

Objectives



CONTENT CREATION & DISTRIBUTION **ARCHIVING** CONTENT VERIFICATION AND AGAINST DISINFORMATION QUALITY NEWS DATA MONETIZATION/PLATFORMS **MOONSHOTS**

1. CONTENT CREATION / DISTRIBUTION





CONTENT IS KING BUT CREATING IMMERSIVE INTERACTIVE USER EXPERIENCE IS KEY.
HELP US TO (PRE) GENERATE, PROCESS, DISTRIBUTE CONTENT ANYWHERE AND ANYTIME.
STORYTELLING THAT STICKS OMNICHANNEL IS THE NAME OF THE GAME.

2. ARCHIVING





THE FUTURE IS BRIGHT THE PAST EVEN BETTER.

HELP US TO DISCOVER OUR LITTLE TREASURES IN OUR CONTENT ARCHIVE AND SHARE THEM WITH THE REST OF THE WORLD.

3. Content verification and against disinformation





Our reputation is at stake.

FIGHT AGAINST FAKE NEWS SHOULD BE PART OF EVERYONE'S DNA.

HELP US TO 'TRAIN', DETECT, PREDICT, REPORT... DISINFORMATION

4. QUALITY NEWS





CHALLENGES

From Hero to Zero. Journalism 4.0 is on its way.

Empower content creators and journalists to bring news at lightning speed empower the consumer to validate the quality



WHAT?

IT IS ALL ABOUT ME AND NOT ABOUT YOU.

PUT THE CREATOR/ PRODUCER / ANALYST / DECISION MAKER
/VIEWER/SPECTATOR/CONSUMER IN THE DRIVER SEAT
AND THE TOOLS TO SERVE HIM THE BEST WAY WE CAN.

6. MONETIZATION





GREAT CONTENT COMES AT A COST.

PRESERVING OUR EUROPEAN CULTURAL IDENTITY MEANS WE NEED TO FIND NEW BUSINESS MODELS AND PLATFORMS, AND MAKE SURE THAT THE MONEY LANDS IN THE RIGHT HANDS, FASTER, AND MORE EFFICIENTLY.

7. MOONSHOT



GOAL: MOONSHOTS!

SURPRISE US WITH YOUR VISION OR IDEAS AND IF YOU SHOOT FOR A STAR, AIM AT THE MOON.

Objectives



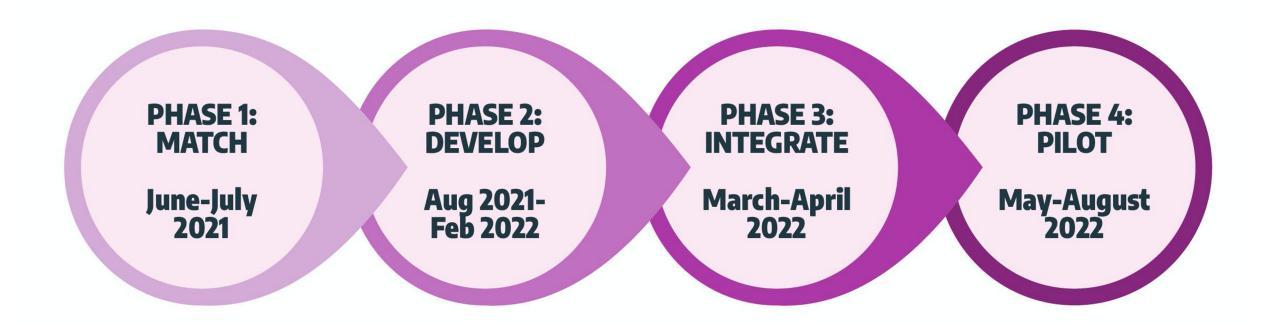
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Phases



12



Match



Identify corporate partner

Activities:

- Participate in project events
- Pitching for corporates allocated by project
- Lead building
- Networking
- Upskilling

Total of at least 40 startups/SMEs will be selected to join the Match Phase.

Match



Evaluation for next phase

- Present needs and action plan
- Corporates evaluate the startup leads
- Budget for funding/skill-up in in the phase
- Startup presents strategy for qualifying leads.
- Startups who have already a signed LOI or another equivalent will be automatically scored higher for proceeding to the next phase

Evaluation is done by external experts and the corporate.

Develop



Activities:

- Build and develop the solution
- Work close with the corporate
- Hire experts in the process

At least 20 Startup- and Corporate collaborations started during phase Develop.

Develop



Evaluation for next phase

- Startup presents needs and action plan
- The solution meets the needs of the corporate (validated by the corporate)
- Corporate confirms dedicating resources to the pilot
- Corporate and startup/SME identify KPIs
- Corporate confirms the likelihood of piloting (No likelihood of piloting = out)
- Startup defines the budget for funding/skill-up in next phase
- Strategy for converting lead to business

Evaluation is done by external experts and the corporate.

At least 16 Startup- and Corporate collaborations moving to next phase.

Integrate



Activities:

- Finalize technical integration and testing
- Work close with the corporate
- Hire experts in the process

Integrate



Evaluation for next phase

- Startup presents needs and action plan for the stage at the start of the phase
- Budget for funding/skill-up in next phase
- Assessment of plan for pilot phase

Evaluation is done by external experts and the corporate.

At least 12 startups finalize technical or service level integration with corporations to conduct public pilots.

Pilot



- Startup presents needs and action plan for the stage at the start of the phase
- Customer and stakeholder feedback
- Assessment in form of market impact, collaboration and further monetization possibilities.

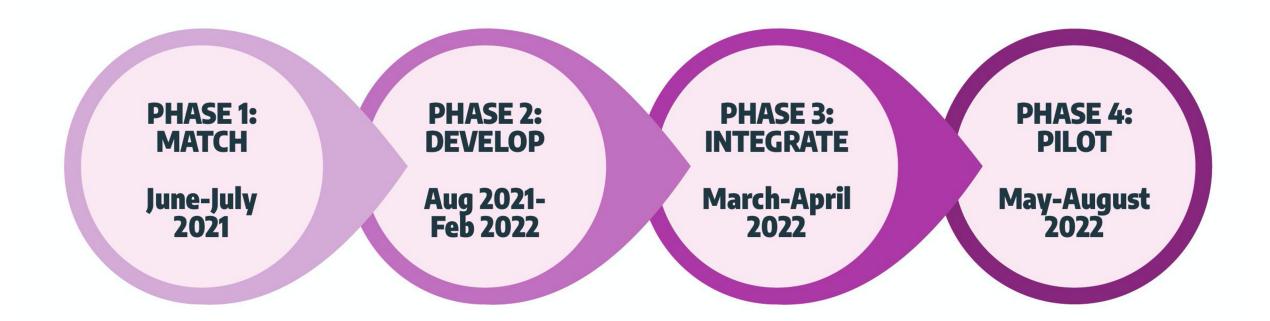
Evaluation is done by external experts and the corporate.

At least 4 startups execute public, real life pilots with assessment.

Phases



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Meet the STADIEM Consortium





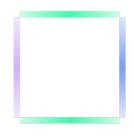












Media City Bergen

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