



midemLAB[®]

2021 FAQ



WHAT IS MIDEMLAB ?

Midemlab is the leading international music startup competition. In 2021, Midemlab will be running its 14th edition. Since its creation, almost 300 music startups from 36 countries have taken part in the competition.

The competition features the most promising international music tech startups that offer innovative solutions, helping the music industry build new consumer experiences.


Over the years , Midemlab has been a launchpad for many startups of the entertainment business. Past winners and finalists include SoundCloud, The Echo Nest (acquired by Spotify), Kickstarter, BandPage (acquired by YouTube), Songkick, Next big Sound (acquired by Pandora), Soundcharts, TheWave VR and Asaii to name a few.

The competition is powered by a prestigious jury composed of top-level Tech & Music senior executives, successful entrepreneurs, venture capitalists and influential media. It enables to source the innovations that will shape tomorrow's music business landscape.

WHY YOU SHOULD APPLY?

- ✓ It's free to apply
- ✓ Win a free Midem registration to come pitch on stage to a professional jury and in front of an international audience
- ✓ Gain visibility and recognition from the global music industry
- ✓ Meet advisors, new business partners, international media and investors
- ✓ Receive personalised coaching from Abbey Road Red* to prepare your pitch.
- ✓ Receive feedback on how to improve your business
- ✓ Winners receive free Legal, PR and Marketing advice, free mentoring, a 1-to-1 meeting with VCs, the opportunity to access a acceleration programme, one free registration to Midem 2022, and much more...
- ✓ Bring your business to the next level

**Abbey Road runs a unique music tech startup incubation program – the only one of its kind in Europe – to support the most promising music tech startups, as well as collaborating with the brightest minds in academic research.*



SUBMISSIONS & SELECTIONS

Who can apply?

Midemlab is open to all startups matching the following criteria.

Applying companies must be:

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

What is the selection process?

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 for Midemlab 2021 are [Music Ally](#), [The Lynk](#) and [Panache Ventures](#).

What are the categories?

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

- ✓ Music Creation & Education
- ✓ Music Distribution & Discovery
- ✓ Music Marketing & Data/Analytics
- ✓ Live Music Experiences

How do I submit my startup?

You can submit your startup by filling out the form available on [midem.com](#) from 18 January 2021 to 14 March 2021. Attachments are not accepted.

How much does it cost to apply?

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

How many startups are selected?

Midemlab will select 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?

- ✓ 18 January 2021: Call for entry opens
- ✓ Mid-February 2021: Full jury members list announced
- ✓ 14 March 2021: Deadline for applications
- ✓ End of April 2021: Finalists announced
- ✓ Midemlab competition at Midem

How will I know if I'm selected or not?

All applicants will be contacted by the end of April 2021 to let them know if they've been selected or not.