



INVESTMENT PROPOSAL: EUROPEAN HERITAGE FUNDING ACCELERATOR

The Funding Accelerator is a new actor to provide funding for the development of innovations and their market entry in the Digital Heritage Industry. It provides funds ranging from vouchers and grants to capital investments. The funding is provided by public (EU and regional money) and private (foundations, large companies, investors).



The challenge

Digital Heritage as business sector is determined by very specific conditions as mostly very small enterprises, low margins, public institutions as end customers with a high level of heterogeneity and a low level of digital awareness. Against that background financing mechanisms designed for other sectors do not work well.



The Funding Accelerator core services

- **Vouchers:** the accelerator makes available vouchers to provide funds for companies and R&D teams in the field of Digital Heritage. Vouchers will allow individuals participation to courses, SMEs to prepare market ready solutions (to finalise current prototype into a market ready product), museums and other customers to proof in real conditions novel solutions or to adapt digitals content to standards.
- **Grants:** The accelerator will manage funding activities from 3rd parties as e.g., ministries. This comprises the topic-based shaping, dissemination, review and administration of applying projects.
- **Capita:** The accelerator collects and manages private funds to invest in spin-offs and start-ups in digital heritage. This endeavor strives for early-stage investment and share-holding and later profitable sale.



Target customers

Investors: funding bodies as ministries, public authorities, EU, foundations which strives to enable targeted programs and funding, individual and institutional investors

Beneficiaries (funding recipients): SMEs, companies, individuals, researchers, public authorities, GLAM sector (Galleries, Libraries, Archives and Museums).



Business model

The Acclerator is estimated to have a potential turnover of around 1 M per year. Revenue streams are generated by management fees (ranging from 3% to 5%) and as success fees.

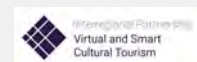


Go-to-market strategy

- Phase : 2022-2023: Kickstarting
- Phase : 2024-: first revenues / more promotion
- Phase : 2025-: Scale-up phase

CONTACT INFORMATION

The Heritage 7 is a joint endeavour of the Time Machine Organisation and the EU S3 Partnership for Virtual and Smart Cultural Tourism. More information:



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