

20–27 FEB 2020



EFM HORIZON

FEBRUARY 21-25, 2020

EFM Startups 2020

FEBRUARY 23-25, 2020

during the Berlin International Film Festival
Berlin, Germany

CALL FOR PROPOSALS DEADLINE: January 10, 2020

Entering its 6th year, EFM Startups will introduce ten stellar international Startup entrepreneurs at the center of the media and tech industries during the 2020 European Film Market.

Vibrant ideas and risk-taking entrepreneurs are at the engines driving a constantly evolving marketplace.

We invite you to submit your proposal by January 10, 2020 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 Startup in English as well as have an English language website.

APPLICATION PROCEDURE AND DEADLINES

Please provide the following by email to efm-startups@berlinale.de:

(Please include the name of your company for points 2, 3 and 4 below)

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

Successful applicants will be informed by mid - late January 2020 of their inclusion in EFM Startups 2020.



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APPLICATION FORM

CONTACT INFORMATION

Project/Company Name:	
Main Contact for Application:	
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 2020? (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?

REFERENCES

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

EFM Startups will inform you by mid - late January 2020 if you have been selected for the 2020 edition.

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

