



**Berlinale**  
**EFM**  
European Film Market

## EFM STARTUPS 2026 - INFO SHEET

EFM Startups' 12th edition will introduce and present 10 stellar international Startup entrepreneurs intersecting media and technology, with a focus on tools for producers at the 2026 edition.

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.

### EUROPEAN FILM MARKET

February 12 – 18, 2026 in Berlin during the Berlin International Film Festival

### EFM STARTUPS

Friday, February 13 –  
Tuesday, February 17, 2026

### APPLICATION DEADLINE

Friday, January 2, 2026

Successful applicants will be informed by January 9, 2026 of their inclusion in EFM Startups.

**Apply now via**  
**the Application Form!**

For more info, visit our website  
or reach out at:  
[efm-startups@berlinale.de](mailto:efm-startups@berlinale.de)

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### CRITERIA

To qualify for selection, you/your company should:

- Be an **innovative film-tech / creative-tech startup**
- Have an **English language website**
- Prepare to **pitch your startup** in English during a three-minute stage presentation.
- Be **available** for all four **online trainings** prior to the EFM
- A **Founder or C-Level executive** must be available to **attend** the four startup days in Berlin

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

[> Application Form](#)

### 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.
- ...**structured meetings with investors** to learn about opportunities in the sector.
- ...**customised trainings online** with industry experts prior to the EFM.
- ...**selected social events** during the European Film Market.

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**.



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*“The EFM Startups was a game-changer for Perfection42, putting us on the international map and opening doors to incredible opportunities & connections in the film industry.”*

Simona Vasyte-Kaudakauske,  
Co-Founder & CEO, Perfection42  
EFM Startups Alumni 2025



### INCLUDED BENEFITS

#### One complimentary EFM Market Badge allowing access to...

- ...all things **EFM on site**, including seminars, workshops, discussions and events, as well as selected Market Screenings.
- ...all **EFM online services**, which includes valuable information / contact details for all EFM participants (e.g. registered producers, exhibitors, distributors).
- A second representative is welcome at EFM Startups, and to all related official events, by purchasing a Market Badge at our extended regular rate even after the rate's expiration date in early January.

#### Company Presence via...

- ...a **pop-up office** in the main market facility for four days at the height of the EFM.
- ...a **virtual stand**, allowing you to present your company on the EFM website.