VR Health Champions Open Call 2026 Webinar

22 October 2025

Housekeeping rules

- This session will be recorded and will be shared on the website

- All participants should be muted

- Feel free to post your questions in the chat box, or raise your hand during the Q&A, and we will give you the floor

Agenda

- VR Health Champions Project Introduction

- VR Health Champions Open Call 2026

- Practical details of the open call process

- Q&A – Open call process

- Challenges

- Q&A - Challenges

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About
VR Health Champions

VR Health Champions is a **3-year project** aiming at **breaking down** market, clinical and regulatory **barriers in XR healthcare across less developed regions** of Central Eastern and Southern **Europe**, while fast-tracking the **advancement of VR/AR applications.**

It focuses on **five flagship SMEs – Lightspace, MEEVA, MedApp, Metaskills**, and **Virtuleap** – that are leading this transformation. The project's outcome is to **upgrade their Technology Readiness Level (TRL) for VR/AR innovations from TRL 6 to TRL 9**, ultimately creating pathways for future innovations in the sector.

The European VR/AR market is projected to reach a value between €35-65 billion by 2025.

Healthcare, the fourth largest sector in the VR/AR market (representing 11%), holds enormous potential for advancements in medical analysis, diagnostics, surgeries, and therapies.

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How it works?

Accelerating Market
Readiness of 5 flagship
VR technologies

Building Strong
Interregional
Innovation Networks

Expanding Europe's
XR Ecosystem through
engaging further SMEs

Tailored Advisory
Services for rapid
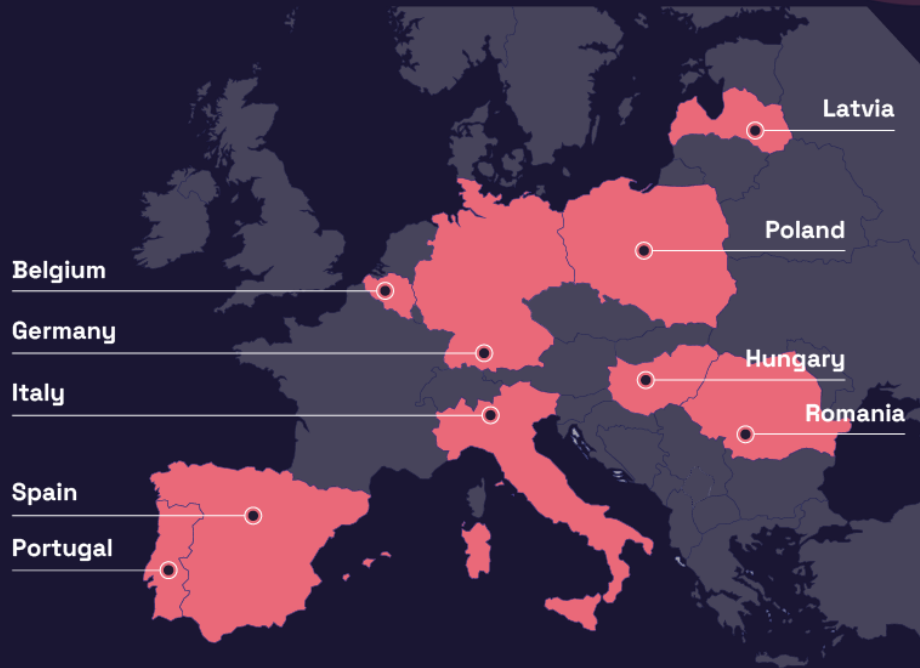market uptake

Breaking Market
Barriers for
XR Solution

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We are VR Health Champions

.lumen

Develops **AI-powered wearable glasses** using computer vision and haptics to help visually impaired people navigate safely and independently.

meava

Innovates **therapies for teens with neurodevelopmental disorders using the Zentastic VR platform**, featuring multiplayer games and analytics to track stress and boost social skills.

MedApp
EMPOWER PEOPLE FOR BETTER HEALTH

Developed CarnaLife Holo, an FDA-approved **XR software for surgical planning**, now evolving into CarnaLife Holo MedNav for real-time tool tracking, in partnership with Lightspace for improved navigation.

metaskills

A **VR and GenAI system training healthcare managers in soft skills** using 3D avatars for realistic interactions and instant feedback.

Virtuleap

Develops **virtual reality solutions for cognitive assessment, training and monitoring**. Their new product, Cogniclear VR, offers cognitive assessment in VR based on neuropsychological validated tests.

Why Apply?

Join 1 of 5 leading XR health companies (Dotlumen, MEEVA, MedApp, MetaSkills, or Virtuleap) to tackle their challenges and apply your expertise to help move innovations from TRL 6 to TRL 9

Receive a lump sum grant up to a value of 60.000 €

Work closely with one of five cutting-edge flagship SMEs and co-develop solutions

Get access to the VR Health Champions ecosystem

Help build interregional innovation value chains

Who Can Apply?

- **SMEs legally established in** one of the following regions:

  - **A less developed region**
  - **An outermost region**
  - **A region covered by the VR Health Champions consortium:** Madrid (Spain), Budapest (Hungary), Trento (Italy), Brussels Capital region (Belgium), Upper Bavaria (Germany), Lisbon (Portugal)

Applicants cannot participate in more than one proposal under this call for proposals
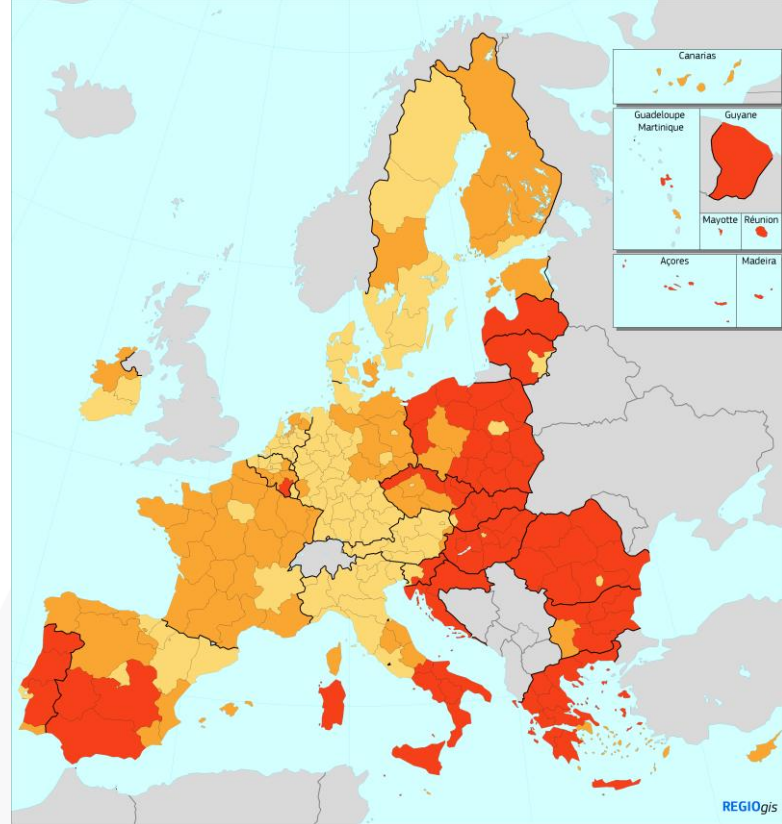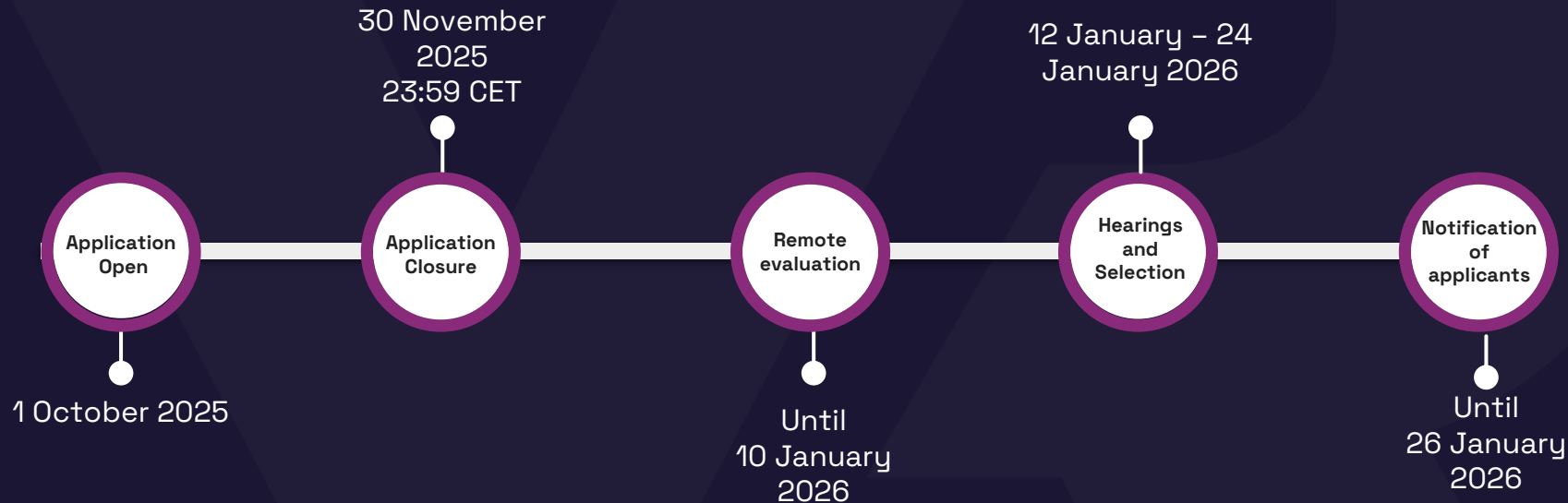

Investment for jobs and growth goal (ERDF and ESF+) eligibility, 2021-2027

Categories of regions

- Less developed regions (GDP/head (PPS) less than 75% of the EU-27 average)
- Transition regions (GDP/head (PPS) between 75% and 100% of the EU-27 average)
- More developed regions (GDP/head (PPS) above 100% of the EU-27 average)

GDP/head: average 2015-2016-2017

0   500 km

© EuroGeographics Association for the administrative boundaries

Your journey to become a selected SME

30 November 2025 23:59 CET

12 January – 24 January 2026

Application Open

Application Closure

Remote evaluation

Hearings and Selection

Notification of applicants

1 October 2025

Until 10 January 2026

Until 26 January 2026

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Application process

How to Apply?

1

Download the open call text and budget template

Visit
VR Health Champions website

2

Read the call document and choose a challenge

Check templates and required attachments, and fill in the documents

3

Fill in the application form, upload the required attachments and submit your application

Via the application form on the website
by 30 November 2025
23:59 CET

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List of required attachments

Templates to be filled in by the applicants:	
Budget table (including the work plan)	In the lump sum model, the budget and work plan are required upfront to assess feasibility and cost-efficiency, as payments are based solely on delivering the agreed results—not on actual expenses.
Company Register Certificate (only if there is no validated PIC number)	The legal address and registration number and a copy of a document proving VAT registration (in case the VAT number does not show on the registration extract or its equivalent)

Financial and legal framework

D.1 Financial support to third parties – lump sum grant (VRHC Call – 4.3)

No thorough cost reporting at the end of the project

A detailed cost estimate and work plan based on the challenges in Annex 1 of the Call must be included in the proposal

cost estimate will be used as a basis for justifying and/or fixing the lump sum amount

Payments will be made upon the completion of activities

Call budget table I. - Overview

1. **Instructions**
2. **Application Data**
3. **Workplan**
4. **Budget breakdown**
5. **Budget summary – automatically calculated**

Call budget table II. – Workplan

Task no – Add new task
- **Description of tasks/activities**: purpose, scope, and how it contributes to the overall project

Expected outcomes
- **broader impact** or **benefits align with project objectives**

Deliverables
- **must be identical in content and quantity to the deliverables of the given challenge included in Annex 1 of the VRHC Call**
- **one deliverable shall mean one task**

Milestones
- **encountered during** the **implementation** of the **time-bound and indicate key achievements**

Cost Justifcation – Executive Summary
- **Few sentence description** on **how** the amount **budget**ed for the delivery of the task **is justified**

Call budget table III a – Budget breakdown – general overview

Cost Category
- **short explanation** for each cost entry (for each row)

Units / Cost per Unit
- **all financial data** in **EURO but** no Euro cents, **number of items** can include **fraction** (e.g., 0.5 items)
- **enter the number of items** and the **cost per item in** the designated **yellow cells**
- **total cost** will be calculated **automatically**

Justification
- **detailed explanation** on how the **cost** was **determined** and **justification** for the market **price** or **best value for money**

E. INDIRECT COSTS
- **Additional 7%** will be **calculated automatically** on cost categories provided

Call budget table III b – Budget breakdown – eligibility (VRHC Call – 4.3)

- **Eligible costs** must be necessary, justified, and fit within defined categories (e.g. personnel, travel, services).

- **General conditions** include costs being incurred by the recipient during the project and linked to proposed activities.

- **Costs must be verifiable** in accounts, comply with national laws, and follow sound financial management — or funding may be reduced.

More info: Article 6.1 of the I3 MGA

Call budget table III c – Budget breakdown – cost categories
(VRHC Call – 4.3 / Budget table instructions / Application questionnaire 3.1)

- **Personnel costs** refer to staff time spent on project work, reported in person-months; must reflect realistic salaries and be documented (e.g. pay slips).

- **Subcontracting** is capped at 20% of the total budget, must offer best value for money, avoid conflicts of interest, and be supported by quotes or comparisons.

- **Travel, subsistence, and other goods/services** must be justified, cost-effective, and documented; grouped travel costs should reflect average trip cost.

- **Indirect costs** will be reimbursed at the flat-rate of 7% of the eligible direct costs.

Application questionnaire – executive summary

3.1. Approach Feasibility

3.3 Resource Allocation

Evaluation process

How will SMEs be selected?

Criteria	
Relevance	Relevance and Experience (25%)
Quality	Methodology and Work Plan (25%)
	Feasibility and Risk Management (25%)
Impact	Impact and Value Creation (25%)

See the call text for further details

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Evaluation process

Admissibility and eligibility

Quality evaluation

- Three independent evaluators will assess each proposal

- The overall score will be the average of all the evaluators

- The **top 3 proposals with the highest ranking/challenge** will be invited to participate in the hearing

Hearings

- A jury from the consortium members will select the final applicants for funding

- Max 14 applicants (1/challenge) will be selected to participate in the program.

Becoming a selected SME

What happens if you are selected?

1. **Sign Financial Support Agreement** – formalises funding, timeline, and obligations – record keeping

2. **Sign Collaboration Agreement** – sets terms with the challenge partner

3. **Finalise Work Plan & Deliverables** – detail scope, timeline, outputs (fixed during contracting)

4. **Follow milestones** – key checkpoints guide performance and payments

5. **No cost reporting** – lump sum model: no invoices or receipts required

6. **Submit Final Report** – assesses achievement vs. work plan

7. **Payments based on results** – funding tied to deliverable completion

Your journey after becoming a selected SME

Until 28 February 2026

Notification of Applicants

Contracting and kick-off

Implementation

Activity closure

Final report

Until 26 January 2026

Final payment 50%
45 days after the approval of the final report

31 January 2027

Between February 2026 and 28 January 2027

15 February 2027

Advance payment 50%
45 days after the signature of the FSA

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Q&A

Challenges

A detailed description of the challenges is available in Annex 1 of the open call text.

MedApp description

Solution: CarnaLife Holo MedNav – AR surgical navigation
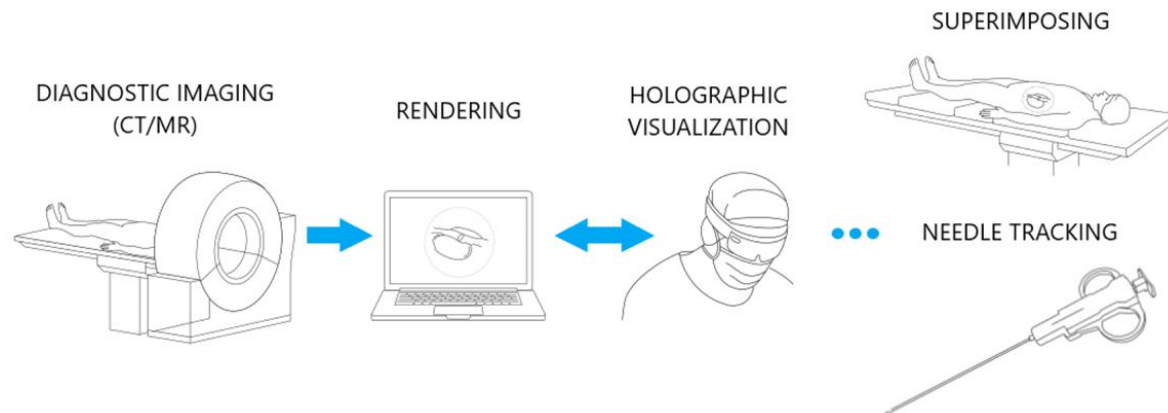
Source: *Trojak M, Stanuch M, Kurzyna M, Darocha S, Skalski A. Mixed Reality Biopsy Navigation System Utilizing Markerless Needle Tracking and Imaging Data Superimposition. Cancers. 2024; 16(10):1894. https://doi.org/10.3390/cancers16101894*

MedApp description

Solution: CarnaLife Holo MedNav – AR surgical navigation
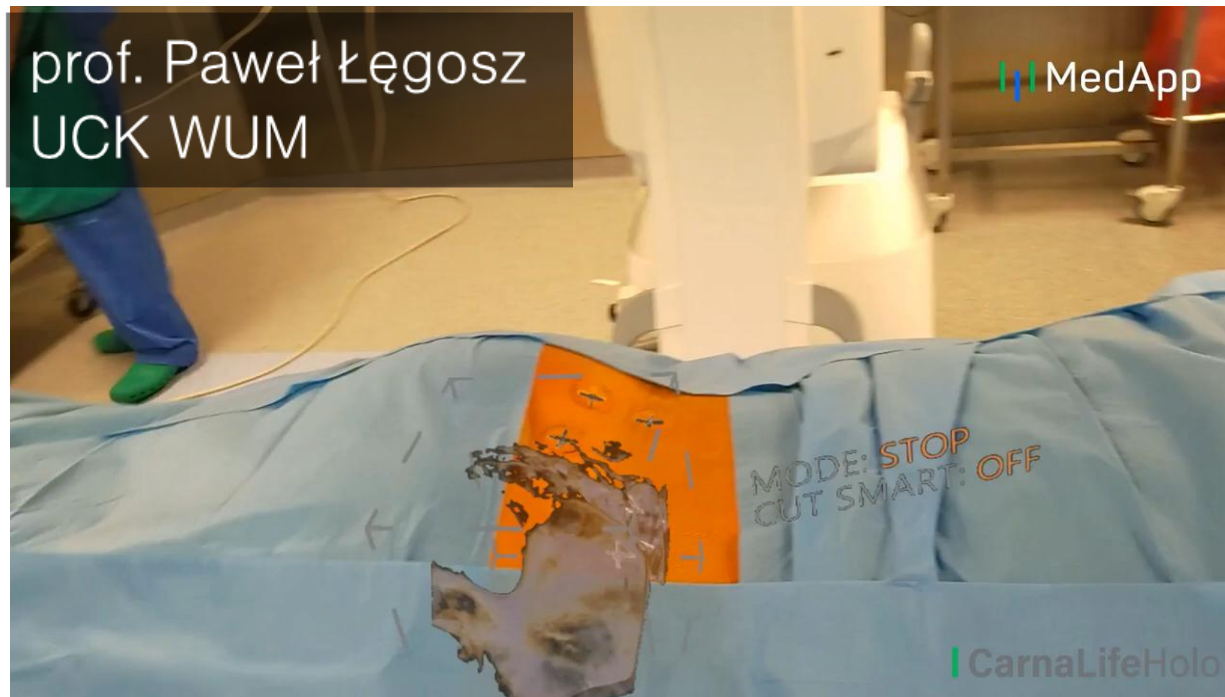
MedApp description

Solution: CarnaLife Holo MedNav – AR surgical navigation

MedApp challenges

Solution: CarnaLife Holo MedNav – AR surgical navigation

4. Pilot Clinical Stage Investigation & Formative Usability Evaluation (Kidney Biopsy AR Navigation)

- Expected outcome: A GCP-compliant clinical and usability study generating initial evidence for MDR compliance and clinical safety.

- Estimated budget: up to €60,000 | Estimated duration: 9–12 months

4

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MedApp challenges

- **Eligible recipients**

Eligible recipients are SMEs or CROs established in the EU with expertise in clinical research or usability testing of medical devices.

- **Selection criteria & procedures**

Recipients will be selected based on expertise, regulatory knowledge, experience with usability/clinical studies, and operational capacity. Selection will follow transparent, EU-compliant procedures (publication, evaluation, documentation).

- **Partner SME Contributions:**

Expertise in clinical research operations (protocol design, ethical approval submission, site coordination, data collection & reporting).

Support in usability studies and human factors validation (methods, data capture, analysis).

Knowledge of MDR and ISO 14155 requirements for clinical investigations of medical devices.

4

MedApp challenges

4. Pilot Clinical Stage Investigation & Formative Usability Evaluation (Kidney Biopsy AR Navigation)

Deliverables
•**D1: Clinical Investigation Protocol (Draft & Approved)** – protocol design, regulatory/ethics submission, and approval documents.

•**D2: Pilot Study Report** – results from 5–10 cases, including safety and performance endpoints, adverse event reporting, and biopsy adequacy analysis.

•**D3: Usability Evaluation Report** – structured feedback from clinical users, workflow integration observations, and recommended device refinements.

•**D4: CER Input File** – summary of generated evidence aligned with MDR requirements, to be directly included in Clinical Evaluation Report documentation.

4

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MedApp challenges

4. Pilot Clinical Stage Investigation & Formative Usability Evaluation (Kidney Biopsy AR Navigation)

Eligible Activities

•**Clinical Protocol Development** – drafting protocol, submission for ethics/IRB approval, study registration.

•**Pilot Study Execution** – coordination with clinical site(s), training, data collection during 5–10 cases.

•**Usability Testing & Evaluation** – on-site observations, structured questionnaires/interviews, analysis of workflow impact.

•**Data Analysis & Reporting** – synthesis of safety and performance data, risk analysis inputs, preparation of CER-ready documentation.

4

MedApp challenges

Solution: CarnaLife Holo MedNav – AR surgical navigation

5. Segmentation (annotation) of abdomen and chest CT images dataset

- Expected outcome: A complete, radiologist-validated segmentation dataset ready for AI training and MDR submission.

- Estimated budget: up to €60,000 | Estimated duration: 9–12 months

5

MedApp challenges

III MedApp
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5

•**Eligible recipients**

Eligible recipients are SMEs or research organisations established in the EU with expertise in medical imaging annotation, DICOM handling, and clinical validation with radiologist oversight.

•**Selection criteria & procedures**

☐ Proven track record in medical image annotation
☐ Access to certified radiologists for validation
☐ Experience with regulatory-compliant data handling (GDPR, MDR)
☐ Technical capacity (annotation platforms, QC processes)

• **Partner SME Contributions:**

Expertise in medical image labeling, DICOM handling, segmentation tools (e.g., ITK-SNAP, 3D Slicer, or proprietary platforms), quality control pipelines, and radiologist collaboration/oversight

MedApp challenges

Deliverables:

•D1: Segmented (annotated) dataset – 100 exams with radiologist-approved ground truth masks (per required structures, provided in DICOM-SEG/NIfTI).

•D2: Annotation and validation report – Documentation of methods, tools, annotator profiles, QC pipeline, and radiologist sign-off.

•D3: Regulatory compliance package – Documentation/support package showing data conformity to MDR-certification requirements (audit trail, approval records).

MedApp challenges

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Eligible activities:

☐**Data preparation and curation** – Ensure DICOMs are clean, anonymized, and structured for segmentation workflow.

☐**Medical image annotation** – Perform segmentation of abdominal and thoracic structures as per agreed annotation protocol.

☐**Radiologist review and approval** – Independent clinical experts verify and sign off on all final labels.

☐**Data packaging for AI integration** – Conversion to DICOM-SEG/NIfTI formats and preparation of final dataset with metadata.

☐**Validation & QC workflow** – Documentation of annotation accuracy, inter-annotator agreement, and clinical reliability for regulatory purposes.

5

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42

Virtuleap

Cogniclear

INNOVATIVE COGNITIVE ASSESSMENT IN VR

Multidomain cognitive assessment
14 exercises used to assess cognitive abilities across 8 different categories.

Ecological validity
Realistic interaction in scenarios resembling real setting.

Examiner Independent
Automatic scoring overcoming the need for a trained professional.

In-depth data collection
Collection of a wide range of gameplay and behavioral data.

Better patient experience
Removing white coat effect and performed without the need of a healthcare professional.

Digital biomarkers
Data analysis to identify novel digital biomarkers for improved cognitive assessment

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44

Virtuleap

Cogniclear

Challenge 1- Market Entry & Product Launch Strategy

Up to €60,000   **4-6 months**

Focus:
Design a practical, evidence-based **go-to-market (GTM) strategy** for *Cogniclear VR* targeting **private-sector adoption** in Europe.

Goal:
Identify and execute early market entry in **two priority EU countries**, focusing on:
- Private clinics, longevity centers, rehabilitation providers, occupational health, and private insurers.
- Rapid adoption cycles to build early traction, partnerships, and real-world data.

Desired Profile:
- Proven expertise in EU healthcare commercialization and digital health market access.
- Strong track record in private healthcare market strategy.
- Experienced in competitive benchmarking and stakeholder mapping.
- Ability to deliver clear, actionable market-entry and sales plans.

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Virtuleap

Cogniclear

Challenge 1- Market Entry & Product Launch Strategy

Activities

Market Research and Priorization

Stakeholder analysis

Competitive Benchmarking

Product Positioning & Pricing Analysis

Marketing & Sales Plan Development

Deliverables

D1- Market Prioritization Report – Evidence-based selection of two EU markets

D2: Country Market Assessments – Analysis of private healthcare ecosystems, adoption drivers, and barriers

D3: Product Positioning & Pricing Strategy – Differentiated value proposition and pricing tailored to private buyers

D4: Stakeholder Landscape Map – Mapping of key decision-makers and influencers in private settings

D5: Country-Specific Marketing & Sales Plans – Actionable communication and sales strategies

Accelerating private-sector adoption of Cogniclear VR to build evidence, traction, and partnerships for EU expansion

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46

Cogniclear

Challenge 2- GDPR, Cybersecurity & Software V&V

Up to €30,000　　　　　**Max 4 months**

Focus: GDPR compliance, cybersecurity readiness, and software verification & validation for Cogniclear VR.

Goal:
- Ensure GDPR compliance and protection of personal data
- Perform software verification & validation per EN 62304:2006 and EN 82304-1:2017
- Conduct cybersecurity assessments aligned with ISO 81001 standards
- Prepare documentation suitable for MDR Technical Documentation.

Desired Profile:

- GDPR and data protection specialist
- Software verification & validation expert (medical devices)
- Cybersecurity professional (ISO 81001, EN IEC 81001)
- Experienced in regulatory documentation (MDR, CE marking)

2

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Virtuleap

Cogniclear

Challenge 2- GDPR, Cybersecurity & Software V&V

2

Eligible Activities	Deliverables
Software Testing & Documentation – System-level verification, compatibility testing, and preparation of technical documentation. **GDPR Audit & Implementation** – Review, update, and creation of compliance documentation, consent flows, and legal risk mitigation strategies. **Cybersecurity Assessment** – Risk analysis, controls recommendations, and preparation of documentation for regulatory submission.	**D1: System-Level Software Verification & Validation Report including compatibility testing** **D2: GDPR Compliance Package** **D3: Cybersecurity Assessment Report**

Securing GDPR, cybersecurity, and software readiness for Cogniclear VR

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Virtuleap

Cogniclear

Challenge 3- Development of Healthcare Professional Onboarding

Up to €30,000   **4-5 months**

Focus:
Design a structured, scalable, and clinically relevant onboarding solution for healthcare professionals to adopt Cogniclear VR and Virtuleap Enterprise tools.

Goal:
Enable HCPs to confidently set up, operate, and integrate Cogniclear VR into clinical workflows.
Provide a modular, web-based onboarding experience that covers:

- Technical setup and VR literacy
- Patient-facing assessment practices
- Platform features: dashboard, remote control, and billing system

Desired Profile:
Experience in digital learning design for healthcare professionals.
Expertise in UX/UI design, prototyping, and healthcare usability.
Ability to create structured, modular, and scalable onboarding solutions.

Virtuleap

Cogniclear

Challenge 3- Development of Healthcare Professional Onboarding

3

Eligible Activities	Deliverables
Context immersion – tool demo and alignment with Virtuleap stakeholders; short interviews with HCPs (4-5 depending on availability)	**D1: Modular Onboarding Framework** – a structured outline covering all onboarding phases, designed to be extensible for future products.
Secondary research – trends and best practices in onboarding and digital training in healthcare	**D2: High-Fidelity Wireframes** – sketches of key interaction flows and content structure.
Design interaction flows – step-by-step web-based onboarding modules with checklists, scenario-based flows, and embedded media	**D3: Mid-Fidelity Interactive Prototype** – clickable Figma prototype showing step-by-step onboarding experience.
Prototype development – build the Figma prototype	

Onboarding that drives VR adoption in healthcare.

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Metaskills description

Solution:
AI-assisted VR/AR simulations with 3D avatars for practicing difficult conversations in healthcare teams.

Why it matters:
Safe, immersive practice with coach-like real-time feedback → learning by doing; strengthens communication, empathy and emotional intelligence.

Metaskills description

How it works:
Modular skills library.

Flow:

📖 Understand

🔡 Practice with support

💬 Test yourself

Metaskills challenges

Development of an integrated platform for scenario authoring, license management, and reporting for AI-driven VR soft skills training

- **Challenge focus & expected outcome:**

  One web platform integrated with existing Metaskills systems to author, manage, and deploy AI-driven VR dialogue scenarios; dual access (admin/client), license management, reporting dashboards, and safeguards for GDPR and fairness.

  Expected outcome:
  fully functional, scalable scenario-management and performance-tracking platform.

- **Duration & budget:**

  6–8 months · up to €55,000

Metaskills challenges

Development of an integrated platform for scenario authoring, license management, and reporting for AI-driven VR soft skills training

- **Eligible activities:**

  Design & development of the platform and scenario wizard; integration with existing Metaskills systems & the VR application; discovery/definition of integration points (APIs, data, roles); validation with representative users; interoperability, security & GDPR; analytics/reporting.

- **Expected applicant profile:**

  SME/team experienced in secure, scalable web applications (frontend + backend), licensing & roles/permissions, multi-tenant setup; API integrations and collaboration in discovery/definition phases; strong UX for non-technical users, analytics/reporting, QA & documentation.

6

54

Metaskills challenges

7

Defining and implementing a digital twin model for soft skills

- **Challenge focus & expected outcome:**

  Define and implement a structured Digital Twin framework to map and monitor healthcare professionals' soft-skills progression across selected VR training contexts; deliver a scalable model with **indicators**, **profile updates**, and **explainable recommendations**.

  Expected outcome:
  a documented, validated framework ready for implementation.

- **Duration & budget:**

  4–6 months · up to €30,000. (as per brief)

Metaskills challenges

Defining and implementing a digital twin model for soft skills

- **Eligible activities:**

  Data/indicator model and **JSON payloads**; **profile update algorithms** and **recommendation logic**; mapping to **competence levels** and **theoretical frameworks** (e.g., Heron's six styles); integration into Metaskills training scenarios (team management, diagnostic interview, patient interactions); **pre-validation** (methodology, benchmarking); **ethics/GDPR**, anonymization, **bias/fairness** procedures; deployment documentation.

- **Expected applicant profile:**

  SME/team experienced in data modeling & analytics for human/behavioral metrics; capable of designing **transparent, fair, GDPR-compliant** methods; skilled at building **interpretable scoring/recommendation logic** and **validation plans**; familiarity with **healthcare training** or **VR-based assessment** is a plus.

7

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Metaskills challenges

On-Premise Language Models (SLM/LLM) Proof-of-Concept for Secure and Scalable AI-Assisted VR Training

- **Challenge focus & expected outcome:**

  Vendor-neutral PoC for secure on-prem/private-cloud deployment of **SLMs & LLMs** for AI-assisted VR training. Includes **chat + RAG** on proprietary docs and a **comparative analysis** (quality, latency, cost, scalability), ending with a **reference architecture** and **clear recommendation** (SLM/LLM/hybrid).

  Expected outcome:
  validated local PoC + go-forward path.

- **Duration & budget:**

  4–5 months · up to €35,000.

Metaskills challenges

8

On-Premise Language Models (SLM/LLM) Proof-of-Concept for Secure and Scalable AI-Assisted VR Training
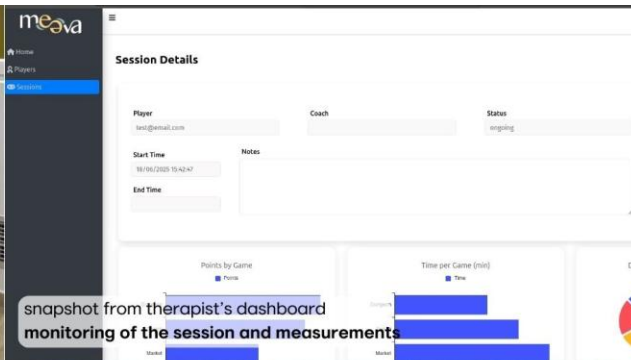
- **Eligible activities:**

  Local setup (**SLM + LLM, quantization**, security), **chat + RAG** pipeline on proprietary data, **benchmarking**, **compliance matrix** (GDPR/ISO/NIS2), vendor/licensing review, **RFP pack & scaling plan**.

- **Expected applicant profile:**

  SME with on-prem model deployment, **RAG pipelines**, benchmarking, and AI infrastructure (containers/K8s/GPU), plus **security/compliance** expertise; able to deliver feasibility with business-ready recommendations.

VR serious game for neurodivergent teens (autism/ADHD)

snapshot from therapist's dashboard
monitoring of the session and measurements

snapshot from VR headset
stress management training scene

snapshot from VR headset
working memory training scene
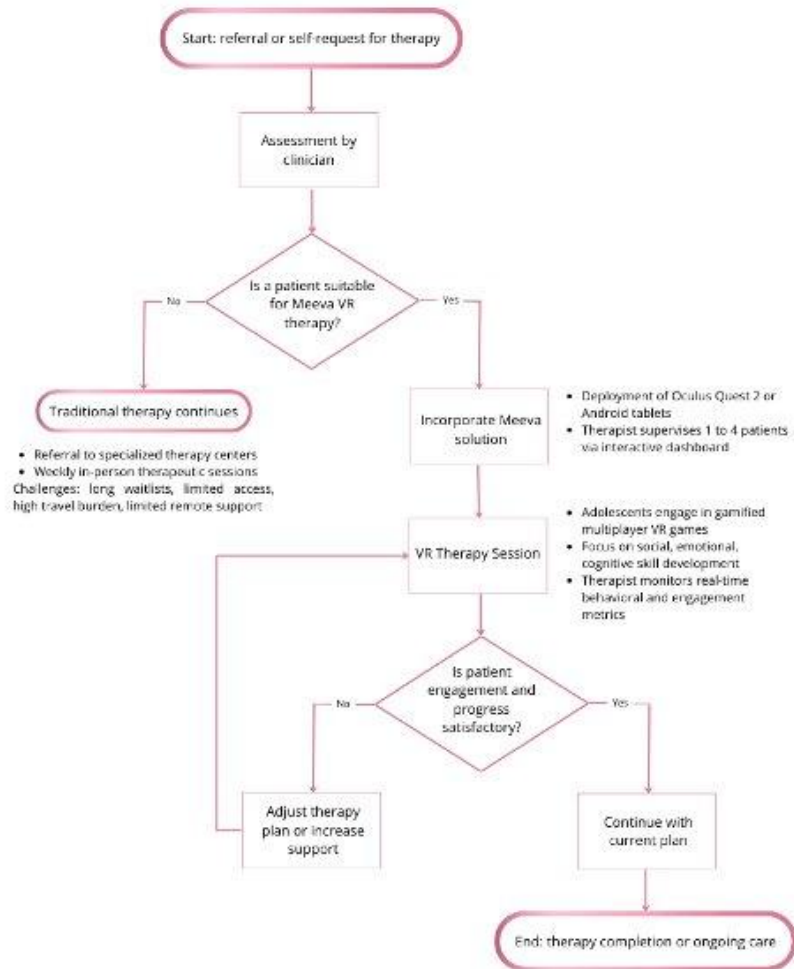
9. Feasibility Study for VR skills training in neurodivergent teens

🎯 *Objective*
Assess the market readiness and business feasibility of Meeva's single-player VR app designed to enhance social and emotional skills in neurodivergent teens.
Expected outcome: a clear **EU market entry roadmap**, validated **business and pricing models**, and actionable recommendations for **scalable commercialization and partnerships**

Implementation
📅 **2–3 months**
💶 up to **€40,000**

📄 *Deliverables*
- **D1** Competitive Benchmarking & Positioning Report
- **D2** Business and Pricing Model Validation Report

9

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9. Feasibility Study for VR skills training in neurodivergent teens

💡 *Eligible activities*

The challenge explores how Meeva's VR solution can be positioned and scaled within the EU healthcare and educational ecosystems.
- Market and stakeholder analysis (clinics, caregivers, institutions)
- Competitive benchmarking of VR and non-VR solutions
- Definition of value proposition, pricing, and go-to-market strategy
- Identification of adoption barriers, buyer personas, and sales channels
- Validation of cost–benefit models and reimbursement opportunities

👥 *Expected applicant profile*
- **Digital health business modelling** and **market research**
- **Go-to-market and pricing strategies** in healthcare or XR fields
- Knowledge of **neurodiversity**, **education**, or **therapeutic innovation**

9

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10. Marketing & Communication plan for VR skills training in neurodivergent teens

🎯 *Objective*
Design and implement a **comprehensive marketing and communication** strategy to enhance Meeva's visibility, credibility, and adoption within the EU digital health and neurodiversity ecosystem. *Expected outcome*: a consistent brand identity and storytelling framework, clear marketing roadmap, and stronger EU-level presence for commercialization and stakeholder engagement.

Implementation
📅 **5–6 months**
💶 up to **€20,000**

📄 *Deliverables*
- **D1** Buyer Persona & Stakeholder Analysis
- **D2** Marketing Strategy (Channels & Partnerships)
- **D3** Content & Storytelling Guidelines
- **D4** Website Redesign Recommendations
- **D5** Dissemination & Communication Plan

10

10. Marketing & Communication plan for VR skills training in neurodivergent teens

💡 *Eligible activities*

The challenge aims to establish Meeva's positioning in the healthcare and XR innovation landscape through integrated communication and brand development

- Definition of target segments and customer journey mapping
- Development of a multi-channel strategy (digital, social, events, PR)
- Creation of consistent content and storytelling for all communication & dissemintation materials
- Identification of effective outreach tools (CRM, automation, analytics)
- Alignment with EU communication and dissemination standards

👥 *Expected applicant profile*

- **Marketing and branding** for **digital health** or **tech-for-impact** solutions
- **Communication strategy design** for EU-funded or healthcare projects
- Expertise in **content creation**, **visual identity**, and **multi-channel campaigns**

10

11. VR-Specific Technical & Documentation Framework Development

🎯 *Objective*
Develop a **VR-specific regulatory and technical documentation framework** to support Meeva's CE marking process and ensure compliance with EU MDR and future AI Act requirements.
Expected outcome: a complete **technical documentation package** aligned with medical device standards, enabling **regulatory readiness** and smoother market access for VR-based digital therapeutics.

Implementation
📅 **6 months**
💶 up to **€60,000**

📄 *Deliverables*
- **D1** Technical Documentation (Annex II & III MDR)
- **D2** Clinical Evaluation Package (CEP & CER)
- **D3** AI Act & Future Progress Documentation

VR HEALTH CHAMPIONS | Co-funded by the European Union

11. VR-Specific Technical & Documentation Framework Development

💡 *Eligible activities*

The challenge focuses on adapting existing medical device documentation frameworks to VR-specific therapeutic software.
Preparation of complete **technical documentation** according to MDR Annex II & III

- Development of **risk management** and **benefit–risk analysis** procedures (ISO 14971)
- Design of **clinical evaluation plan and report (CEP/CER)**
- Integration of **cybersecurity**, **usability**, and **data protection** requirements
- Alignment with future **AI Act provisions** for data-driven components

👥 *Expected applicant profile*

- **Regulatory affairs** and **MDR compliance** for medical software or SaMD
- **Quality management systems** (ISO 13485, IEC 62304, IEC 82304-1)
- **VR/AR medical technologies** and **health data governance**

11

.lumen description

Problem:

- **338M Visually Impaired (VI) now | 535M VI by 2025**

- **Mobility: same 2 solutions for >1.000 years: Guide dog and White Cane**

- **€0,5 Billion trains only 2k Guide Dogs**

  28.000 guide dogs

  338.000.000 VI

Solution: Glasses for the Blind (LightKit) – assistive wearable

.lumen challenges

Solution: Glasses for the Blind (LightKit) – assistive wearable

12. CyberSecurity and Remote OTA in head-worn wearables

🎯 **Challenge focus**

- The Glasses operate and advanced NVIDIA based embedded computer, which is connected to the internet via both WiFi and GSM-based data connectivity. Overall, they run a LINUX-based system. With time, the entire firmware must be updated, up to the level of low-level drivers, the LINUX kernel itself, and the custom .lumen code. This must be done securely and with close to no input from the user, which is visually impaired.

📄 **Expected outcomes**

- **D1:** OTA Research Report
- **D2:** OTA Implementation & Documentation

.lumen challenges

Solution: Glasses for the Blind (LightKit) – assistive wearable

12. CyberSecurity and Remote OTA in head-worn wearables

💡 **Eligibile activites**

- Development of a comprehensive Over-The-Air (OTA) software update mechanism, which is safe from cyberattacks, including:
    o Researching methods to achieve this on the entire hardware (microcontrollers, Nvidia GPU, etc)
    o Having safe connectivity to an on-prem server, or a cloud-based solution
    o Having backup in case the update process does not work.

👥 **Applicant profile:** SME with prior experience in Security & Remote OTA

💱 **Budget & Duration:** €40,000 & 6-7 person-months
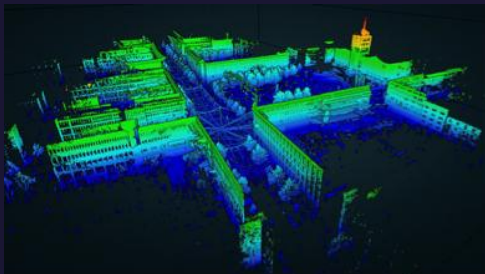
.lumen challenges

Solution: Glasses for the Blind (LightKit) – assistive wearable

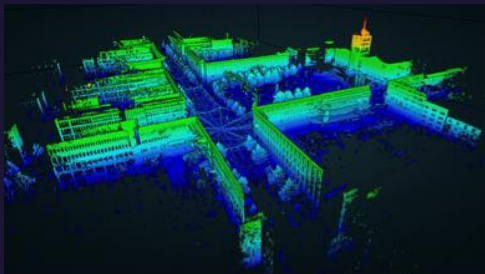**13. Indoor / Outdoor SLAM & VIO in Wearables**

🎯 **Challenge focus**

- The .lumen Glasses use SLAM & VIO to understand the movement and positioning of the user. We want to enhance these technology to better work in indoor environments, and in dark conditions. Furthermore, it must integrate with GNSS such that it can provide an absolute location wherever in the world.

📄 **Expected outcomes**

- **D1:** Tough Scenarios Identification
- **D2:** Current Solution Benchmarking
- **D3:** SLAM/VIO Development

.lumen challenges

Solution: Glasses for the Blind (LightKit) – assistive wearable

13. Indoor / Outdoor SLAM & VIO in Wearables

💡 **Eligibile activites**

- A general-level Indoor / Outdoor SLAM & VIO algorithm, in a head-worn wearable:
    - ○ Researching the current implementation of VIO and SLAM on the current hardware
    - ○ Running experiments to understand the limitations
    - ○ Identifying tough scenarios for VIO & SLAM in real world use cases
    - ○ Implementing solutions for identifying said tough scenarios in order to be able to react to them

👥 **Applicant profile:** SME with prior experience in SLAM & VIO

💶 **Budget & Duration:** €60,000 & 10-12 person-months

71

.lumen challenges

Solution: Glasses for the Blind (LightKit) – assistive wearable

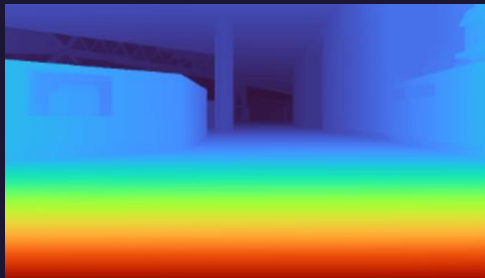**14. Machine Learning Monocular Depth R&D**

🎯 **Challenge focus**

- While depth sensing technologies such as stereovision or lidar exist, they are impractical in a wearable due to their size. However, given a good quality RGB or Infrared image stream, a machine learning model capable of outputting depth can be designed and trained. Through this R&D, an SME must create and train such a model, based on .lumen data, and obtain a model that can output depth masks in real time on a wearable

📄 **Expected outcomes**

- **D1**: Monocular Depth ML Research Report
- **D2**: Monocular Depth Training Data
- **D3**: Monocular Depth Models

.lumen challenges

Solution: Glasses for the Blind (LightKit) – assistive wearable

**14. Machine Learning Monocular Depth R&D**

💡 **Eligibile activites**

- Targeted monocular depth ML research including:
    - o Researching Monocular Depth ML Architectures
    - o Testing and training custom ML monocular depth algorithms, on .lumen data
    - o Help the process of obtaining more data relevant for monocular depth
    - o Optimize trained models on the target hardware, to work real time

👥 **Applicant profile:** SME with prior experience in Monocular Depth R&D

🔜 **Budget & Duration:** €60,000 & 10-11 person-months
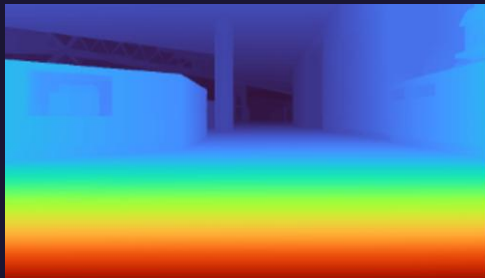
Have any questions?

?

https://vrhealthchampions.eu/

cascadecall@vrhealthchampions.eu

Apply here!

Q&A