



# MUSIC TECH EUROPE ACADEMY

## PROGRAM

### A PROJECT BY

Music Innovation Hub (MIH)  
Media Deals (MD)  
Technoport (TP)  
MESO Events (MESO)  
Barcelona Music Tech Hub (BMTH)

SEPTEMBER 2024 – JUNE 2025  
EUROPE



Co-funded by  
the European Union

## 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. 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.

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, Media Deals, Technoport, MESO Events and Barcelona Music Tech Hub will select 10 innovative Entrepreneurs from all over Europe. The call for applications will be launched at the beginning of September 2024 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 – At the end of November 2024, during Linecheck - Music Meeting and Festival (18st-23st November 2024) between the project Partners, the board of Mentors and Jury Members and the ten selected participants. During the kick-off meeting:

- Project partners will present the training scheme in detail to the selected professionals and will introduce the Mentors
- Participants will pitch their activity/project in front of the Partners, Jury Members, and Mentors. After the kick-off meeting, each selected participant will be assessed and assigned to the most suitable Mentors based on their characteristics and needs, who will guide them through the training program.

The startups, taking part in Linecheck - Music Meeting and Festival, will have the unique opportunity to participate in the festival's events, engage in networking opportunities, and take part in panels, workshops, and showcases focused on the music and music-tech industries. Additionally, they will have the chance to witness captivating musical performances. This immersive experience will allow the startups to connect with industry professionals, gain valuable insights, and showcase their own innovative contributions within the vibrant music ecosystem. In presence participation to Linecheck is mandatory for selected Startups.

**On-line Acceleration Program** - The online acceleration program will comprise flexible one-to-one mentoring sessions, as well as pre-scheduled collective workshops and "Ask Me Anything" (AMA) sessions, scheduled from December to June. Throughout this duration, Mentors will provide Startups with dedicated time for personalised mentoring, tailored to meet the specific needs of each participant. This mentoring may encompass various aspects such as technical guidance, refining the business model, and enhancing investment readiness. The coordination team of the project will ensure the effective execution of the mentoring sessions by requesting regular short reports from each Mentor and Startup, assessing the progress of the training scheme.

**Investment Pitch Sessions** - Specific online pitching training will be provided to ensure that Startups are well-prepared to pitch their projects to Financiers, if applicable, in a manner that meets the expectations of financial intermediaries. This training will cover essential aspects such as the business plan, business model, target groups, timeline, cash needs, and valuation issues. At the conclusion of the Acceleration program, Startups that have achieved the necessary level of preparation will have the opportunity to pitch their ideas to investors who are actively involved in the music-tech sector. These pitch sessions may be conducted either online for practical reasons or in person, during physical events such as Linecheck, AMW, Sonar, etc.

Moreover, MTE Academy staff is in the process of developing a comprehensive database comprising various types of investors and financiers with a proven track record and interest in the music-tech sector. The coordinators of MTE Academy will maintain ongoing communication with these investors to understand their needs and expectations, thereby creating favourable conditions for effective pitch sessions.

**Conclusion meeting** - During SONAR in Barcelona (June 12th/14th 2025), the Partners, board of Mentors and Jury Members, and the ten selected participants will come together for a conclusion session. During the conclusion meeting:

- Assessment of program development and achievements, where the progress made by each Startup will be evaluated and discussed.
- Pitch session in front of the MTEA Community and SONAR participants, providing an opportunity for the startups to showcase their activities/projects.
- Set-up of Alumni activities and future perspectives.

Participation in SONAR will offer the Startups involved in the project a multitude of benefits. They will have the chance to engage in the festival's events, participate in valuable networking opportunities, and join panels, workshops, and showcases focused on the music industry. This experience will enable the startups to connect with industry professionals, gain valuable insights, and showcase their innovative contributions, further enhancing their growth and development.

During this program, participants of the Academy will be encouraged and guided to participate in events and opportunities within the music-tech industry. This will provide them with the chance to network and engage in pitch sessions in front of potential investors, fostering valuable connections and potential funding prospects.

## THE TIMELINE

- September 5th – October 13th: Open Call for Applications
- November 4th - 9th: Communication of Results
- November 18th – 23rd: In presence Kick-off Meeting at Linecheck Music Meeting and Festival (Milan, Italy)
- December/June: Online Mentoring Program
- June 12th – 14th: In presence Conclusion event at Sónar (Barcelona, Spain)