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STADIEM

STARTUP DRIVEN INNOVATION IN EUROPEAN MEDIA

OPEN CALL #2 WEBINAR
Thursday 10 February 2022

- Introduction to STADIEM project and open call 2
- STADIEM Program : challenges
- STADIEM Program : phases
- Open call: key-points for succesful application
- Open call: contact
- Q&A

- Questions :
 - Q&A box during presentations
 - Q&A box after presentations -> moderator will take your question
 - Practical remarks about the webinar (sound, connection): chat
- Meeting will be recorded

The background of the left side of the image is a dark purple field filled with various geometric shapes in shades of purple, pink, and black. These shapes include triangles, circles, and rectangles, some of which are layered to create a sense of depth. In the lower-left corner, a laptop is depicted, its screen showing a dark purple interface with some lighter purple elements. The overall aesthetic is modern and tech-oriented.

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OPEN CALL #2
WEBINAR
Introduction to STADIEM

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STADIEM

BOOSTS THE OPPORTUNITIES AND SUCCESS OF MEDIA START-UPS

in cooperation with corporate and
venture partners for sustainable
growth in Next Generation Media





“

Builds a strong community of (non-) tech & (non-)media stakeholders that stimulate, shape and foster emerging technologies' application in Next Generation Media through an Incubation and Acceleration Programme

”

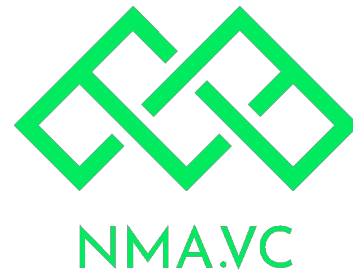
Europe as a rich plethora of media companies and sandboxes which can support media & creative startups. How?

- **Connect** startup with relevant Hubs ecosystems, media sandboxes and accelerators
- **Liaise** media startups with corporate clients to enrich their references
- **Liaise** and work with a pool of experts, mentors

- **3 Years project : 09/2020 - 09/2023**
- **5.5 million Euro budget under the H2020 programme**
- **7 Partners bringing into play a strong skill set and strong experience in projects' development**
 - 4 media innovation hubs in Europe: VRT, Media City Bergen, StoryTek and NMA; reinforced by 3 strong players in community building, dissemination and Open Calls management MARTEL, EBU and F6S.
- **2 Open Calls (cascade funding, 3.8 million Euro)**
 - **Open Call 1: February 2021 - September 2022**
 - **Open call 2: December 2021 - August 2023**

Meet the STADIEM Consortium

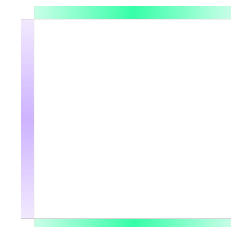
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EBU

OPERATING EUROVISION AND EURORADIO

Storytek_



**Media City
Bergen**

STADIEM TEAM - Key people

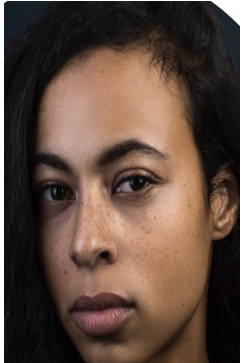
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VRT

NMA

MCB



STORYTEK - EXIT ACADEMY

F6S

MARTEL

EBU

STADIEM is aimed at media innovators focusing on:

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CONTENT CREATION & DISTRIBUTION



ARCHIVING



JOURNALISM 4.0



**CONTENT VERIFICATION AND FIGHT AGAINST
DISINFORMATION**



DATA/AI/ML/SYNTHETIC MEDIA



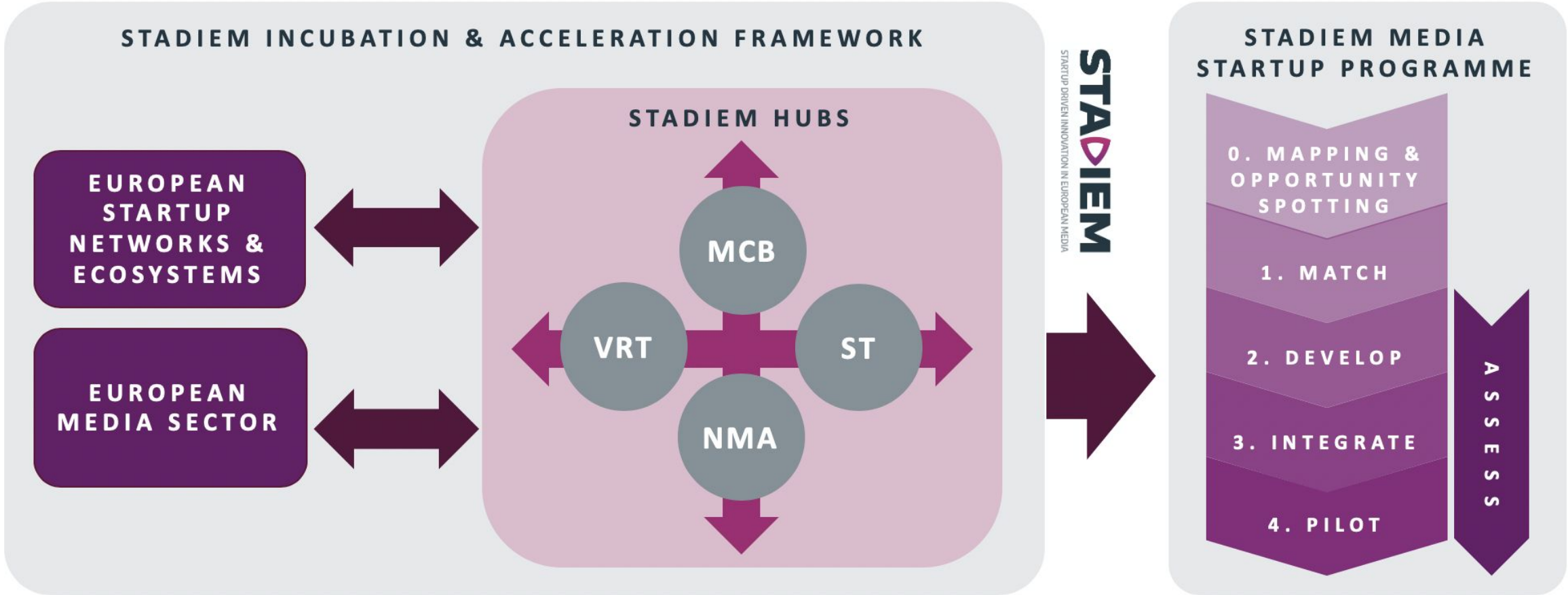
MONETIZATION



MOONSHOTS



STADIEM NETWORK & ECOSYSTEM



Why join STADIEM?



- Access to an international and collaborative media community
- Cross-border cooperation between corporates and investors to establish funding and collaborations for the funders within the STADIEM network
- Incubation and acceleration opportunities to innovators across 4 hubs in Europe - Brussels, Tallinn, Bergen and Hamburg
- Develop, integrate and pilot your solutions further with a corporate partner
- Access to coaching, mentoring, technology validation and assessment
- Networking, pitching and matchmaking

Join? -> Open call #2

START: 15TH DECEMBER 2021 (12:00 CET)

DEADLINE: 28TH FEBRUARY 2022 (17:00 CET)



STADIEM Open Calls submitted through the F6S platform:

<https://www.f6s.com/stadiem-open-call-2>

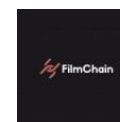
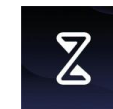
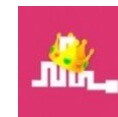
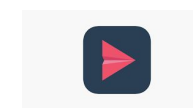
STADIEM

SUCCESSFULLY
DELIVERED

1,93M EUR

TO INNOVATIVE MEDIA
TECH STARTUPS!

IT'S YOUR TURN!



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CONTENT CREATION & DISTRIBUTION

ARCHIVING

CONTENT VERIFICATION AND AGAINST DISINFORMATION

QUALITY NEWS – JOURNALISM 4.0

DATA

MONETIZATION/PLATFORMS

MOONSHOTS

WHAT? CHALLENGES

**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.**

WHAT? **CHALLENGES**

**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.**

WHAT? **CHALLENGES**

OUR REPUTATION IS AT STAKE.

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

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

WHAT? **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? **CHALLENGES**

**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.**

WHAT? **CHALLENGES**

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.

GOAL: MOONSHOTS!

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

An abstract graphic on the left side of the slide. It features a dark purple background with various geometric shapes in shades of purple and black. A laptop is visible in the lower-left corner, with its screen showing a dark purple area. The word 'STADIEM' is written in large, white, bold, sans-serif capital letters across the top left.

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WEBINAR
STADIEM PHASES

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Phases

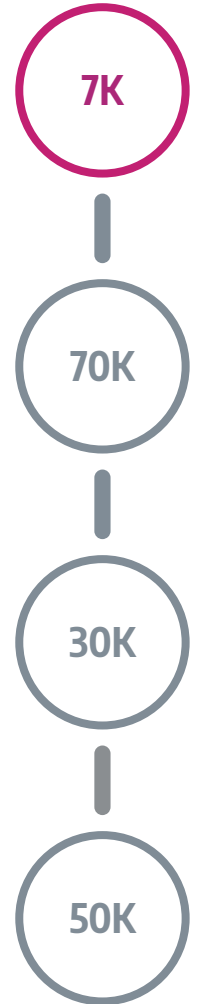


Identify corporate partner

2 months - Max. € 7.000 - At least 40 startups/SMEs

Activities:

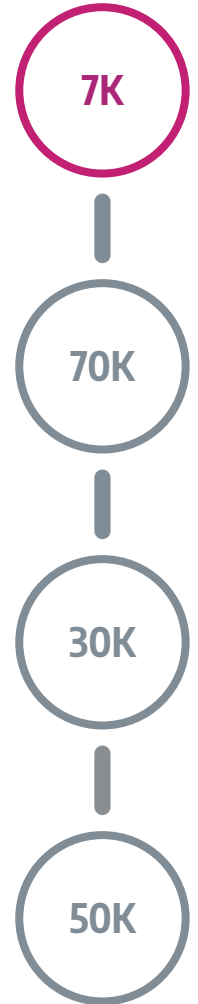
- Showcasing and matchmaking events
- Connect with relevant industry stakeholders
- Generate new leads
- Networking
- Upskilling
- LOI



Evaluation for next phase -> Develop phase

- Present needs and action plan
- Budget for the next phase
- 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 innovation hubs



Co-create your solution

6 months - Max. € 70.000 - At least 16 startups/SMEs

Activities:

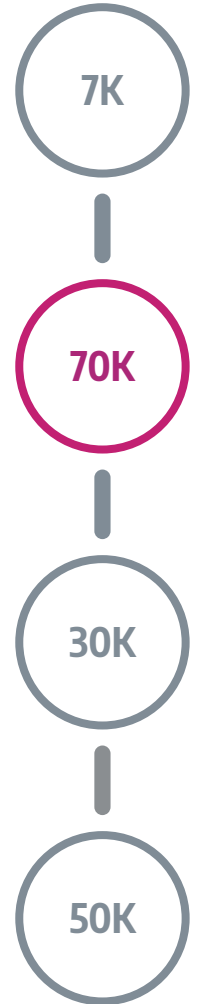
- Build and develop the solution
- Work close with the corporate
- Need-based support and upskilling in the process



Evaluation for next phase -> Integrate phase

- Present needs and action plan
- Define budget for the next phase
- Strategy for converting leads to business
- The solution meets the needs of the corporate
- Corporate confirms dedicating resources to the pilot and the likelihood of piloting
- Corporate and startup/SME identify KPIs

Evaluation is done by external experts, the innovation hubs, and the corporate



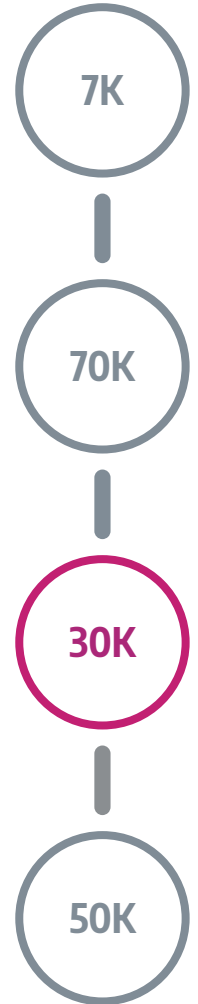
Integrate

Integrate your solution

2 months - Max. € 30.000 - At least 12 startups/SMEs

Activities:

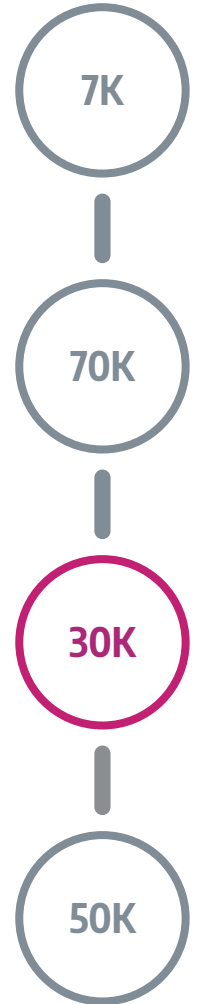
- Finalize technical integration and testing
- Work close with the corporate
- Need-based support and upskilling in the process



Evaluation for next phase -> Pilot phase

- Startup presents needs and action plan
- Define budget for the next phase
- Ready for a publicly accessible pilot
- Risk assessment plan
- Corporate confirms pilot readiness

Evaluation is done by external experts, the innovation hubs, and the corporate.



Pilot

Real life public pilot

4 months - Max. € 50.000 - At least 4 startups/SMEs

- Demonstrating results and achievements at a large scale
- Customer and stakeholder feedback
- Assessment in form of market impact, collaboration and further monetization possibilities
- Execute a successful public pilot
- Generate new business/investor/client leads



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OC#2 Key points for a successful application

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Type of applicants we are looking for

- Operational for at least one year with proven founding documents
- Cash runway or self-funded for at least six months to a year to prove the startup can finish the program, or at least of comfort from their investor(s)
- B2B (Business to Business) 80% (if B2C - Business to Consumer then needs B2B partnership(s))
- Proven initial product/market fit - at least one (corporate) client or LOI or product/business development in the process
- Piloting capable product - live or in late stages (publicly) available beta
- Has received an investment or is self- financed (minimum: late-seed or Pre-series A or very well-known acceleration/incubation/CVC-program)



- ◆ The application must be all in English. English is the official language for STADIEM Open Call 2. Submissions done in any other language rather than English will not be considered or evaluated.

FAQ: Are startups in the country I am based in eligible for this programme?



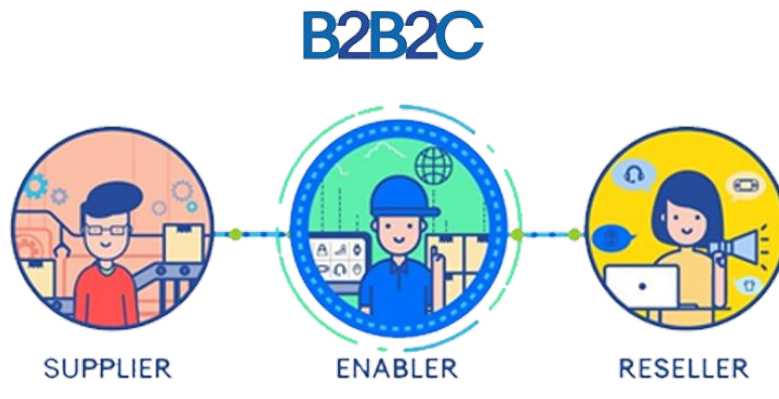
- ◆ Only applicants (in the form of SMEs) legally established in EU member states and H2020 associated countries are eligible to apply (https://ec.europa.eu/info/research-and-innovation/statistics/framework-programme-facts-and-figures/horizon-2020-country-profiles_en)

The eligible countries are indicated in the scroll bar in the application form

FAQ: Our business model is relying solely on the B2C model, is that okay? **STADIEM**



- ◆ Eligible applicants need to rely on B2B model 80% (if B2C, then the applicants needs B2B partnerships).



FAQ: I can't provide all the documentation needed in time, can I submit it later?



- ◆ No, not providing required application documents within the deadline of the OC2, through the specific channel (F6S platform only) results in application rejection



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OC#2 STADIEM Contacts

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Where to apply?

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<https://www.f6s.com/stadiem-open-call-2>



Stadium Open Call #2

Accelerator programme for Next Generation Media Solutions.



Lina

DISCUSS 1

FIND OUT MORE

You know 1 connection



Connect by Feb 28 '22



Brussels, Belgium • Virtual & physical



STADIEM (Startup Driven Innovation in European Media), launched its 2nd Open Call for media start-ups and scale-ups!

STADIEM's acceleration and piloting programme brings together start-ups, scale-ups [more](#)

Let's get started

First, you just need to create a page for your company, startup or team

[Choose from existing](#)

Questions

STADIEM OPEN CALL #2

The STADIEM Application Form has the following mandatory sections:

- SECTION 1: Concept
- SECTION 2: Technology
- SECTION 3: Your Business, market and growth strategy
- SECTION 4: Your team
- SECTION 5: Company information.

Read the STADIEM Guide for applicants before applying
Available here: www.stadium.eu/download/stadium-guide-for-applicants/

If you have any questions, don't hesitate to contact the STADIEM team via opencalls@stadium.eu

The STADIEM Consortium will provide all information via the www.stadiem.eu webpage and a dedicated webpage on F6S website (<https://www.f6s.com/stadiem-open-call-2/>)

Open Call questions: opencalls@stadiem.eu

F6S Platform:

Apply via: <https://www.f6s.com/stadiem-open-call-2/>

F6S support team (tech matter related with the platform): support@f6s.com

Online Q&A (Public Forum): <https://www.f6s.com/stadiemopencall2/discuss>

Call Deadline: 28th February 2022 at 17:00 CET

Evaluation Period: March - April 2022

Kick off of the Match phase: May 2022

No binding** information will be provided via any other means rather than the **F6S Public Forum