

## F O C U S

- **Coaching programme**
- **Target:** European deeptech startups and scaleups with solutions for media challenges.
- Assisting and **coaching** startups and scaleups to enter the market in Europe and beyond
- **Matchmaking** with candidate clients in the media sector and potential investors

- **Testing and integration programme**
- **Target :** Startups/SMEs whose solutions can be integrated in the media sector
- Enabling **real-life experimentation** through **collaboration** of media corporations
- Beyond an introduction: **testing and integration** within a media company

## H O W

- Six months of intensive support and **coaching** with a dedicated coach
- Thematic **workshops** with experts
- Access to corporations for inspiration, insight and validation
- Opportunity to **pitch** at industry events

- **Phase 1: Match (2 months)**  
Corporate partners X startups/SMEs
- **Phase 2: Develop (6 months)**
- **Phase 3. Integrate (2 months)**  
Technical integration and testing or pre-pilot activities for public pilots
- **Phase 4: Pilot (4 months)**  
Execute public pilots with the corporate partners in real-life environments

## F U N D I N G

- **No funding**
- Introduction to potential clients and investors
- Public procurement opportunities

- Incentivization budget of €3,86M
- Max. amount of funding a startup/SME could receive is up to **€150,000** for their project

## S I M I L A R I T I E S

Focus on **media and start-ups**

Providing visibility in an **international network**

**Bringing together** startups, scaleups, investors and media organisations

Building and fostering next generation media solutions via **stimulating innovation** and solving today's most prominent media industry challenges