

EFM STARTUPS 2025 - GUIDELINES AND APPLICATION FORM

EUROPEAN FILM MARKET

February 13-19, 2025 in Berlin
during the Berlin International Film Festival

EFM STARTUPS

Saturday, February 15 - Tuesday, February 18, 2025

CALL FOR PROPOSALS 2025:

EFM Startups' 11th edition will introduce and present 10 stellar international Startup entrepreneurs intersecting media and technology, with a focus on tools for producers at the 2025 edition. EFM Startups will take place on-site in Berlin with extended programming online prior to the EFM.

Showcasing vibrant ideas and tools by risk-taking entrepreneurs is at the core of EFM Startups. With the industry developing at a rapid pace, spurred on by the explosion of AI, an innovative, cutting-edge approach is essential in today's market.

We invite you to submit your proposal by **January 3, 2025** for an opportunity to take part in this exciting media / technology showcase at one of the world's premiere industry events!

WHAT TO EXPECT:

- Pitch your Startup on stage to an audience of accredited producers, distributors, filmmakers and marketing professionals who are potential users of your product.
- Take part in a series of 1:1 meetings with top industry professionals registered at the EFM.
- Take part in structured meetings with investors to learn about opportunities in the sector.
- Receive one complimentary EFM Market Badge which will allow access to all things EFM, including seminars, workshops, discussions and events, as well as selected Market Screenings.
- A second representative is welcome at EFM Startups, and to all related official events, but will have to purchase a Market Badge.
- You will be given a Pop-Up Office in the main market facility for four days at the height of the EFM.
- You will take part in customised trainings online with industry experts prior to the EFM.
- Your company profile will appear on the EFM website.
- You will be given access to the full EFM website, which includes valuable information / contact details for all EFM participants (e.g. registered producers, exhibitors, distributors).

- Selected startups will have the opportunity to take part in activities with Berlinale Talents and the Berlinale Co-Production Market as well as EFM's Toolbox Programme.
- 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.

Pentopix, EFM Startups 2023

“EFM Startups is a game-changing initiative for startups looking to make their mark on the film industry. PentoPix is a prime example of the transformative power of this program, we've been able to connect with key players in the film and animation industry and bring directors and producers onboard.”

Volha Paulovich, Co-Founder and COO, PentoPix

Winner, 2023 SXSW „Pitch Award“ and „Best In Show“

BOOKS OFFICE, EFM Startups 2024

„EFM Startups is like rocket fuel for entrepreneurs. An intense, inspiring, hive of connectivity that sets you on a new trajectory for growth. “

Elaine Sturgess, CEO & Founder

Call It! EFM Startups 2023

„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

Screen International 2023 Global Production Awards, Production Innovation

CRITERIA:

To qualify for selection, you/your company should:

- Be an innovative film-tech startup
- Have an English language website
- Be prepared to pitch your Startup in a 3 minute English-language stage presentation
- Be available for all four online trainings prior to the EFM
- Founders or C-Level executives must be available to attend the 4 Startup days in Berlin

We would like to note that we value an interdisciplinary and diverse team.

APPLICATION PROCEDURE AND DEADLINES:

Fill out the application form and return it to: **efm-startups@berlinale.de** by **January 3, 2025**.

Successful applicants will be informed by January 9, 2025 of their inclusion in EFM Startups.

EFM STARTUP 2025 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 are the registered city and country of your Startup?	
Founding year:	
The number of team members (incl. founders):	

Which two executives from your company will attend the EFM Startups 2025? 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:	

STARTUP STAGES:

Please let us know your startup stage, per the selections below. This will help us determine how best to help you during the EFM.

Pre-Seed Stage: You have detected a real problem in the niche market in which your startup wants to act. This is backed by recorded observable findings or research. *Usually limited to two startup companies.*

Seed Stage: Business model is validated, and you have developed a prototype to validate the initial idea your startup is based on.

Early Stage: Prototype has evolved into Minimum Viable Product (MVP) or service. *This is the stage most frequently accepted to EFM Startups.*

Growth Stage: Strong market demand is met if a startup's product or service reaches this stage. This means that there will be upward figures in terms of new customers, recurring customers, and billing. Profitability here is paramount. This is when the team starts to grow, and recruitment begins.

Expansion Phase: demonstrates a proven business model that allows it to consider more ambitious goals, for example, internationalisation, expansion to other sectors or hiring new professionals. Your company has already advanced in the execution of their business model moving forward, consolidating their growth in both revenue and employees.

STARTUP INFORMATION AND RELEVANCE:

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 and filmmakers):

Who are your main market competitors and what differentiates your startup from theirs? Briefly explain why you want to participate in EFM startups and the added value the company brings to the programme:

Please include the following information with your application:

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 roadmap, your team and your goals.

Provide 3 professional references with titles, contact information (email and mobile):

1.

2.

3.

EFM Startups will inform you by **January 9, 2025** 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:

efm-startups@berlinale.de by **January 3, 2025**.

For any additional questions, please contact: efm-startups@berlinale.de

Thank you!