

MIDEMNET LAB FAQ

WHAT IS MIDEMNET LAB?

MidemNet Lab is the only international pitch platform for the world's most innovative music start-ups and mobile apps, which highlight the best companies bringing exciting new digital solutions to the music industry.

Its second edition will take place at MIDEM, 23-26 January 2011, Palais des Festivals, Cannes.

WHY SHOULD I APPLY?

MidemNet Lab is a chance to get visibility towards the MIDEM audience & press

- All applicants who fit the criteria and register for MIDEM will be promoted on MIDEM website
- All finalists will receive visibility in MIDEM communication tools and press releases
- All finalists will be featured with a short video in the MidemNet Lab area at the MIDEM trade-show
- Winners from each category will benefit from special exposure at the MIDEM event and with the press

MidemNet Lab is a chance to find new business partners, to get noticed by investors and to take your business forward

- Finalists will pitch for a broader audience compared with usual face to face meetings
- Finalists will receive substantial and valuable feedback from a panel of digital experts & venture capitalists
- Finalists will benefit from networking opportunities where they will be brought together with the judges and other respected music business leaders. They will gain access to an exclusive networking event that brings together panel judges and respected digital & music leaders.

SUBMISSION & SELECTION

Who can apply?

MidemNet Lab is open to all start-ups and mobile apps from around the world fitting the criteria indicated below.

What is the selection process?

The finalists will be selected through a call for entries opening on July 15, 2010.

This year, MidemNet Lab offers 3 categories. All applicants will fall into one of three categories:

- ✓ Mobile applications
- ✓ Digital services for the industry (B2B)
- ✓ Digital services for consumers (B2C)

UK consulting and research partner Music Ally will review all submissions and will nominate the finalists to pitch at MIDEM to a panel of industry experts & venture capitalists and MIDEM audience.

What are the criteria for selection?

Applying companies must:

- ✓ Be newly established (no more than 3 years ago) with a maximum of 10 full-time employees
- ✓ Be business ready: already launched or in beta
- ✓ Be independently owned
- ✓ Be genuinely original and innovative
- ✓ Be able to effectively demonstrate a positive business impact for potential partners and MIDEM attendees
- ✓ Appeal to the international market
- ✓ Be capable of registering and attending MIDEM if selected to pitch

How do I submit my project?

You can submit your project by filling out the form available at:

<http://www.midem.com/en/homepage/conferences-matchmaking/midemnet-lab/>

Attachments are not accepted.

Is there any cost to apply?

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

If selected as a finalist, do I have to be a registered participant to pitch?

MidemNet Lab is reserved to MIDEM participants, therefore applicants must be willing to register & attend MIDEM if selected to pitch.

Finalists will benefit from a special start-up & mobile app registration offer at 495€.

How many companies will be selected?

Following a highly applauded debut event in January 2010, MidemNet Lab is set to showcase twice as many start-ups, with roughly 30 finalists expected in 2011.

However, Music Ally & MIDEM reserves the right to adapt this number depending on the quality of the projects received.

What are the key dates and deadlines?

Applications are reviewed on a first come, first served basis. Therefore, we encourage you to submit as soon as you can in order to maximise your chance to be selected.

- ✓ The call for entries opens online: **July 15, 2010**
- ✓ Deadline for entries: **October 31, 2010**
- ✓ Pitching sessions at MIDEM: **January 23, 24 or 25, 2010**

How many times can I apply?

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

Will you tell me if I'm not selected?

The Finalists will be announced in December 2010. Those who have been selected to participate will be notified in writing by MIDEM.

PITCHING SESSIONS DURING MIDEM

What will be the MidemNet Lab schedule at MIDEM?

There will be 3 pitching sessions, one for each category:

- ✓ Sunday 23th January, from 10:30am to 12:30pm: Mobile applications
- ✓ Monday 24th January 2010, from 10:30am to 12:30pm: Digital services for the industry (B2B)
- ✓ Tuesday 25th January 2010, from 10:30am to 12:30pm: Digital services for consumers (B2B)

Finalists will need to arrive in Cannes at least the day before their pitching session for technical rehearsals.

What the finalists are expected to do?

The finalists will be given 5 minutes to pitch their start-up idea to MIDEM audiences and a panel of judges consisting of industry executives and venture capitalists

- ✓ The finalists will have to pitch with a visible presentation (powerpoint, keynote...). This presentation should give a practical and informative overview of the company, its business model and how to work best with it. It should be lively and interesting and demonstrate how the company is bringing innovative digital solutions to the music industry
- ✓ This presentation should be exactly 5 minutes in length and can include audio and/or video.
- ✓ The finalists will have to use MIDEM's computer (and not their own laptop).

The finalists will have to provide a video clip (2-3 minutes) highlighting their activities and business model. This video will be streamed in a turnover rotation with other finalists' videos in the MidemNet Lab area.

This short video needs to be submitted to MIDEM prior to the event. Date of submission, technical equipment and video format will be confirmed by MIDEM in a reasonable time.

What will the format of the pitching session be?

The pitching sessions will take place in the MidemNet area on the MIDEM trade-show. The finalists will pitch one after the other during 5 minutes on stage. Each finalist will receive substantial and valuable feedback from the judges right after its pitch. Each pitching session will end with a time of networking with the judges and MIDEM audience.

Will there be some winners elected?

Each category will have a dedicated panel of judges consisting of industry executives and venture capitalists, who will elect one winner in its category.