



## EUROPEAN FILM MARKET

FEBRUARY 16–22, 2023 in Berlin  
during the Berlin International Film Festival

## EFM STARTUPS

FEBRUARY 18–21, 2023  
as part of EFM Industry Sessions 2023

### CALL FOR PROPOSAL 2023

EFM Startups' 9<sup>th</sup> year edition will introduce and present 10 stellar international Startup entrepreneurs **intersecting media and technology, with a focus on tools for producers** at the 2023 edition.

EFM Startups will take place onsite in Berlin with extended programming online prior to the market.

*"In an industry that is often too keen on sticking to the tried and tested, EFM Startups takes the important step of putting focus on innovation."* - **Ben Johnson, CEO, Gruvi**

Vibrant ideas and risk-taking entrepreneurs are more important now than ever before. With the industry in a period of great change, an innovating, cutting edge approach is at the core the industry's path forward.

We invite you to submit your proposal by January 13, 2023 for an opportunity to take part in this exciting media / technology showcase at one of the world's premiere industry events.

### WHAT TO EXPECT

If you are selected as an EFM Startup, we offer you the opportunity to liaise with successful media companies who have been hand-picked to hear about and experience your innovative ideas for the film industry be it in story-telling and development, production, distribution or marketing. You will:

1. Pitch your Startup onstage to an audience of accredited producers, financiers, distributors and marketing professionals.
2. Take part in a series of one-on-one meetings with top industry professionals.
3. Be present in the European Film Market with a Pop-Up Office at the EFM headquarters and market hub in the Martin Gropius Bau.
4. Take part in customized trainings with industry experts prior to the EFM.
5. Company profile on the EFM website.
6. Receive a Market Badge for **two** company members which will allow access to all things EFM, including seminars, workshops, discussions and events, as well as selected market screenings.
7. Have access to the full EFM website, which includes valuable information / contact details for all EFM participants (e.g. registered producers, exhibitors, distributors).
8. Attend selected social events presented by the European Film Market.

### CRITERIA

To qualify for selection, you / your company should:

1. Be a unique, innovative Startup which intersects with the media / audio-visual industry.
2. Be at least in the Early Stage with an MVP (but can be further along as well).
3. Have an English language website.
4. Be prepared to present your Startup in English.
5. Have an interdisciplinary team.
6. Be available for all trainings prior to the EFM.
7. Founders or C-Level executives be available to attend the 4 Startup days in Berlin.

### APPLICATION PROCEDURE AND DEADLINES

Complete the application form and return it to [efm-startups@berlinale.de](mailto:efm-startups@berlinale.de) by **January 13, 2023**.

Successful applicants will be informed by January 18, 2023 of their inclusion in the EFM Startups.

**APPLICATION FORM****CONTACT INFORMATION**

Official Project / Company Name:	
Main Contact for the application	
with email, title and mobile:	
Company Email:	
Company Website:	

**COMPANY BACKGROUND AND INFORMATION**

Where (city and country) are the registered headquarters of your Startup?	
How many years has the company been in operation?	

Which two executives from your company will attend the EFM Startups 2023? (Include name and title) Please note: It is important to have top level professionals in attendance from your company (Founders or C-Level management)	
1. Name/Title:	
2. Name/Title:	

Describe your Startup initiative in 3 sentences.

At what stage is your Startup now?



Explain the relevancy of your Startup to the European Film Market clientele (producers, distributors, sales agents).

Who are your main market competitors and what differentiates your company from theirs?

Briefly explain why you think your company should be selected for this initiative and the added value the company brings to EFM Startups?

**PLEASE INCLUDE the following information with your application:**

- 1. Pitch Deck (for the product you will be showcasing)
- 2. Business Plan or Model
- 3. Brief history of your company and please be sure to describe your team.

**REFERENCES**

Provide three professional references for your Startup. Please include contacts (email and mobile).

1.		2.		3.	
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EFM Startups will inform you by **January 18, 2023** if you have been selected for the 2023 edition. Please note that travel and hotel costs to Berlin are not covered by the EFM.

**PLEASE RETURN COMPLETED FORM TO**

**Karen Arikian**  
EFM Startups 2023  
European Film Market  
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Here's what some of our previous Startups have to say:

*"It is a fantastic way to get a product or service in front of a wide variety of very well connected and experienced professionals. The EFM- Team works extremely hard to ensure you to get the most out of it."* - **Paul Robert Cary, CEO Kamua**

*"...has given a visibility and added credibility within the film industry, and it's proving to have been a superb launchpad for our platform."* - **Fiona Gilles, CEO and Founder, SMASH**

*"EFM Startups helped us meet with relevant industry professionals from which we have gained many new opportunities. It was a great experience and one of the best programmes of this type we have participated in."* - **Michael Moss, Co-Founder and CEO, NOVA AI**

*"A wonderful chance to be connected to like-minded people in the film industry."* - **Rémi Tereszkieicz, CEO, BetaSeries**