

OPEN CALLS



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SPARK: CALL FOR NEW VENTURES IN CREATIVE TECH

EIT Culture & Creativity invites early-stage creative tech founders to turn their business concept into a registered, viable venture. Apply for up to €30,000 in financial support and a place on the Spark Incubation Programme.

WHAT IS THIS CALL?

Spark is designed for early-stage founders – whether individuals or multidisciplinary teams – who are ready to turn a business concept into a scalable, for-profit venture. Each selected venture receives up to €30,000 in funding and joins a 9-month journey, starting with an in-person Startup Sprint and continuing with the online Spark Incubation Programme.

Selected participants must register a new company by Month 3 to remain in the programme and receive the full funding.

SPARK INCUBATION PROGRAM

The Spark Incubation journey kicks off with an in-person Startup Sprint, then progresses to online incubation.

STARTUP SPRINT

A 2–3-day bootcamp in a European city to test and sharpen your problem–solution fit.

- Hands-on workshops and rapid prototyping
- Expert feedback, field research and pitch sessions
- Work alongside international experts, coaches and peer founders
- Sharpen your value proposition and test early market fit

ONLINE INCUBATION JOURNEY

A 2–3-day bootcamp in a European city to test and sharpen your problem–solution fit.

- Dedicated coach for one-to-one sessions
- Curated mentorship from an international expert pool
- Goal-oriented sprints and practical workshops
- Support to set up your company
- Pitching and storytelling training
- Visibility at major European events

IS THE SPARK INCUBATION PROGRAMME THE RIGHT FIT?

You can apply if you:

1. Do not yet have a registered company for the business concept you are applying with
2. Are registered in an EU Member State or a Horizon Europe-associated country (Pillar III)
3. Developing a tech-centric solution in fashion or architecture (material innovation, hardware or digital)
4. Are already testing, building or validating your concept – not just ideating
5. Have at least one founder with one year of relevant domain experience who can commit 10–15 hours per week to the programme
6. Are committed to registering a new company by Month 3 of the programme

WHAT YOU GAIN

FINANCIAL SUPPORT

Up to €30,000 per venture
No co-funding required

PROGRAMME

In-person Startup Sprint in a European city
9-month online incubation programme
Goal-oriented sprints and workshops

EXPERT SUPPORT

Designated coach
Access to a curated mentor pool
Pitching and storytelling training
Hands-on company set-up support

COMMUNITY & VISIBILITY

Access to the EIT Culture & Creativity ecosystem
Founder talks, investor sessions and peer circles
Visibility and exclusive technology partnerships
Fast-track to the Shape Accelerator for up to five top graduates*

* Fast-track is not automatic. It depends on various criteria such as completing Spark and meeting the Shape admission requirements. For more details, please check the call guideline.

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

20 OCT 2026
10:00 CEST

REGISTER HERE

SESSION 2

10 NOV 2026
10:00 CEST

REGISTER HERE