

# MEDIA FOUNDERS PROGRAM

## A cooperation between MIZ Babelsberg and MTH Accelerator

The Media Founders Program run by the Media Innovation Centre Babelsberg (MIZ) in cooperation with MediaTech Hub Accelerator (MTH Accelerator) supports innovators right from product development to establishing themselves as young start-ups in Berlin-Brandenburg. We are looking for technically innovative ideas that make media and journalism fit for the future.

### 1 PHASE

#### MIZ INNOVATION FUNDING

Product development  
Max. 12 months

- Max. € 30,000 (for a needs-based grant and production costs)
- € 1,500 coaching budget
- Network and events
- Access to radio and TV studio, as well as editing and production technology
- Office space (if required)



PITCH

### 2 PHASE

#### MTH ACCELERATOR

Venture development  
6 months

- Individual mentoring programme focussing on business and venture development, as well as fundraising
- Access to the start-up scene network and MediaTech stakeholders in Potsdam and Berlin
- Training: sales, pitching, PR, legal, finance
- Co-working office space and founder community

## Current application period

MIZ Babelsberg funds technically innovative projects that develop solutions for the challenges of modern journalism and the media landscape of the future. In particular, these challenges include combatting misinformation and strengthening local media content.

During Phase 1 of the Media Founders Program, we will help you to develop a functional product (prototype). Teams can then qualify for the MTH Accelerator programme, provided that the prototype results in a business model that is further developed as a start-up or as an agency (Phase 2).

We fund students and graduates for up to three years after graduation, as well as start-ups that are in the process of being established and/or up to three years after they have been set up. Project teams who are resident or have a (prospective) registered office in the Berlin-Brandenburg region are eligible to apply.

Please submit a short project outline (max. 3 pages), explaining the project objective and technical innovation value. We also require a team description (including CVs), as well as a timetable and financing plan. Please note that only fully completed submissions can be considered.

The submission deadline is 12 September 2021. The applicants with the best ideas will be invited to present their projects to a panel of experts. We will hold consultations with finalists in advance.

All the information is available on the MIZ website.

Apply until  
September 12, 2021!

#### Contact:

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