the capacity of the idea to grow, be transferred to other regions or contexts, connect different actors or territories and generate wider regional, sectoral or European impact.

13. Selection process

Applications will be reviewed by the MetaHeritage team, project partners and relevant external experts.

The evaluation process may include the following elements:

- Individual review of applications and pitch decks.
- Assessment against the published evaluation criteria.
- Consolidation of scores and comments into a common evaluation matrix.
- Jury discussion to identify the 10 pre-selected projects.
- Dry-run pitch sessions with the 10 pre-selected projects.
- Final selection of 7 projects to participate in the MetaHeritage Pitching Showcase.

The final selection will seek to identify proposals with strong innovation potential, credible implementation capacity, market or adoption potential, cultural and territorial value, and capacity for scalability or replication.

Evaluators and jury members will be required to declare any potential conflict of interest regarding the applications they assess. Where a conflict of interest is identified, the evaluator or jury member may be excluded from the assessment, scoring or discussion of the relevant proposal.

The final selection decision will be based on the published evaluation criteria, the common evaluation framework and the discussion of the evaluation panel or jury, taking into account the overall quality, relevance and balance of the selected portfolio.

14. Important conditions

Participation in the call is free of charge.

Submission of an application **does not guarantee selection for the investment readiness activities, dry-run sessions or final Pitching Showcase.**

Participation in the investment readiness process does not guarantee access to investment, funding, commercial agreements or future project participation.

Selected applicants are responsible for ensuring that the information submitted is accurate and that they have the right to share it.

MetaHeritage does not independently verify the accuracy of financial, commercial, legal, technical or investment-related information submitted by applicants. Applicants remain solely responsible for the accuracy, completeness and lawfulness of the information provided.

Participation in the call, assessment process, dry-run sessions or Pitching Showcase does not imply endorsement, certification, validation or approval of the applicant, the proposed solution, its technology, business model or investment potential by MetaHeritage, its partners, evaluators or collaborators.

Applicants should not include confidential, sensitive or proprietary information unless strictly necessary.

Any public communication about a selected project will require the applicant's prior authorisation.

MetaHeritage reserves the right to adapt the timeline, format or selection process if necessary for organisational reasons. Any relevant changes will be communicated to applicants in due time.

15. Confidentiality and data protection

The information submitted will be used for the purposes of assessing the application, managing the investment readiness process, organising the MetaHeritage Pitching Showcase and contacting applicants regarding relevant follow-up opportunities linked to the initiative.

Applications may be reviewed by the MetaHeritage team, project partners and relevant evaluators or experts involved in the selection and investment readiness process.

The MetaHeritage team, project partners, evaluators and experts involved in the process will treat the submitted information with due confidentiality and will use it only for the purposes of assessing the application, managing the investment readiness process, organising the Pitching Showcase and facilitating relevant follow-up opportunities linked to the objectives of the

initiative.

Applicants should not include confidential, sensitive or proprietary information unless strictly necessary for the assessment of the proposal. Where applicants include such information, they remain responsible for ensuring that they have the right to disclose it.

Where relevant for matchmaking purposes, and subject to the applicant's consent or preferences, MetaHeritage may share contact details and/or a short non-confidential summary of selected projects with investors, innovation actors, strategic partners or ecosystem stakeholders interested in follow-up discussions.

Any public communication about a selected project, including publication of a short non-confidential summary, will require the applicant's prior authorisation. Before publication, the proposed text may be shared with the applicant for review and approval.

Personal data will be processed in accordance with the applicable data protection rules and the MetaHeritage data protection notice.

Data protection notice: https://metaheritage.eu/wp-content/uploads/2026/06/Data-Protection-Notice_MetaHeritage-Pitching-Showcase.pdf

Online sessions, Pitching Showcase and communication

The Pitching Showcase and related online sessions will be organised by MetaHeritage. They may take place online using standard videoconferencing or event platforms. Participants will receive practical information before each session.

The sessions may involve members of the MetaHeritage team, project partners, invited experts, jury members, investors, innovation actors or other relevant ecosystem stakeholders, depending on the purpose of each session.

If any session is recorded, photographed or documented through screenshots or audiovisual materials, participants will be informed in advance. Any use of names, images, organisation names, project titles or presentation materials for communication, dissemination or reporting purposes will be handled in accordance with the applicable data protection rules and, where required, subject to prior consent.

Applicants are responsible for ensuring that any material presented during the Pitching Showcase or related sessions, including images, videos, logos, data, music, third-party content or protected materials, may be lawfully used in that context.

16. How to apply

Applications must be submitted through the official online form by **7 August 2026**.

Applicants should complete all required sections and upload a pitch deck of no more than **10 slides/pages**.

Applications received after the deadline may not be considered.

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

Application deadline: 7 August 2026

Final Pitching Showcase: 5 October 2026

17. Questions and contact

For questions regarding the call, eligibility or application process, please contact:

- **Contact:** contact@metaheritage.eu
- **Website:** [MetaHeritage](#)