



Press Release

European Film Market 2016 - new edition of the successful "EFM Startups" platform showcases European innovation

The latest edition of "EFM Startups" will be held on February 15 and 16, as part of the *European Film Market* (Feb 11-19, 2016). The joint initiative of the *EFM*, Medienboard Berlin-Brandenburg and Startup Germany e.V. was launched to great success in 2015.

The call for participation went out Europe-wide for the first time in 2016. Ten selected startups from Berlin, Norway, Ireland, Finland, the Netherlands and Belgium will introduce their new production, distribution and marketing technology to the *EFM*'s international industry visitors - this year for the first time in the *EFM* pop-up offices in the atrium of the Martin Gropius Bau.

"'EFM Startups' is a platform in one of Europe's most exciting startup hubs that networks the film industry with lateral thinkers from the technology scene", says *EFM* director Matthijs Wouter Knol. "The idea is, in the future, not only to present new trends and innovations at the *EFM*, but also to enter into a dialogue with representatives from other sectors, such as music, gaming, telecommunications and automotive to develop new strategies and actively include the film industry in the process of change".

Individual meetings organised between the ten startups and key international players in the film market are aimed at opening the door to possible investment and networking potential business partners.

Leo Schmidt, COO Vigour, participant of "EFM Startups" 2015: "*EFM*'s startup initiative was a great opportunity for us to get exposure and understand how stories are written, produced and sold. Through the organized matchmakings, a great transatlantic partnership evolved, eventually leading to the funding of our US expansion and opening new doors for us over there."

"I was impressed by the breadth and caliber of the companies attending 'EFM Startups'. Our meetings at *EFM* led to several follow-on conversations, and an investment in one of the companies we met there", affirms Vinay Singh, CFO of Archer Gray.

In addition to pitch sessions and networking opportunities, on Tuesday, February 16, "EFM Startups" will host a 360° discussion of virtual reality, the role of startups and current developments in Germany. The event will be held in the Gropius Mirror Restaurant.

**66. Internationale
Filmfestspiele
Berlin
11. - 21.02.2016**

Press Office

Potsdamer Straße 5
10785 Berlin

Phone +49 · 30 · 259 20 · 707
Fax +49 · 30 · 259 20 · 799

press@berlinale.de
www.berlinale.de

Ein Geschäftsbereich der
Kulturveranstaltungen des
Bundes in Berlin (KBB) GmbH

Management:

Prof. Dieter Kosslick
(Intendant Internationale
Filmfestspiele Berlin),
Charlotte Sieben
(Kaufmännische Geschäftsführung),
Prof. Dr. Bernd M. Scherer,
Dr. Thomas Oberender

Vorsitzende des Aufsichtsrates:
Staatsministerin
Prof. Monika Grütters MdB

Amtsgericht Charlottenburg
HRG Nr. 96 · HRB 29357
USt ID DE 136 78 27 46



Press Release

“EFM Startups” 2016 participants

Beemgee (Berlin, Germany) www.beemgee.com

The Future Group (Oslo, Norway) www.futureuniverse.com

Greta & Starks Apps (Berlin, Germany) www.gretaundstarks.de

Just Watch (Berlin, Germany) www.justwatch.com

Maschinen-Mensch (Berlin, Germany) www.maschinen-mensch.com

ScriptBook (Antwerp, Belgium) www.scriptbook.io

Smart Pricer (Berlin, Germany) www.smart-pricer.com

Usheru (Dublin, Ireland) www.usheru.com

Valossa (Oulu, Finland) www.valossa.com

WeMakeVR (Amsterdam, Netherlands) www.wemakevr.com

The “EFM Startups” initiative is supported by the Medienboard Berlin-Brandenburg and organised in cooperation with Startup Germany e.V.

Press Office
January 22, 2016