33 ventures featured at launch, on 11 December 2025

ADIRE LOUNGE, FRANCE

Sustainable fabrics and cultural heritage

Adire Lounge is a sustainable textile start-up that revives the ancient art of Adire, an indigo dyeing technique, using eco-friendly methods and agricultural waste such as banana stems and corn husks to produce natural dyes and fabrics. They aim to innovate the circular fashion economy. Their business model includes B2B sales of hand-dyed fabrics to fashion brands, a print-on-demand textile service, and workshops that promote cultural preservation. They generate revenue through wholesale orders, collaborations, and educational experiences centred on sustainable design.

ARTIST ARENA, SWEDEN

Scaling European artists globally through AI

Artist Arena helps emerging European artists reach international audiences with AI-powered discovery tools and curated physical showrooms. Supporting over 300 artists from 18 countries, its hybrid model combines digital innovation with prestigious spaces, including the renowned Nordiska Kompaniet department store in Stockholm, alongside five other physical locations. With strong growth in both online sales and social reach, the company is now expanding to New York while developing live and AI-driven services requested by its members.

AGENT PEKKA, FINLAND

Scaling premium illustration globally

Agent Pekka is a leading illustration agency scaling internationally through physical expansion and a new digital licencing platform. Representing over 50 world-class artists, it bridges the gap in the global market for curated, high-quality commercial illustration and licencing. With offices in Helsinki, Amsterdam, Los Angeles, and Paris, and Shanghai next on the horizon—expanding its physical presence to 20 cities in total—the agency is building sustainable growth for artists while capturing new international markets.

ARTCENTRICA, ITALY

Reinventing art education and interdisciplinary learning

ArtCentrica is transforming how art is taught and experienced through a digital platform that connects art to broader learning. With over 8,000 high-resolution images from global museums including the Uffizi, Brera, and the MET, schools and universities use it to enrich curricula across subjects. Beyond education, bespoke projects—such as *National Geographic's Greatest Wildlife Photographs*—showcase its ability to blend software licencing with creative services, while AI-powered interactive narratives like *Renaissance and the Silk Road* point to a future of immersive learning.

BLACK GOBLIN, UK

AI-driven post-production for film and TV

Black Goblin is reshaping film and TV post-production with Thol, an AI-enhanced platform that automates the labour-intensive process of sound spotting. Built for freelancers as well as large studios, it saves hundreds of hours per project. With early validation through a paid R&D collaboration with the BBC and tests with leading sound designers, the company is preparing for a Private Beta to refine its technology alongside industry professionals.

BLUE DONUT STUDIOS LTD, UK

Virtual reality experiences for all

Blue Donut Studios is developing *Horror in the Library: The Invitation*, a VR horror escape-room experience adapted from the eponymous board game. The project blends narrative storytelling and puzzle gameplay in a haunted mansion filled with interdimensional traps. They generate revenue through game and board game sales and aim to expand into digital publishing, with the Meta Quest store as the first commercial release.

BRAND CREATIVES, FRANCE

Luxury leather goods with a sustainable focus

Brand Creatives designs and produces handbags from innovative materials such as recycled salmon leather and cactus-based biomaterials. Combining direct-to-consumer and wholesale channels, it reaches global audiences through e-commerce, pop-ups, and high-end multi-brand retailers. The brand's circular and sustainable DNA underpins its growth across Europe, Asia, and the Middle East.

CYBER SAIL CONSULTING, CZECH REPUBLIC

Through its innovation project SAIL.GAME, an AI-powered workflow platform for game publishers

SAIL.GAME transforms how game publishers act on incoming game concepts. Unlike generic CRMs, it is designed specifically for the realities of game publishing—deeply integrated into publisher operations and fully customisable to fit internal workflows. As the global games industry's core investment and marketing engine, publishers often lack professional tools for scouting, multi-level evaluations, and greenlighting. These gaps lead to delays, inefficiencies, and limited access for developers—issues that threaten the resilience of Europe's creative ecosystem. Cyber Sail Consulting, with direct ties to over 150 global publishers, has unique insight into publisher pipelines and internal bottlenecks. SAIL.GAME reflects this expertise, offering targeted solutions to sector-wide inefficiencies as well as publisher-specific needs.

DECAST.LIVE, PORTUGAL

Secure and decentralised live broadcasting

Decast.Live is a research-driven start-up specialising in video infrastructure platforms. Its flagship product provides secure, decentralised live streaming for journalists, event organisers, creators, lawyers, and corporate clients. The platform combines IaaS and SaaS models, working with decentralised cloud storage platforms such as Sia and Swarm and integrating DID secure-identity technology. Revenue comes primarily from grants and strategic partnerships, reflecting the company's focus on innovative, scalable live-streaming solutions since its 2023 launch.

DJOOKY, UKRAINE

Web3 and AI-powered music investment

Djooky transforms song royalties into tradable digital assets, enabling artists to tokenise royalties and investors to earn passive income. Its AI agent supports discovery, risk assessment, and automated investing. Revenue is generated through primary and secondary transaction commissions. Spun off from a BaFin-regulated Web2 platform, Djooky is scaling globally with regulatory backing and growing investor interest.

ESCENA 4.0, SPAIN

Modular, sustainable stage systems

Escena 4.0 delivers modular, energy-autonomous stages for festivals, events, and corporate clients, integrating solar power, audiovisual technology, and plug-and-play assembly. Its business model combines direct sales, rentals, and B2B partnerships with distributors, with revenue from sales, leasing, licencing, and ongoing service upgrades. The start-up transforms live experiences through scalable, sustainable event infrastructure that reduces setup time, costs, and CO_2 emissions.

EVENTWOOD AS, NORWAY

Data intelligence and productivity suite for sustainable culture and regional growth

Eventwood is a location-intelligence start-up, using data insights on visitor behaviour, spending, mobility, and CO_2 impact to empower employers. The platform integrates high-quality multisource data with advanced AI technology to generate unique, monetisable insights tailored for cultural heritage tourism, a step beyond conventional analytics. As a tool for municipalities, it enhances cultural attractiveness, improves public services (such as transport), and promotes inclusion (such as youth engagement). It also addresses over-tourism, one of Europe's key challenges, making it highly relevant for cities in the EIT Culture & Creativity network.

FABLER KIDS, LITHUANIA

Responsible storytelling for children

Fabler is an early-stage start-up pioneering generative audiovisual storytelling for children in a responsible way. Through their AI-powered platform, parents can create personalised stories narrated in their own (cloned) voice, fostering emotional connections. Fabler operates on a freemium model with optional subscription for premium content and features, operating at the intersection of media innovation and family wellness. Their plans for the future include expanding into educational and therapeutic licencing partnerships.

FRAME RATE, FINLAND

Machine-learning tools for accessible electronic music creation

Frame Rate uses machine learning to make electronic music composition accessible. The project combines generative AI with cutting-edge sensory, sound, and light technologies to create the unique "MUTAT10NS AI" product solution. While Frame Rate began as a traditional audiovisual media company in 2020, it has since become an experience agency, providing immersive and exciting experiences for its clients.

GAMEGINE, TÜRKİYE

Open-world survival and cultural gaming

Gamegine is developing an open-world survival and crafting game inspired by Eurasian nomadic cultures. With immersive storytelling, seasonal dynamics, and resource management, it combines B2C sales on Steam and Epic with B2B licencing for cultural and educational platforms, delivering both engaging gameplay and heritage education.

GRABBIT R&D LTD, UK

Through its innovation project COMET, AI-enabled lens correction for imaging and visual effects

Objective lenses are at the centre of any consumer, scientific, or industrial process that involves image capture, manipulation, or rendering. COMET offers a complete framework for capturing, analysing, and simulating lens aberrations. The system combines proprietary hardware and software, enabling removal of lens distortions from captured footage or accurate application of lens characteristics to synthetic images.

HEARTBEAT STUDIO, DENMARK

Upcycled textiles and digital tools for sustainable B2B solutions

Heartbeat Studio develops upcycled textile products and digital tools for B2B clients including municipalities, event centres, and fashion brands. Revenue sources include product sales, take-back and repair programmes, and licencing of the DPP system.

KAMI, TÜRKİYE

Immersive digital storytelling

Kami connects creators and readers through interactive visual narratives in webcomics and next-generation media. With 1.6 million users and 400 million monthly sessions, it monetises via in-app tokens, ads, and subscriptions. With strong traction in Türkiye and over 150,000 international installs, Kami is preparing for global expansion.

LITTLE CHICKEN GAME COMPANY B.V., NETHERLANDS

Through its innovation project The Card Game Maker, a platform for creating and publishing digital card games

The Card Game Maker (CGM) aims to create an accessible platform for designing, testing, and publishing digital card games without the need for programming skills. The platform will allow users—ranging from hobbyists and educators to indie developers—to build card games using visual scripting tools like the Node Canvas, develop game logic, and manage assets. It will support rapid prototyping, multiplayer integration, and competitive gameplay through a subscription-based Ranked Play system. By lowering the barrier to entry in game development, the project will empower new creators, expand the card game ecosystem, and contribute to the EU's digital economy.

MUSICGURUS, UK

Interactive video-based music learning

MusicGurus delivers Europe's leading interactive video-based music-learning experience. Partnering with publishers such as Universal, Sony, and Schott, and aligned with syllabi from the Associated Board of the Royal Schools of Music (ABRSM) and Trinity College London, its platform combines video lessons with synchronised sheet music. Now preparing to integrate AI-powered tools for practice and recommendations, MusicGurus is redefining how students engage with music and accelerate their learning.

MYCEEN OÜ, ESTONIA

Through its innovation project Bio-insulation Scale-up, sustainable mycelium-based building materials

Myceen is a biotechnology company focused on developing high-impact mycelium-based building materials. They create carbon-negative, sustainable insulation solutions by upcycling organic industrial residues such as sawdust and straw, using mycelium as a natural binder that is vastly underused in Europe. Their affordable biomaterials are intended for retrofitting and renovation, as well as for new buildings.

QX VENTURES, POLAND

Decentralised cultural engagement and smart-city wallet

QX is an innovative deep-tech company specialising in blockchain and decentralised identities. Their Web3 wallet empowers smart cities and brands to securely engage users without sharing personal data. The wallet generates revenue via subscriptions, API integrations, and transaction-based fees. The project has partnered with Coca-Cola HBC and is currently piloting in Athens.

ROODS, THE NETHERLANDS

Turning cities into open-air museums

Roods is a cultural-tech start-up that brings local history, hidden narratives, and cultural heritage to life on the streets via a mobile app. Collaborating with museums, archives, and local communities, it ensures historical accuracy and diverse perspectives. Revenue comes from partnerships with cultural institutions, tourism platforms, and local businesses through affiliate commissions, sponsored stories, and co-branded content.

RURAL RADICALS, THE NETHERLANDS

Connecting rural heritage buildings with creative pioneers

Property for Good is building a digital platform that links underused rural heritage buildings with cultural and creative entrepreneurs. Using AI-powered assessment, mapping, and matchmaking, the platform supports impact-driven reuse of heritage sites. The start-up operates a B2B2C2G model: municipalities, funders, and institutions pay for analytics, integration, and white-label tools, while creative users can access freemium services or opt into paid features such as tailored funding advice. Matchmaking fees and advertising will further generate revenue.

SOCIATE AI LIMITED, UK

Through its innovation project WasteToWear, turning unsold fashion into shoppable AI content

The European fashion industry faces a dual crisis: unsold inventory piling up due to inefficient search-and-discovery systems, and international fast-fashion giants flooding the market with cheaply produced, unsustainable trends. Social commerce (buying directly through platforms like Instagram and TikTok) is reshaping shopping. WasteToWear combines fashion inventory management with an intelligent stylist by using multimodal AI to transform unsold stock into trend-responsive, shoppable content. It merges trend detection with an automated inventory tagger, transforming under-utilised or second-hand inventory into shoppable content—within seconds.

SUSTEIN MATERIAL, SPAIN

Turning medical waste into circular building materials

Sustein Material is a mission-driven start-up commercialising a circular-economy solution that transforms hazardous medical waste into high-performance, beautifully designed building materials. The company aims to build circular cities by turning local waste into local products on a global scale through a replicable system that upcycles 70% of healthcare waste. Revenue comes from B2B sales and pilot collaborations, with technology focused on closed-loop recycling and upcycling of hard-to-recycle textiles and plastics, adaptable to diverse waste-management systems.

THE FABRICANT AGENCY BV, THE NETHERLANDS

Through its project Image to Pattern, automating sketch-to-pattern conversion with AI

The Image to Pattern project addresses one of the fashion industry's most pressing digitalisation gaps: the lack of automated tools to convert design sketches into production-ready 2D patterns. It is not just a concept—it is the next milestone in The Fabricant Intelligent Tools, a full AI-powered suite developed to transform the fashion value chain. Image to Pattern is the most requested functionality among users—yet no such solution currently exists on the market. This project brings together pattern-making specialists and fashion-tech experts to develop a tool that automates the time-consuming and error-prone product-development step of pattern drafting.

THE INTERNATIONAL MEDIA, AUSTRIA

English-language news, podcasts, and events for Austrian residents

The International is a Viennese local media outlet that features daily news, podcasts, and events for Austrian residents who speak English better than German. It is operated by the start-up Crossroads Media GmbH, which has generated revenue through partnerships from the public and private sectors through events, press coverage, and audiovisual production services (podcasts, events, and corporate videos).

UTRY APS, DENMARK

Virtual dressing room for zero-waste

A virtual dressing room optimising garment production for zero-waste manufacturing. The project will reduce e-commerce clothing returns, aiming for lower CO_2 emissions and higher conversion rates, turning more visitors into customers. UTRY introduces a cross-brand virtual dressing room that uses 3D avatars and advanced sizing algorithms, allowing customers to digitally try on garments before purchase. The technology is fully integrable with e-commerce platforms and has demonstrated the potential to reduce returns by up to 36% and increase conversion rates by up to 20%.

VREAL, FINLAND

Making culture accessible while preserving it for future generations

Vreal is a Finnish start-up combining cultural heritage, technology, and wellbeing. It offers immersive virtual travel experiences that enable users to explore real locations through high-resolution, interactive tours. Its licencing model includes annual licences and project-based services for municipalities, care homes, and cultural institutions. In spring 2025, it ran a successful pilot with Finland's four largest cities, offering weekly virtual tours to seniors with excellent engagement. Vreal also supports heritage preservation by digitally documenting fragile sites.

VIRTUAL STORY, GEORGIA

Interactive storytelling for education and family engagement

Virtual Story combines gamification, education, and family interaction via a freemium app. Premium subscriptions unlock advanced stories, while B2B licencing expands use in schools and educational centres. The start-up is growing in Georgia and preparing for Eastern European and global expansion with culturally relevant content.

WIZAMA, FRANCE

Reconnecting generations through immersive gaming

Wizama brings the joy of face-to-face play back to gaming with SquareOne, a patented ecosystem merging video games and board games through connected dice, cards, and pawns. Winner of a CES Innovation Award, the platform supports titles from major publishers such as Ravensburger and Asmodee. Already presold internationally, Wizama is preparing for global growth while redefining how generations play together.

ZERØTEC, UK

AI-powered sustainability for fashion manufacturing

ZERØTEC helps fashion manufacturers reduce material waste and carbon emissions by up to 15% per garment, saving around 2 kg of CO_2, thanks to patented machine-learning technology. Launched in early 2025 after two years of R&D, it has already gained traction with over 200 users, including leading brands. Its subscription-based SaaS platform serves teams of all sizes, making cutting-edge sustainability accessible while aiming to transform fashion into a sector where efficiency and environmental responsibility go hand in hand.