



**EUROPEAN FILM MARKET  
February 15-21, 2024 in Berlin  
during the Berlin International Film Festival**

**EFM STARTUPS  
Saturday, February 17– Tuesday, February 20, 2024**

**CALL FOR PROPOSALS 2024**

**Deadline: January 3, 2024**

EFM Startups' 10<sup>th</sup> edition will introduce and present 10 stellar international Startup entrepreneurs **intersecting media and technology, with a focus on tools for producers** at the 2024 edition. EFM Startups will take place onsite in Berlin with extended programming online prior to the market.

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

*EFM Startups is a game-changing initiative for startups looking to make their mark on the film industry.*

**Volha Paulovich, Co-Founder and COO, PentoPix**

**Winner, 2023 SXSW „Pitch Award“ in Entertainment, Media & Content and „Best In Show“**

*The EFM Startups programme is an adrenaline shot in the arm of your big idea, and it's exactly what's needed! Every moment of the Programme is brimful of learning and networking opportunities, and you'll leave the EFM with a clearer sense of your Startup and how to move it forwards successfully.*

**Kate Wilson, Co-Founder and CEO**

**Winner, Screen International 2023 Global Production Awards, « Production Innovation »**

We invite you to submit your proposal by **January 3, 2024** 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 pitch your Startup idea on-stage to industry professionals and to liaise with successful media companies who have been hand-picked to hear about and experience your creative ideas for the film industry.

1. Pitch your Startup onstage to an audience of accredited producers, distributors and marketing professionals.
2. Take part in a series of 1:1 meetings with top industry professionals registered at the EFM.
3. Take part in structured meetings with investors to learn about opportunities in the sector.
4. Receive complimentary EFM accreditation for **two** company members which will allow access to all things EFM, including seminars, workshops, discussions and events, as well as selected market screenings.
5. Be present in the European Film Market with a POP-UP Office at the EFM headquarters and market hub in the Gropius Bau.
6. Take part in customised trainings online with industry experts prior to the EFM.
7. Have your company profile on the EFM website.
8. Have access to the full EFM website, which includes valuable information / contact details for all EFM participants (e.g. registered producers, exhibitors, distributors).
9. Potential to take part in activities with Berlinale Talents and the Berlinale Co-Production Market.
10. Attend selected social events during the European Film Market.

As an EFM Startups alumni, you will have access to targeted year round opportunities organised by the EFM and its collaborators.

## **CRITERIA:**

### **To qualify for selection, you/your company should:**

1. Be a unique, innovative start-up, intersecting with the media/ audio-visual industry
2. Be **at least** in the Early Stage with an MVP / or Series A Startup
3. Have an interdisciplinary team
4. Have an English language website
5. Be prepared to present your Startup in English
6. Be available for all trainings prior to the EFM
7. Founders or C-Level executives must 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** by **January 3, 2024**

Successful applicants will be informed by **January 9, 2024** of their inclusion in EFM Startups.



**APPLICATION FORM**

**CONTACT INFORMATION**

Official Project / Company Name:	
Name of Product you will be showcasing:	
Main Contact for the application : (email, title and mobile)	
Company Email:	
Company Website/url:	

**COMPANY BACKGROUND AND INFORMATION**

Where is your startup headquartered? (City/Country)	
Founding year	
At what stage is your Startup now?	
Do you have a MVP or are you about to launch a product/and when would that be?	
The number of team members (including founders)	

Which two executives from your company will attend the EFM Startups 2024? (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:	

Tell us in 2 to 3 sentences about your idea and the technology behind it:



Give a brief history of your company and please be sure to describe your team:

List any awards / formal recognition your Startup has received:

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 Startup from theirs? Briefly explain why you want to participate in the EFM Startups and the added value the company brings to the programme:

**Please include the following information with your application:**

1. Pitch Deck (for the product you will be showcasing). This normally consists of 12 to 15 slides, which should give us a comprehensive overview about your idea, the technology behind it, the market, your team and your goals.
2. Business Plan or Model / Investor Pitch Deck
3. Please share a Product Demo

Provide three professional references with contact information (email and mobile):

- 1.
- 2.
- 3.

**EFM Startups will inform you by January 9, 2024 if you have been selected.**

**Please note that travel and hotel costs to Berlin are not covered by the EFM.**

**PLEASE RETURN COMPLETED FORM TO:**

**Karen Arikian**  
EFM Startups 2024  
European Film Market  
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