



midemlab

10th Anniversary



MIDEMILAB

FAQ



WHAT IS MIDEMPLAB?

- › Midemlab is recognised as the leading international music-related startup competition, celebrating its 10th anniversary in 2017.
- › Midemlab features the most promising international startups that offer innovative solutions, helping the music industry build new consumer experiences.
- › Since its inception in 2008, 197 startups from 28 countries took part to the competition.
- › The previous editions proved to be a real launchpad for many leading startups in the entertainment field - such as SoundCloud, The Echo Nest (acquired by Spotify), Kickstarter, BandPage (acquired by YouTube), Songkick, Next big Sound (acquired by Pandora) – to name a few.
- › Powered by a prestigious jury comprising the most legitimate international influencers from tech, music, media and investments funds, Midemlab enables to source the innovations that will shape tomorrow's music biz landscape
- › Midemlab 10th edition will take place during Midem on **June 7, 2017**, Cannes, France.



WHY TAKE PART?

- › Win a free registration and pitch on-stage at Midem,
- › Find new business partners among the decision-makers of the music industry,
- › Meet with investors & raise funds,
- › Get feedback on how to make your service better,
- › Gain international visibility
- › Receive personalised coaching from recognised mentors to prepare your pitch



SUBMISSION & SELECTION

Who can apply?

Midemlab is open to all startups from around the world fitting the criteria indicated below. Applying companies must be:

- › Available to attend Midem if selected to pitch
- › A new company (less than 5 years old)
- › Business ready: already launched or in beta
- › Independent, not affiliated to a group
- › Genuinely original and innovative, with international viability

What is the selection process?

The finalists are selected through a call for entry.

An international panel of high-profile experts reviews all submissions and nominates the finalists to pitch at Midem. The selecting partners are music business information and strategy company **Music Ally**, consulting company specialising in open innovation **bluenove** and **Northzone**, the leading investment firm and early investor in Spotify.



SUBMISSION & SELECTION

What are the categories?

Midemlab offers 4 categories. All applicants fall into one of the four following categories:

1. Music creation & education
2. Music discovery & distribution
3. Marketing & data /analytics
4. Experiential technologies – VR/AR, high-resolution, IoT & hardware

How do I submit my project?

You can submit your project by filling out the form available [here](#). Attachments are not accepted.



SUBMISSION & SELECTION

Is there any cost to apply?

There is no cost to apply. Submissions are free, as are pitch sessions for finalists.

How many companies are selected?

Midemlab is set to showcase roughly 20 finalists (5 in each category). The selecting partners and Midem reserve the right to adapt this number depending on the quality of the projects received.

What are the key dates and deadlines?

- › **Early January:** Call for entries opens
- › **Mid-February:** Jury members & selecting partners announced
- › **March 20:** Deadline for applications
- › **1st week of May:** Finalists announced
- › **7 June:** Finalists pitch their business model at Midem

How many times can I apply?

You can apply only once and can only submit under one category.

Will you tell me if I'm not selected?

Yes, all applicants will be notified about their selection or non-selection by Midem by end of April 2017.



PITCH SESSIONS AT MIDEM

What is the schedule of Midemlab at Midem?

All pitch sessions will happen on **Wednesday 7th June 2017**.

Finalists need to arrive in Cannes **at least the day before (10am at the latest)** for technical rehearsals & personalised coaching session. The coaching partner will be announced soon.

What the finalists are expected to do?

The pitch sessions take place in Main Room. The pitches are in English.

The finalists are given 5 minutes to pitch their solution and business model in front of Midem audience and to a jury made up of venture capitalists, successful entrepreneurs, decision makers from the music industry, and influential media, The pitch is followed by 5' of Q&A between the finalist and the jury members.

Only one representative from the startup will be able to pitch on stage (founder or senior executive).

The finalists have to pitch with a visible presentation (PowerPoint, Keynote...). This presentation should give a practical and informative overview of the company, its business model, its market potential and how to work best with it.

This presentation should be exactly 5 minutes in length and can include a product demo, audio and/or video.



PITCH SESSIONS AT MIDEM

Networking sessions are organized between finalists and jury members so that each finalist can receive valuable feedback, and also between finalists and Midem audience.

Will there be some winners elected?

The jury of each category elects one winner in its category.

What is the winning prize?

There will be one winner per category. Each winner receives the following:

Winners receive:

- › Industry's validation and also recognition as the most promising startup in the music field
- › One year of free access to Reed Midem Entertainment shows (includes Midem-Miptv-Mipcom)
- › Individual meeting (by phone or face-to-face) with a key executive from Northzone, leading investment firm & early investor in Spotify
- › Free legal advice (with Jeff Liebenson from Liebenson Law)
- › One free registration to [Slush Music 2017](#) (Helsinki)
- › Additional visibility in Midem marketing channels
- › Free advertising on midem.com (banner in rotation available until January 2018)

You have a question we have not answered here? Please [contact us](#).