



## IV OPEN CALL FOR STARTUPS CM MÁLAGA

**Date:** June 22–23, 2026

**Location:** CM Málaga, FYCMA – Palacio de Ferias y Congresos de Málaga Avenida de José Ortega y Gasset 201, 29006 Málaga (Andalusia, Spain)

**Format:** In person

**Languages:** Spanish–English

**Registration deadline:** May 8, 2026 at 23:59h at [Call for Startups CM Málaga | CM Málaga](#)

### CM MÁLAGA, Culture & Museums International Tech Forum

CM Málaga is an international professional meeting designed to strengthen the creative and cultural sectors through inspiration, innovation, networking, and the development of new projects.

This biennial event serves as a strategic platform to promote the transformation of the cultural sector through technology, creativity, and collaboration. It is an essential gathering for those who believe that culture and innovation are key drivers for building a more conscious, critical, and resilient society.

**Web:** [CM Málaga - Culture & Museums International Tech Forum](#)

### OBJETIVE OF THE CALL

Boosting the implementation of technological and innovative solutions in the cultural sector to elevate it to a new dimension—one that is sustainable, accessible, and strengthens its position as a driver of economic and social development.

### STARTUP DESCRIPTION

An independent newly created or early-stage organization with strong growth potential, aimed at creating, improving, and scaling an innovative, technology-based product with rapid and high growth capacity.



## DESCRIPTION OF THE SOLUTION TO BE SUBMITTED

Las startups podrán presentar, entre otros, **productos, servicios o proyectos innovadores basados en tecnología** que impulsen la transformación del sector cultural. Estas soluciones pueden ser:

1. **Aplicaciones móviles** que mejoren la experiencia cultural y museística.
2. **Software o plataformas digitales** para la gestión, difusión y accesibilidad de contenidos culturales.
3. **Herramientas tecnológicas** que fomenten la sostenibilidad, la internacionalización y la conexión con nuevas audiencias.
4. **Proyectos creativos** que integren innovación tecnológica para acercar la cultura a territorios con menor acceso o a públicos con diversidad funcional.

Startups may submit **innovative technology-based products, services, or projects** that drive the transformation of the cultural sector. These solutions may include:

- **Mobile applications** that enhance cultural and museum experiences.
- **Software or digital platforms** for the management, dissemination, and accessibility of cultural content.
- **Technological tools** that promote sustainability, internationalization, and engagement with new audiences.
- **Creative projects** integrating technological innovation to bring culture closer to territories with limited access or to audiences with functional diversity.

These solutions should foster digital entrepreneurship in the cultural sector, provide national and international visibility to companies offering innovative solutions applicable to culture, build an international community that drives and consolidates the growth of cultural management based on technological innovation, and improve the competitiveness of cultural enterprises through innovation strategies.

## AWARD

CM Málaga Award for the Best Innovative and Technological Solution for the Cultural Sector

## EVALUATION COMMITTEE

The **evaluation committee** is composed of one representative from each of the following entities:

- 42 Málaga
- Acción Cultural Española
- Andalucía TRADE
- Association of Museologists and Museographers of Andalusia (AMMA)



- Avixa
- Ciuden
- EIT Culture and Creativity
- Foundation Unicaja
- ICOM España
- Inmersive VR
- Málaga City Council:
  - Government Area for Innovación, Urban Digitalization, Promotion of Technological and Business Investment, and Investments Attraction
  - Government Area for Culture, Sports, Tourism, Education, Employment Promotion and Youth
- Nacional Hub for Digital Content
- Provincial Council of Málaga
- Regional Ministry of Culture y Sports, Junta de Andalucía
- University of Málaga (UMA)

## **PARTICIPATION REQUIREMENTS**

1. Be actively seeking investment throughout the entire call process.
2. Correctly complete the registration form within the established deadlines. Proposals not submitted within the deadline will be automatically excluded.
3. Not have been a beneficiary of this award in previous editions.
4. Be a startup-stage company, meaning in the process of validating and consolidating its business model, without yet being fully established as a mature company.

## **SELECTION CRITERIA**

The evaluating committee will assess proposals based on the following criteria:

1. Impact on the cultural sector  
Contribution to transformation, sustainability, and accessibility.
2. Market viability  
Implementation potential, scalability, and business model.
3. Audience reach and impact  
Ability to connect with diverse audiences: cultural tourism, museums, institutions, and the cultural sector at large.
4. Suitability of the team  
Diversity, complementarity, and experience aligned with the project.
5. Innovation in accessibility  
Solutions that improve access to cultural and museum offerings for people with functional diversity.



6. Internationalization capacity

Potential to expand into international markets and generate global impact.

7. Proposals that demonstrate a connection with underserved territories and/or difficult access to cultural offerings will be positively valued

Commitment and ability to bring culture to areas with limited or difficult access, promoting inclusion, diversity, participation, equal opportunities, and strengthening the social and creative fabric.

## SELECTION PROCESS

### REGISTRATION (April 06 – May 08, 2026)

Applicants must complete the **pre-registration** on the official CM Málaga website. They will then receive login credentials by email to access the **private area** and complete the project form **within the deadline**.

### EVALUATION PHASE (May 08 – May 27, 2026)

The evaluating committee will review all proposals that meet the participation requirements and have correctly completed the form.

### DELIBERATION AND JURY DECISION (May 28, 2026)

The committee will select in an online meeting the three finalist proposals, who will participate as part of CM Málaga 2026.

### COMUNICACION PHASE (May 29 – June 05, 2026)

Finalists will be contacted **starting May 29, 2026**.

To retain their benefits, finalists **must confirm participation by June 05, 2026**. Failure to confirm will result in forfeiture of benefits, and the organization may contact the next highest rated proposal(s).

## PARTICIPATION BENEFITS

### REGISTERED PROPOSALS

Once registration is validated, a professional visitor pass will be automatically activated for the person who submitted the proposal. This pass grants access to:

- The exhibition area
- The forums
- The networking agenda, allowing meeting requests with professional visitors and exhibitors through the official online platform



## STARTUPS FINALISTS

The three selected Startups will receive:

### 1. **Visibility and promotional package as finalists**

- a. Social media post on CM Málaga's official profiles
- b. Mention in the event's official press release
- c. Inclusion on the CM Málaga website as a finalist
- d. Presence in the digital participant catalog, with logo and direct link to their website

### 2. **Featured participation in the next edition of CM Málaga**

- a. A turnkey 4 m<sup>2</sup> information point in the exhibition area
- b. Two professional visitor registrations with full access to exhibition areas, forums, and networking agenda which will allow you to request meetings with professional visitors and event exhibitors through the official online platform. These registrations will be received by the registrations team
- c. One invitation to the event's institutional agenda

The winner will be chosen from among these three candidates.

## WINNING STARTUP

In addition to all finalist benefits, the winning proposal will receive:

### 1. **Cash Prize:**

- 500€<sup>1</sup> as recognition for the best solution presented

### 2. **Visibility and promotional package as the winner**

- a. Social media post announcing the winner
- b. Mention in the official press release
- c. Highlighted presence on the CM Málaga website
- d. Inclusion in the digital participant catalog with logo and direct link
- e. Interview conducted and disseminated by the organization

### 3. **Featured participation in the next edition of CM Málaga**

- a. A turnkey 4 m<sup>2</sup> information point in the exhibition area
- b. Four professional visitor registrations with full access to exhibition areas, forums, and networking agenda which will allow you to request meetings with professional visitors and event exhibitors through the official online platform. These registrations will be received by the registrations team
- c. One invitation to the event's institutional agenda

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<sup>1</sup> Subject to current withholding regulations



BENEFITS	REGISTERED	FINILISTS	WINNER
1 professional visitor pass (the person presenting the Project)	X	X	X
Finalist visibility package		X	X
Featured participation in CM Málaga 2026		X	X
Winner visibility package			X
Featured participation in next CM Málaga edition			X
€500 <sup>2</sup> cash prize			X

## KEY DATES

The call will follow these dates:

- **Submission of applications:** until May 08, 2026, at 23:59 h.
- **Evaluation:** May 08 – May 27, 2026
- **Jury deliberation and decision:** May 28, 2026
- **Notification of finalists:** from May 29, 2026
- **Deadline to confirm participation:** June 05, 2026
- **Award ceremony and announcement of the winner:** during CM Málaga events

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<sup>i</sup> La participación en el presente concurso supone la aceptación íntegra de estas bases

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<sup>2</sup> Subject to current withholding regulations