

15–23 FEB 2018



**EFM HORIZON**  
presents  
**EFM Startups 2018**

18 – 20 FEB 2018  
during the Berlin International Film Festival

Presented by European Film Market with the support of Medienboard Berlin-Brandenburg

**CALL FOR PROPOSALS**

Building on the successful launch in February 2015 and strong editions in 2016 and 2017, the European Film Market (EFM) will once again partner with Medienboard Berlin-Brandenburg in presenting and connecting 10 stellar European Startup companies/entrepreneurs with the film and media industries at the 2018 European Film Market, which takes place during the Berlin International Film Festival.

The media industry is seeking disruptive vibrant ideas which intersect with new technology in a rapidly evolving marketplace.

We invite you to submit your proposal by December 22, 2017 for an opportunity to take part in this new media/technology showcase. (See below for submission procedure).

**WHAT TO EXPECT**

As one of the 10 companies selected to participate in EFM Startups, 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 and/or PR and marketing. If chosen, you will:

1. Be invited to pitch your Startup to a selected audience of producers, financiers, distributors and marketing professionals;
2. Represent your Startup at one-on-one meetings with hand-picked top industry professionals;
3. Take part in the European Film Market with a centrally located shared stand for your company presentation at the Martin-Gropius-Bau in Berlin, the hub of the EFM;
4. Receive a Market Badge to the EFM for two company members;
5. Have full access to participants' lists (including producers, exhibitors, distributors) on the restricted area of the EFM website;
6. Be included in the EFM Catalogue of participating companies;
7. Attend selected social events presented by the EFM.

**CRITERIA**

To qualify for selection, you/your company should:

1. Be a unique, innovative Startup which intersects with the media/audiovisual industry.
2. Have an interdisciplinary team.
3. Have a market ready product.
4. Have a "Go to Market" plan.
5. Be a registered company in the EU.
6. Be prepared to present your product in English, as well as have an English language website.

**APPLICATION PROCEDURE AND DEADLINES**

Fill in the following application and return to [efm-startups@berlinale.de](mailto:efm-startups@berlinale.de) by December 22, 2017.

Successful applicants will be informed by January 10, 2018 of their inclusion in the EFM Startups.



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**APPLICATION FORM**

**CONTACT INFORMATION**

Project/Company Name:	
Main Contact:	
Email:	
Website:	
Mobile:	

**COMPANY BACKGROUND AND INFORMATION**

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

Describe your Startup initiative in no more than 3 sentences.

Please explain the relevancy of your Startup to the European Film Market clientele (which includes film/TV distributors, producers, exhibitors, festival programmers, VOD distributors, etc.).



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Who from your company will attend the EFM Startups 2018? (Please note: It is important to have top level professionals in attendance from your company i.e. C level management)	
1. Name/Title:	
2. Name/Title:	

Briefly explain why you think your company should be selected for this initiative? What added value does your company bring to EFM Startups?

Who are your main market competitors? What differentiates your company from theirs?

**ADDITIONAL MATERIALS**

Please provide the following by email to [efm-startups@berlinale.de](mailto:efm-startups@berlinale.de)

(Be sure to include the contact name and the name of your company)

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

Provide professional references for your Startup. Please include contacts (email and mobile).					
1.		2.		3.	

Please note: Travel and accommodation costs to the EFM in Berlin are the responsibility of the selected participants.

