

## 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

## T O P I C S

Fake news & misinformation, accessibility to media for people with disabilities, human machine interaction, personal data & data-driven media

Content creation & distribution, Archiving, Journalism 4.0, Content verification, Data, Monetization, Moonshots

## H O W

6 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):** Startups/SMEs X Corporate partners  
**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, media organizations and investors

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