



MUSIC TECH EUROPE

ACADEMY

A project by
Music Innovation Hub (MIH) and Media Deals (MD)

February 2021 - September 2021

EUROPE

— Participation conditions —



Participation requirements —

MTE Academy is addressed to **startups** and **SME's** (already established as companies) and to **projects** (pre-company-formation), but with a defined Proof Of Concept, that offer technologic, business and artistic solutions. The necessary condition to join the program, under penalty of exclusion, is that the participants commit to actively participating in all of the activities planned by Music Innovation Hub and Media Deals, with the physical or digital presence of at least one member of the team during the following activities: kick-off meeting , mentoring program, Meetups and Milan Academy (travel and subsistence costs will be covered by the organisers).

If selected, participants will be asked a fee of 200 euros, to benefit from all the physical and digital training and networking activities, events and industry/investors meetups.

In order to keep track of the projects development and to assess the level of overall satisfaction regarding the program, participants and mentors will be asked to provide periodic reporting as well as to answer surveys.

How to participate —

To apply, fill out the Application form available on the website and please upload the requested documents:

- **Pitch / company presentation**, which includes team, vision, strategy, economics, business model and stylistic references (inc distribution plan for the next 3 years)
- **Short video** in english (max 3 mins)
- **Demo of the project** (if available)
- **CVs** of the person applying and potential teammates

Evaluation criteria —

All the applications will be reviewed and screened by the MTE Academy organisers who will come up with a short list of 20 finalists. The finalists will have to pitch in front of a jury composed by 2 members of the MTE Academy organisers plus 3 high-profile industry professionals. Evaluation criteria are the following:

- Level of innovation of the project/company
- Vision/Ambition of the team
- Use of technology to address a problem within the music sector
- Market Opportunity
- Economic Sustainability/growth
- Social Impact
- Team Composition

Intellectual Property —

Each Applicant expressly declares that they are responsible that each prototype, idea, project or part of it presented as part of the Initiative is original and does not in any way, in whole or in part, infringe on the intellectual property rights of third parties, and pledge to hold harmless MIH and MD and all subjects involved in any way in the Initiative from any and all liabilities, claims for damages and/or compensation that may be advanced by any third party in this regard.

The intellectual property rights inherent in the concepts developed and/or the proposals submitted by the Applicants remain with the Applicants themselves, who will be fully responsible for the protection of these rights through the means provided for this purpose by law (application for registration, presentation of patent application, etc.).

MIH and MD and all subjects involved in any way in the Initiative, are exempt from any liability for any disputes that may arise regarding the originality and authorship of the projects or parts of them, and/or from any limitations or claims by third parties of the projects themselves.

Treatment of Personal Data —

Pursuant to art. 13 of EU Regulation 2016/679 (hereinafter, the "GDPR"), we inform you that the personal data provided by the natural persons who operate on behalf of the applicant candidates for the Music Tech Europe Academy will be processed by Music Innovation Hub and media Deals as autonomous controllers for the areas of their respective competence. At all stages of MTE Academy and also after its conclusion, all parties involved will guarantee the treatment of the ideas and projects presented as "confidential information". However, the basic descriptions of the selected projects as well as the pictures/short bios of the selected participants applying for the Music Tech Europe Academy will not be considered "confidential information" and should be expected by all candidates to be made public.

Permission to be filmed/recorded —

By participating in MTE Academy, each participant grants permission to be filmed/recorded (image and voice) during the online and offline activities that are part of the MTE Academy program. Short pieces of video might be used for promotional purposes on social media, while full recordings will be only used for reporting purposes, as requested by the European Commission. Participants will be asked further permission in the event that full recordings were made publicly available.