



# MUSIC TECH EUROPE

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ACADEMY

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

February 2021 - September 2021

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EUROPE

— Program —

# Introduction —

A substantial and growing part of the "music innovators" activity is already taking place outside the traditional music industry and most of the change came and will continue to be coming from the bottom up. New ideas from entrepreneurs that will have an impact on the future music ecosystem will be created and adopted. The Music Tech Europe Academy aims to discover those **high-potential and talented music-tech professionals** who are using technologies such as Artificial Intelligence, Machine learning, Blockchain, VR, AR, 3D Audio or big data in order to create **scalable and sustainable** products and services for the music sector. The majority of those entrepreneurs and startups, in their entirety, will have obvious implications for the music industry's structure, its economic value creation opportunities and the relationships between music consumers and artists.

Music Tech Europe Academy aims to provide a **new, flexible and scalable training scheme** for those **music-tech innovators, entrepreneurs, startups and SMEs** through **online mentorship** and **in-site workshops** from music industry experts, experienced founders of music-tech companies, managers of successful enterprises in vertical sectors from a wide range of European countries.

The Music Tech Europe Academy will create opportunities for **music-tech professionals, market players** and **investors** to meet and to understand the demands, the needs and the opportunities for each other, which will eventually lead to **long-term relationships for smart and strategic business opportunities**. It will allow music industry players as well as different financiers to discover new technologies, connect with music-tech innovators, and identify future trends and new investment opportunities for music.

The goal is to further develop the ecosystem of music-tech innovators in Europe and **create a level playing field between tech-savvy entrepreneurs, artists and the music industry**, to allow joint innovation efforts for the future music ecosystem. By looking for **scalable solutions** with a long term ambition, taking into account **environmental as well as social impact**, MTE Academy fosters the development of a **sustainable, inclusive, diverse and competitive music-tech ecosystem in Europe**, with increasing and better **access to funding and investment opportunities** in music-tech startups and innovations.

# Activities —

## Open call —

Music Innovation Hub and Media Deals will select 10 innovative entrepreneurs from all over Europe. The call for applications will be launched in mid-February 2021 and it will be spread all over the European music-tech ecosystems through the support of the partners' network of experienced organisations, companies and consultants active in the European music-tech sector.

## Kick off meeting —

in mid-April, between the project coordinators, the board of the 10 final mentors and the ten selected participants. During the kick-off meeting:

- Project coordinators will present the training scheme in details to the selected professionals and will introduce the ten mentors
- Participants will pitch their activity/project in front of the board of experts and of the other selected professionals in workshop
- Mentors will give brief presentations to educate the participants those respective topics which are crucial for further success of their business
- An external speaker (Successful Start-up/Unicorn) will be invited to give an impulse talk on how to grow a start up into a successful corporation

After the kick-off meeting each selected participants will be assessed and then be assigned to one Lead Mentor, based on the entrepreneur/startup's characteristics and needs, who will guide them through the training program.



### **On-line Academy —**

The online part of the Academy will consist of 30 hours of one-to-one mentoring, running for 8 weeks: over this period of time each Lead Mentor will offer to her/his fellow 5-6 hours of direct mentoring, while also being in charge of addressing her/him to the other mentors for the remaining mentoring hours, based on the specific needs of each participants (technical mentoring, business model, investment readiness etc). The project's coordination team will make sure of the actual conduct of the mentoring sessions by asking each Lead Mentor/Fellow regular short reports assessing the progress of the training scheme. Specific online Pitching training will be done online to make sure the Fellows are prepared to pitch to financiers, if applicable, in the way financial intermediaries expect to see projects: business plan, Business model, target groups, timeline, cash needs, valuation issues...

### **Industry Meetups —**

During and after the online mentoring program, the Academy participants will have the chance to attend 2 to 4 industry meetups, which will be organised as stand-alone events or linked to potential partner conferences and events (such as Sonar, Midem or Wallifornia). During the meetups, music industry experts, experienced founders of music-tech companies and managers of successful enterprises in vertical sectors from a wide range of European countries will share their experience and exchange with the entrepreneurs involved in the program to evaluate potential synergies.

## On-site Academy —

The second part of the academy will be developed in Milan, in the innovative cultural center BASE, during a 3-days hybrid event. Beside completing the mentoring program with their respective fellows, during the Academy the fellows will also benefit from:

- One-to-one meetings with the other mentors, participants, music-tech companies and experienced founders from vertical industries that investigate the business models and investment strategies of the participants.
- Open exchange of experiences from successful founders and leaders in vertical industries that have already implemented successful models for digitalisation to their business.
- Feedback from different types of financiers (Venture Capitals, public financiers, institutions/foundations, Business Angels, banks, Financial intermediaries, crowd-funding platforms etc.) who will be invited to join the Academy.
- Networking activities.

After the Academy in Milan, an online pitch session in front of investors will be granted to those participants who reached the readiness level over the course of the program.

## The Timeline —

- February 15th - March 15th : Open Call for Applications
- April 1st: Communication of Results
- April the 8th: Online Kick-off Meeting
- Mid April/mid June: Online Mentoring Program
- May/June/July: Industry Meetups
- September (first half): 3-days Hybrid Academy in Milan and
- September (second half): online investment pitch (if applicable)

## Indicators to assess the project's achievements and expected impacts —

- The number of startups and entrepreneurs who will apply for it.
- The learning curve of the participants, measured through an before-and-after evaluation.
- The quality and quantity of collaborations and partnerships that came out of the program.
- The number of follow ups in potential investments for the SMEs and entrepreneurs who pitched after the program.
- The increased market share, user, clients and customer base of the participants after successfully finishing the program.
- The number of organizations that have applied the products, services, technologies from the participants (in- and outside the music sector).
- The engagement of labels, publishers and other traditional music industry companies with the participants.
- The engagement of artists with the solutions proposed by the participants.
- The increased sensibility of the music sector on digital innovation and environmental issues.