



FMF Start-Up Competition : Guidelines:

The deadline for registration is August 14<sup>th</sup> 2017

1. Objectives	P 1
2. Categories	P 1
3. Participants	P 1
4. Stages of Presentation	P 1
4.A. Fields of Application	P 2
5. Criteria of selection	P 2
6. Jury	P 2
7. Prizes	P 2
8. Information and contact details	P 2
9. Participation rules	P 2

## 1. OBJECTIVES

The Future Music Forum and the network of investors / partners are organizing the 1st edition of The FMF Startups with the objective to detect new talents in the music & entertainment industry.

We are looking for business projects related to or applicable to the sector. The main objective of this event is to support and enhance entrepreneurship, as well as to incubate new projects in the music industry. The event will take place on Sept 15th, 2017 at The Fabrica de Estrella Damm.

It will feature 5 international startups selected as finalists by an expert jury among all the proposals submitted in the open call. The event will finish with an inspiring keynote speaker and the announcement of the winning startup according to the jury.

**Presentation time can be no longer than 7mins**

## 2.CATEGORIES

Entrepreneurs over the age of eighteen and of all nationalities who are working on a project with capital need related to or applicable to the music industry. The projects should be legal constituted and in Beta version of product / service / app / portal and with sales. The language of the event will be in English

## 3. PARTICIPANTS

The business projects can be submitted by 2 participants per Project. The team will be responsible to choose the representatives or representative to present the project at the Final,if that team is chosen

## 4.Presentation :

### A.INFORMATION TO BE PRESENTED

All participants must present the following information:

- Name and description of the project.
- Video presentation between 1 and 2 minutes
- Name and experience of the team members.
- Situation of the market: problems and opportunity to solve it
- Business Model or Commercialization Plan
- Competition
- Competitive advantage.
- Financial projection.
- Need and use of funds.

- This information will not be made public & only seen by the jury

#### 4A: FIELDS OF APPLICATION

All the projects must be based on at least on any of the following sectors:

- Mobile application
- Internet
- IOT
- Product
- Management of events
- Monetization
- Methods of payment
- Marketing: geolocation, consumer analysis, advertising, etc.
- Services
- Distribution
- Copyright management
- Technology
- Audiovisual

#### 5. CRITERIA OF SELECTION

- Capacity of innovation and transformation: the extent on what the Project impacts current business, production, management and sales.
- Viability: business plan, economic viability, job creation, track record, internationalization, etc.
- Capacity of managing the team of the Project: experience and attitude.
- Viral communication capacity: originality and persuasive potential of the video presented, mobilization of social networks and positive impact of the business.

#### 6. Jury Panel:

Please refer to website

#### 7. Prizes

The winning startup will get the opportunity to present at the S.F.Music Tech Conference on the 17<sup>th</sup> October.

N.B. The eventual winner must be able to fund their own travel to San Francisco.

#### 4YFN : Free Passes

- Winner will receive 3 free visitor passes
- Finalists will receive 1 free visitor pass each

This includes 3 days at 4YFN Barcelona 2018 with entry into the conferences, exhibitions halls, workshops and networking drinks.ree visitor passes

The 5 finalists will present on Friday 15<sup>th</sup> Sept to the entire FMF audience, The eventual winner will be announced directly after the last pitch presentation

For any questions please email [startup@futuremusicforum.com](mailto:startup@futuremusicforum.com)

5. Participation Rules : Please refer to website