



midemLAB[®]

2021 FAQ



WHAT IS MIDEMLAB?

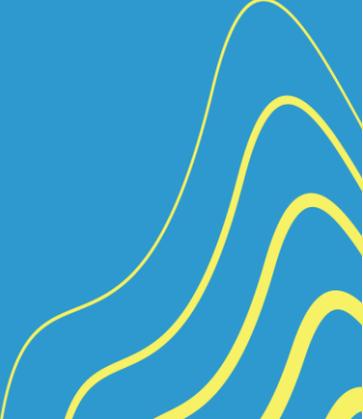
Midemlab is the leading international music startup competition. In 2021, Midemlab will be running its 14th edition. Since its creation, almost 300 music startups from 36 countries have taken part in the competition.

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
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SUBMISSIONS & SELECTIONS

Who can apply?

Midemlab is open to all startups matching the following criteria.

- ✓ 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](#), [TheLynk](#) 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 12 September 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
- ✓ 16 March 2021: Full jury members list announced
- ✓ 12 September 2021: Deadline for applications
- ✓ Mid-October 2021: Finalists announced
- ✓ Midemlab Digital Competition in November 2021

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

All applicants will be contacted in mid-October 2021 to let them know if they have been selected or not.

PITCH SESSIONS AT MIDEM

What is Midemlab's schedule during Midem?

- › All pitch sessions will happen during Midem digital (16-19 November 2021).
- › The startup executive will be requested to attend online personalized coaching sessions prior to the competition as well as technical rehearsals, the competition and the Winner's Ceremony during Midem Digital Edition 2021.

What finalists are expected to do?

- › Pitch sessions take place digitally and must be done in English.
- › Finalists will have 2 minutes to pitch their solution and business model in front of the jury. A 3-minute Q&A with the jury follows.
- › Only one representative from the startup will be able to pitch (top-level executive).
- › Finalists have to pitch with a PowerPoint presentation. This presentation should give a practical and informative overview of the company, its business model, its market potential and how it is offering a solution to the industry.
- › This presentation should last 2 minutes sharp and can include a product demo, audio and/or video.

How will we know who the winners are?

- › The jury of each category elects a winner of its own category. Winners will be announced during the Midemlab Winner's Ceremony that will take place after the last pitch session.

What is the Winner's package?

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

- › Free legal, PR and Marketing advice
- › Free mentoring session
- › Private 1-to-1 sessions with VCs
- › 1-to-1 onboarding discussions with incubators
- › 1 year of free subscription to a professional music bulletin
- › 1 free Midem 2022 registration
- › Additional media exposure
- › Recognition of the music industry as the most promising startup in the music business

Feel free to [contact us](#) if you have any additional question.