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





MetaHeritage is inviting innovators from across Europe and beyond to apply for its **Pitching Showcase: Call for Investment Ideas in Digital Heritage, Immersive Technologies and Cultural Tourism**.

The initiative aims to identify and highlight promising solutions at the intersection of culture, technology, and creativity. It supports selected ideas by increasing their visibility, strengthening their investment readiness, and connecting them with relevant stakeholders across Europe.

The call welcomes ideas that use digital technologies to transform how cultural heritage is preserved, interpreted, experienced, and promoted, including solutions based on immersive technologies such as **virtual reality**, **augmented reality**, and **mixed reality**, as well as **digital twins**, **metaverse** applications, **artificial intelligence**, **smart tourism platforms**, and **interactive storytelling tools**.

The initiative also encourages **sustainable cultural tourism models**, **digital heritage services**, and **innovative visitor engagement** approaches that strengthen connections between cultural institutions, local communities, and audiences.

Applications are open to startups and SMEs, research institutions and universities, cultural organisations, museums, tourism bodies, technology providers, public authorities, and cross-sector partnerships.

Applicants selected through the call will be invited to present their projects during the **online MetaHeritage Pitching Showcase**.

Key dates

Application **deadline**: **7 August 2026**
Online Pitching Showcase: **5 October 2026**

Learn more at this link<<<<

To craft a perfect suitable pitch, MetaHeritage organized a training session called "**Craft Your Killer Pitch: Investor-Ready Pitching Training**" on July 2nd to gain practical insights into building compelling pitches, understanding investor expectations, and strengthening their investor-readiness skills. More information and registration are available here.

