OPEN CALLS

eit Culture & Creativity

Co-funded by the European Union

CALL FOR FINANCIAL SUPPORT TO CREATIVE TECH STARTUPS & SCALEUPS

EIT Culture & Creativity invites ambitious creative tech ventures with proven traction to apply for up to €500 000 in financial support and access to tailored acceleration services through the Shape and Scale programmes.

EIT-CULTURE-CREATIVITY.EU

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WHAT IS THIS CALL?

EIT Culture & Creativity is offering financial support of EUR 100K, EUR 200K and EUR 500K combined with guided acceleration, market and investment-readiness support to creative tech startups and scale-ups from Europe. Selected ventures will receive financial and in-kind support according to their level of maturity. They will join one of two programmes; Shape Accelerator and Scale Post-Accelerator.

SHAPE
ACCELERATION

Shape supports ventures with early traction that are preparing for investment and growth.

- Validated market need through early traction (customers, pilots, or revenue)
- Clear value proposition and competitive advantage
- Founding team with complementary skills
- At least one founder working full-time on the venture
- Seeking to strengthen product-market fit, refine the business model, and prepare for investment

SCALE
POST-ACCELERATION

Scale supports ventures with proven traction that are raising investment and scaling internationally

- Demonstrated product-market fit and recurring revenues
- Proven traction and scalable business model
- Actively raising capital or raised at least EUR200,000 in the last 18 months
- International growth ambitions and scaling potential
- Clear competitive advantage (IP, distribution, brand, data assets)
- Established team with defined roles and in-house capabilities

SHAPE OR SCALE? FIND YOUR FIT

Both programmes share a common eligibility baseline: ventures must be registered, for-profit companies in an EU Member State or Horizon Europe-associated country, operating in the CCSI, and committed to growth in Europe.

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HOW MUCH FINANCIAL SUPPORT CAN YOU APPLY FOR?

The amount of financial support you can apply for depends on the maturity stage of your venture. Different funding levels are available to reflect where you are in your growth journey – from early-stage startups preparing for their first investment to more established companies ready to scale.

While the application form is designed to guide you towards the programme that best fits your profile, it is important to identify the right funding level before you begin – as each tier requires a different budget template. Use the table below to find the amount that applies to you.

SHAPE
Market need through early traction and preparing for investment and growth

APPLY FOR
€ 100,000

SCALE
(companies based in a non-EIT RIS country)

Proven traction, raising investment, and scaling internationally

APPLY FOR
€ 200,000

SCALE
(companies based in an EIT-RIS country)

Proven traction, raising investment, and scaling internationally

APPLY FOR
€ 500,000

100-TO-WATCH LIST STARTUPS
Existing members of the EIT Culture & Creativity 100-to-Watch portfolio

DEDICATED FUNDING SLOTS OF
€ 200,000

*RIS countries are the countries included in the Regional Innovation Scheme
For further information visit: eit-ris.eu

100-To-Watch startups may also apply to other calls and will be assessed alongside all other applicants.

INDUSTRIES COVERED

2027 COHORT
– FASHION
– ARCHITECTURE
– AUDIO-VISUAL MEDIA

FUTURE COHORTS WILL EXPAND TO INCLUDE GAMING AND CULTURAL HERITAGE.

WHAT YOU GAIN

All selected ventures – whether joining Shape or Scale – benefit from the following support:

FINANCIAL SUPPORT
Up to €500 000 (see the table above)

EXPERT SUPPORT
Designated coach and mentor access

High-level matchmaking

PROGRAMME
6-month structured acceleration or post-acceleration programme

In-person kick-off & Demo Day in an EU city

Goal-oriented topic sprints and workshops

COMMUNITY & PROFILE
Become part of the EIT Culture & Creativity 100-To-Watch portfolio

Visibility & positioning opportunities

Exclusive tech perks & partnerships

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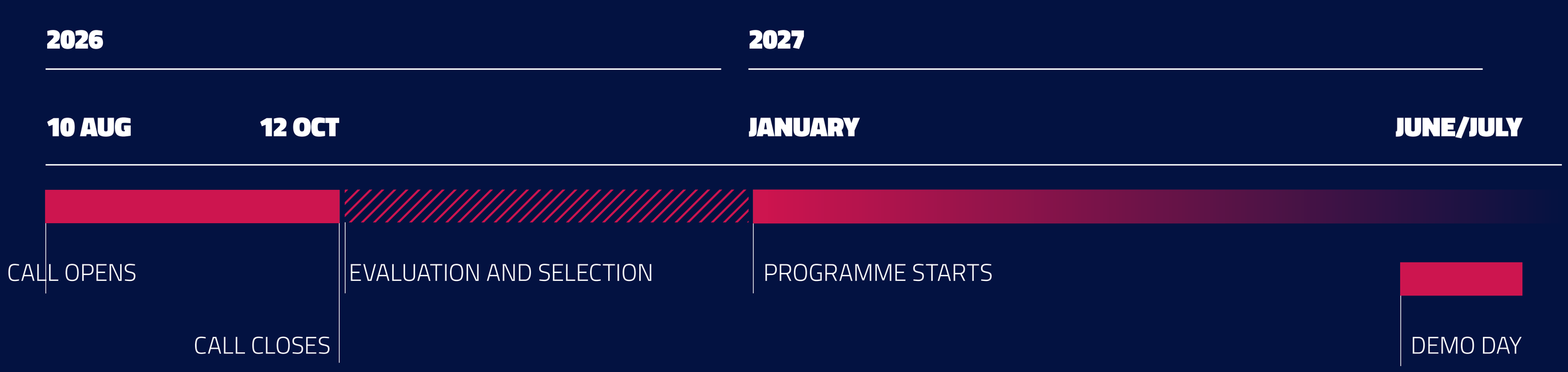
KEY DATES



Q&A SESSIONS

We will host two info sessions to walk through the call details, eligibility criteria, and application process — and to answer your questions. Register for the session that fits your calendar best.

SESSION 1

27 AUG 2026

11:30 CEST

REGISTER HERE

SESSION 2

22 SEP 2026

15:00 CEST

REGISTER HERE

HOW TO APPLY

Applications are open on a rolling basis. You can apply at any time — if you submit after a cut-off, your application will be reviewed at the next one.

1 CHECK ELIGIBILITY

Your country must be an EU Member State or Horizon Europe-associated country (Pillar III).

2 READ THE OFFICIAL CALL GUIDELINES

Understand the evaluation criteria, programme structure, and all agreements you will be asked to sign.

3 REGISTER ON THE EU FUNDING & TENDERS PORTAL

Obtain your PIC number — you will need this in the application form.

4 PREPARE YOUR DOCUMENTS

- Budget plan using template
- 1-minute intro video
- Proof of solution (demo, screenshots, or link)
- Up-to-date pitch deck
- Company registration document
- Latest financials (P&L, MRR, etc.)

5 SUBMIT YOUR APPLICATION

Complete and submit the application form.