

7–15 FEB 2019



EFM HORIZON

FEBRUARY 8-12, 2019

EFM Startups 2019

FEBRUARY 10-12, 2019

during the Berlin International Film Festival
Berlin, Germany

CALL FOR PROPOSALS

Entering its 5th year, EFM Startups will introduce ten stellar international Startup entrepreneurs at the center of the media and tech industries during the 2019 European Film Market.

EFM Startups is expanding: For the first time, applications from companies around the globe will be accepted.

Vibrant ideas and risk-taking entrepreneurs are at the crux of our continually evolving marketplace.

We invite you to submit your proposal by January 4, 2019 for an opportunity to take part in this exciting media meets technology showcase. (See below for submission procedure.)

WHAT TO EXPECT

As one of the ten 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 selected, you will:

1. Be invited to pitch your Startup to invited 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 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 start-up which intersects with the media/audiovisual industry.
2. Have an interdisciplinary team.
3. Have a market ready product.
4. And a "Go to Market" plan.
5. Be prepared to present your product in English, as well as have an English language website.

APPLICATION PROCEDURE AND DEADLINES

Fill in following application and return to efm-startups@berlinale.de by January 4, 2019.

Successful applicants will be informed by January 7, 2019 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?	

Who from your company will attend the EFM Startups 2019? (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:	

Describe your Startup initiative in three 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 are your main market competitors? What differentiates your company from theirs?

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

ADDITIONAL MATERIALS

Please provide the following by email to 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 three professional references for your Startup. Please include contacts (email and mobile).					
1.		2.		3.	

EFM Startups will inform you by January 8, 2019 if you have been selected for the 2019 edition.

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

