



## *MetaHeritage Pitching Showcase*

### *Frequently Asked Questions*

*Version 1.0 - 17 June 2026*

*Metaheritage Consortium partners:*

**utad**



**European  
Historic  
Houses**



*In collaboration with:*



## 1. What is the main objective of the call?

The MetaHeritage Call for Investment Ideas aims to identify promising projects and organisations working at the intersection of cultural heritage, digital innovation, immersive technologies and sustainable tourism.

The call seeks to help selected applicants strengthen their investment readiness, improve their pitch, receive expert feedback and connect with relevant investors, innovation actors and strategic partners.

## 2. Is this a funding call?

No. This is not a grant, prize, procurement procedure or financial award.

The call provides an investment-readiness, visibility and matchmaking opportunity. Participation does not guarantee funding, investment, commercial agreements or future participation in MetaHeritage or related initiatives.

## 3. Who can apply?

The call welcomes applications from organisations and stakeholders working in cultural heritage, tourism, digital innovation and the cultural and creative sectors, 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.
- Innovation promoters and project developers.
- Cross-sector consortia.

Applications may be submitted by an individual organisation or by a consortium.

## 4. Can organisations from outside the European Union apply?

Yes. Organisations from outside the European Union may apply, provided that they are established in a country eligible to participate in the Interregional Innovation Investments Instrument (I3 Instrument).

Eligible countries and territories include:

- EU Member States, including Overseas Countries and Territories;
- listed EEA countries; and

- countries associated with the I3 Instrument.

More information: [list of participating countries](#)

Applicants are responsible for verifying that their country is included in the current list of eligible participating countries before submitting an application.

## 5. What types of projects are eligible?

The call is looking for innovative ideas, projects, services or solutions that use digital innovation to enhance, preserve, promote, interpret or commercialise cultural heritage and tourism experiences.

Eligible proposals may include, among others:

- Digitalisation of tangible, intangible, natural or industrial heritage.
- Immersive experiences using 3D, Virtual Reality, Augmented Reality, Mixed Reality, digital twins, metaverse technologies or virtual worlds.
- Artificial Intelligence applications for heritage, tourism or creative production.
- Innovative cultural tourism products, services and experiences.
- Interregional cultural routes.
- Digital platforms, applications and tools.
- New business models for heritage, tourism and the creative industries.
- Scalable solutions with the potential to attract investment, public-private support or European funding.

Projects should demonstrate, or have the potential to develop, an innovation, investment, scalability or interregional cooperation dimension.

## 6. Do projects need to focus exclusively on cultural heritage?

No. Projects do not need to focus exclusively on cultural heritage.

Proposals may combine cultural heritage with tourism, technology, creative industries, sustainability, education, local development or other relevant fields. However, they must demonstrate a clear contribution to the objectives of the call and a meaningful connection with cultural heritage or cultural tourism.

## 7. Are there any priority areas?

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

- Innovation in the wine sector.
- Historic houses 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 connecting heritage, local communities and new audiences.

These priority areas are indicative. Other relevant proposals contributing to the objectives of the call are also welcome.

## 8. How do I apply?

Applications must be submitted through the official MetaHeritage online application form:

[Access the application form](#)

Applicants must complete all required sections and upload a pitch deck as part of their application.

Applications submitted by email or through other channels may not be accepted.

## 9. What is the application deadline?

The application deadline is **7 August 2026**.

Applications received after the deadline may not be considered.

## 10. Is there an application fee?

No. Participation in the call and the selection process is free of charge.

## 11. What does my pitch deck need to cover?

The pitch deck should provide a clear and concise overview of the proposed investment idea. It may include:

- The problem, need or opportunity addressed.
- The proposed solution and its value proposition.
- The technology, innovation or methodology involved, including its current stage of development.
- The target market, users, customers or beneficiaries, supported by relevant data where possible.
- The competitive landscape and what distinguishes the proposal from existing alternatives.
- The business model, revenue potential or long-term sustainability approach.
- The market access, adoption, sales or commercialisation strategy.
- Relevant financial information, such as previous revenue, projected income, costs, margins or cash flow, where applicable.
- The estimated investment, funding or other support required.
- How the requested investment or support would be used.
- The team, partners and key expertise involved, including any relevant strategic or scientific advisers.
- The main milestones, achievements or recognitions already obtained.
- The next development steps and future objectives.

- The main implementation or market risks and the proposed mitigation measures.
- The expected cultural, social, environmental, territorial or economic impact.
- The scalability, replication or market-growth potential.

Applicants are encouraged to structure their pitch deck around the evaluation criteria of the call. The pitch deck should use clear and concise language, avoid unnecessary technical jargon and make effective use of visuals, graphs or supporting data. Applicants are not expected to disclose trade secrets or highly sensitive technical information.

Additional guidance on preparing an investor-oriented pitch deck is available in the [supporting material for the pitch deck preparation](#).

## 12. Is there a limit on the pitch deck size?

Yes. The pitch deck must not exceed **10 slides or pages**.

Applicants are encouraged to keep the information concise, relevant and easy to understand.

## 13. Can I submit more than one proposal?

The call documentation does not establish a specific limit on the number of proposals that may be submitted by the same applicant.

Where an applicant wishes to submit more than one proposal, each idea should be sufficiently distinct and submitted through a separate application form.

## 14. How will applications be evaluated?

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

Proposals will be assessed according to the following criteria:

1. Innovation and technological maturity.
2. Team and implementation capacity.
3. Market and adoption potential.
4. Business and financial viability.
5. Cultural, social, territorial and environmental impact.
6. Scalability and replication potential.

Further details on the evaluation criteria and their application are provided in the [Call for Investment Ideas document](#).

The process may include individual assessments, consolidation of scores and comments, a jury discussion and dry-run pitch sessions with pre-selected applicants.

Evaluators and jury members will be required to declare any potential conflict of interest.

## 15. How many projects will be selected?

A total of **10 projects** will initially be pre-selected and invited to participate in online dry-run pitch sessions with experts.

Following the dry-run phase, **7 projects** will be selected to participate in the final MetaHeritage Pitching Showcase.

## 16. When will applicants be informed of the results?

The evaluation period will take place between **7 August and 10 September 2026**, followed by the jury meeting on **11 September 2026**.

Applicants pre-selected for the dry-run phase are expected to be informed before the sessions scheduled for **16–18 September 2026**.

The final selection will be made following the dry-run sessions. Promotion of the final selected projects may begin from **21 September 2026**, subject to the applicants' prior authorisation.

All applicants will receive information regarding the outcome of their application through the contact details provided in the application form.

## 17. What support will selected applicants receive?

Depending on the selection stage, applicants may receive:

- A preliminary assessment of their investment idea.
- Pitch preparation guidance.
- Expert feedback during online dry-run sessions.
- Visibility within the MetaHeritage ecosystem.
- The opportunity to participate in the MetaHeritage Pitching Showcase.
- Potential introductions to investors, strategic partners and innovation ecosystem actors.
- Visibility for future funding, matchmaking and collaboration opportunities.

The final MetaHeritage Pitching Showcase will take place online on **5 October 2026**.

Participation does not guarantee investment, funding or a commercial agreement.

## 18. Will my idea remain confidential?

Applications will be reviewed by the MetaHeritage team, project partners and the experts or evaluators involved in the selection and investment-readiness process. The information submitted will be treated with due confidentiality and used only for purposes connected with the call.

Applicants should nevertheless avoid including confidential, sensitive or proprietary information unless it is strictly necessary for the assessment.

Applicants retain ownership of their ideas, materials, intellectual property, trademarks, technologies and content. Submission does not transfer any intellectual property rights to MetaHeritage or the organisations involved in the process.

Contact details or a short non-confidential project summary may only be shared for matchmaking or communication purposes in accordance with the applicant's consent or preferences. Any public communication about a selected project will require prior authorisation.

## 19. Who can I contact for further information?

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

**Email:** [contact@metaheritage.eu](mailto:contact@metaheritage.eu)

**Website:** [MetaHeritage](#)