midemlab FAQ

WHAT IS MIDEMLAB?

midemlab is an international pitch platform for the most innovative startups and app developers, proposing digital solutions that help music executives, artists & brands to reach, engage & monetize audiences.

Its sixth edition takes place at midem, 29-31 January 2013, Palais des Festivals, Cannes.

WHY SHOULD I APPLY?

midemlab is a chance to get visibility towards an international audience & press

- Finalists receive valuable exposure in midem communication tools
- Winner of each category pitch a second time at the Visionary Monday to more than 1 000 attendees
- Winner of each category get additional exposure during & after midem (in press releases, newsletters, interviews on midemblog…)
- Winner of each category receives free advertising on midem.com (banner in rotation available until June 2013)

midemlab is a chance to find new business partners, to get noticed by investors and take your business to the next level

- Finalists pitch to a broader audience compared with usual face to face meetings
- Finalists receive free coaching during midem from **Microsoft BizSpark**, the globally-renowned incubation program. Microsoft BizSpark will provide them with personalized coaching sessions with valuable tips to help prepare their most effective pitch.
- After their pitch, finalists receive substantial and valuable feedback from a jury of venture capitalists & potential business partners
- Finalists benefit from networking opportunities with the jury members and midem audience.
- Winner of each category get free access to all Reed MIDEM entertainment shows during one year
- Winners of each category receive free legal advice after midem.

SUBMISSION & SELECTION

Who can apply?

midemlab is open to all startups and apps developers from around the world fitting the criteria indicated below.

What is the selection process?

The finalists are selected through a call for entries.

This year, midemlab offers 3 categories. All applicants fall into one of three categories:

- **Music discovery, recommendation and creation**
- **Marketing and social engagement** (social media, consumer analytics, geolocation, crowdfunding…)
- **Direct to consumer sales and content monetisation** (distribution, e-commerce, payment solution, ticketing…)

An international panel of high-profile experts reviews all submissions and nominates the finalists to pitch at midem. This panel is composed with consultancy & innovation firm **bluenove**, and music business strategy company **Music Ally.**

What are the criteria for selection?
Applying companies must:

- ✓ Commit to register & attend midem if selected to pitch
- ✓ 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

How do I submit my project?
You can submit your project by filling out the form available at
http://www.midem.com/en/forms/midemlab-submission-form/

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?
midemlab is reserved to midem participants, therefore applicants must commit to register & attend midem if selected to pitch.
Finalists benefit from a special young company registration offer at 495€.

How many companies are selected?
midemlab is set to showcase roughly 30 finalists. However, selecting partners & midem reserves the right to adapt this number depending on the quality of the projects received.

What are the key dates and deadlines?

- ✓ The call for entries opens online: **July, 2012**
- ✓ Deadline for entries: **October 31, 2012**
- ✓ Pitching sessions at midem: **January 26 & 27, 2013**
- ✓ Winners announcement (followed by pitches): **January 28, 2013 – at the Visionary Monday**

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?
Yes, all applicants will be notified about their selection or non-selection by midem in December.

PITCHING SESSIONS DURING MIDEM

What is the midemlab schedule at midem?
There are 3 pitching sessions, one for each category:

- ✓ Saturday 26th January 2013: Music discovery, recommendation & creation

- ✓ Sunday 27th January 2013: Marketing & social engagement
- ✓ Sunday 27th January 2013: Direct to consumer sales and content monetisation

Dates & times to be confirmed
Finalists need to arrive in Cannes at least the day before their pitching session for technical rehearsals & coaching session.

What the finalists are expected to do?
The finalists are given 5 minutes to pitch & present their business model to midem audiences and a jury made up of venture capitalists, potential business partners & industry experts.

- ✓ 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 and how to work best with it. It should be lively and interesting and demonstrate how the company is bringing innovative digital solutions to reach, engage & monetise audiences.
- ✓ This presentation should be exactly 5 minutes in length and can include audio and/or video.

The finalists have to provide a video clip (duration to be confirmed) highlighting their activities and business model. This video is streamed in a turnover rotation with other finalists' videos on midem's communication tools. 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 is the format of the pitching session?
The pitching sessions take place in the Innovation Factory on midem trade-show during 5'. The finalists pitch one after the other during 5 minutes on stage. Each finalist receives substantial and valuable feedback from the jury members' right after its pitch. Networking sessions are organised between finalists and jury members, but also with 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:

- ✓ The opportunity to pitch a second time at the Visionary Monday to more than 1 000 attendees.
- ✓ Additional visibility during & after midem in midem communications tools (press releases, newsletters, interviews on midemblog…)
- ✓ Free advertising on midem.com (banner in rotation available until June 2013)
- ✓ Free access to all Reed MIDEM Entertainment shows for one year (MipCube, Miptv, Mipcom, midem)
- ✓ Free legal advice after midem delivered by by **Jeff Liebenson, Principal at Liebenson Law (USA) and also President of IAEL (the International Association of Entertainment Lawyers)**

If you have any question, please contact us!