



EUROPEAN FILM MARKET

FEBRUARY 10–17, 2022

ON-SITE & ONLINE

during the Berlin International Film Festival

EFM STARTUPS

FEBRUARY 13–15, 2022

as part of EFM Industry Sessions 2022

CALL FOR PROPOSALS

Entering its 8th year, EFM Startups will introduce and present 10 stellar international Startup entrepreneurs intersecting **media and technology** at the 2022 European Film Market, all taking place under the umbrella 5-day programme, EFM Industry Sessions. EFM Industry Sessions will be hybrid in 2022, with its on-site focus extended by additional online programmes and features.

Vibrant ideas and risk-taking entrepreneurs are more important now than ever before. With the tumultuous changes of the past year, innovation is at the core of the industry's survival and growth.

We invite you to submit your proposal and materials by January 7, 2022 for an opportunity to take part in this exciting media/technology showcase.

See below for submission procedure.

WHAT TO EXPECT

As one of the companies selected to participate in EFM Startups 2022 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. If selected, you will:

1. Be invited to pitch your Startup to an invited audience of producers, financiers, distributors and marketing professionals.
2. Represent your Startup at 1:1 meetings, both on-site and online, with hand-picked top industry professionals.
3. Take part in the European Film Market with a pop-up office at the EFM headquarters and market hub in the Gropius Bau.
4. Take part in two customised trainings prior to the EFM including a pitch training and a workshop on Startup financing.
5. Receive a Market Badge to the EFM for **two** company members which will allow access to all things EFM, including seminars, workshops, discussions and events, as well as selected market screenings.
6. Have access to the full EFM website, which includes contact details for all EFM participants (e.g. registered producers, exhibitors, distributors).
7. Online presentation as a participating Startup via a Company Profile Page on the EFM website.
8. 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/audio-visual industry.
2. Have an interdisciplinary team.
3. Be at least in the Early Stage with an MVP (but can be further along as well).
4. Have an English language website.
5. Be prepared to present your Startup in English.

APPLICATION PROCEDURE AND DEADLINES

Please complete the application form and return it to efm-startups@berlinale.de by **January 7, 2022**:

Successful applicants will be informed by January 14, 2022 of their inclusion in the EFM Startups.

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 the company been in operation?	

Who from your company will attend the EFM Startups 2022? (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 (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.	

PLEASE RETURN COMPLETED FORM TO

Karen Arikian
EFM Startups 2022
European Film Market
efm-startups@berlinale.de
+49 171 309 7861

EFM Startups will inform you by January 14, 2022 if you have been selected for the 2022 edition. Please note that travel and hotel costs to Berlin are not covered by the EFM.