



JUMP START PROGRAMME FOR IDEAS CALL FOR APPLICATIONS

Are you an experienced professional developing an innovative idea addressing one or more of the music industry's needs? Do you feel you are missing the necessary tools, knowledge and networks to support its development? Then **JUMP START** is for you!

Organised by a network of six acclaimed European Festivals and Conventions (MaMA, Un-Convention, MIL, Athens Music Week, Nouvelle Prague and Linecheck), **JUMP** provides a framework for music professionals to develop innovative business models. It aims to help the music sector adapt to the recent transformations of the market, while encouraging it to work on a transnational level.

From March to November 2020, you will have the opportunity to follow a unique programme during which you will:

- **Develop your idea:** clear formulation of what you are trying to achieve and how you will do it. From presentation slides, communication and branding strategies, legal structures to business plan, we will make sure you go through all the necessary steps.
- **Get advice from a dedicated tutor,** who will help you through the different steps of the process via focused monthly calls.
- **Get a comprehensive overview of the music industry,** which is essential to understand the context that your future project will operate in by attending Europe's leading music festivals and conventions.
- **Build up your soft skills** by following dedicated workshops .
- **Strengthen your networking and presentation skills** by partaking in the JUMP activities.
- **Exchange with and learn from your peer fellows** from all over Europe and beyond.

The aim is to have your idea ready to be implemented at the end of the nine months!
Does this sound interesting to you? Then find out more about the programme
and apply before **Sunday 24th of November 2019, 24:00 CET!**

WHO IS IT FOR?

JUMP START is for music industry professionals who have an innovative idea, but need some support to make it happen. By following **JUMP START**, we will help you structure your idea so that is ready to be implemented at the end of the nine months. If you already have a great project, but need to strengthen it before it can really take off, please apply to **JUMP BOOST**.

JUMP is an accelerator programme open to **all professions of the music sector** (live, recording, publishing, management but also service providers) with a focus on the **business side of the industry**. We do not support artistic projects. The important aspect for us is that there is a **need** for your project within the music industry ecosystem, and that it is **innovative** in its approach. We have supported projects fostering social change, enhancing technical development or building bridges between the key players of the industry in 2019 and we want to keep this diversity in 2020. Further information on the eligibility and selection criteria can be found down below.

WHAT IS EXPECTED FROM YOU

First and foremost, we are looking for extremely motivated people. **JUMP START** is a demanding programme requiring:

- Attendance at **all** the festivals and conventions of the network; you will need to attend seven events in nine months, often with a three-night stay.
- Monthly calls with your tutor to discuss the latest developments, challenges and actions steps you need to make.
- Work and dedication on developing and structuring your idea so that it can be implemented at the end of the programme.
- Interim assignments such as drafting a clear project description, undertaking a market research, drafting communication and branding strategies, and a business plan.
- Participation in all the JUMP activities during the conventions (pitch sessions, speed-meetings, speakers on panels, holding a stand etc.)
- Light reporting on your progress to the JUMP team on a monthly basis.
- Drafting of a final 20-30 page report.

WHAT IS IN FOR YOU

- Benefit from a unique framework to develop your idea
- Profit from the knowledge and expertise of experienced music industry professionals
- Become a full member of an international community of fellows
- Get the chance to network on a European level
- Discover the different European markets
- Receive the JUMP certificate of excellence after successful completion of the programme
- Be accredited for seven festivals/conventions
- Have your travel and accommodation costs covered to all events of the JUMP network

MORE DETAILS ABOUT THE PROGRAMME AND ACTIVITIES

By following our programme, you will receive all the necessary tools and information to develop your idea. We've got you covered!

1. THE TUTORSHIP

Developing an idea, can be a lonely business and it's easy to become overwhelmed by the number of steps and procedures required. Selected participants will be assigned to a tutor – an experienced professional, who will mentor you through the development of your idea and support you in its formation.

2. THE TRAINING PROGRAMME

In tandem, you will strengthen your knowledge of the music industry and acquire a very useful overview of the business at a European level by attending the six festivals and conventions of the JUMP network, and one additional event to be determined according to the needs of the selected fellows.

Festivals and conventions:

- **Un-Convention**, 4-7 March 2020 in Manchester – UK
- **MIL**, 24-28 March 2020 in Lisbon – Portugal
- **Athens Music Week**, 18-20 June 2020 in Athens – Greece
- **MaMA**, 14-16 October 2020 in Paris – France
- **Nouvelle Prague**, 6-7 November 2020 in Prague – Czech Republic
- **Linecheck**, 18-21 November 2020 in Milan – Italy
- **One extra delegation during the course of the year.**

During each event, a special JUMP syllabus has been carefully put into place to respond to the needs and challenges you may encounter while developing your idea. You will attend numerous panels, workshops and discussions covering an extensive range of topics.

Topics covered by JUMP:

- **The music business ecosystem**
- **Fan engagement** (audience development, content strategy, branding)
- **Business development** (E-Commerce, merchandising, music & brands)
- **Innovation** (start-up, pitch, blockchain, VR/AR)
- **Social change** (gender equality, health, social responsibility)
- **Legal** (rights, contracts, livestreaming, GDPR)
- **Data** (Music data landscape, as an audience management tool, as a curation tool)
- **Marketing** (reach, engage, monetize audience)
- **Funding** (Public funding, crowdfunding, venture capital)
- **Immersive experience** (The new frontiers of sound, fan interactions: IOT, apps, AR)
- **Cultural economics** (music in the city, music & tourism, music as a social inclusion factor locally)
- **Ticketing** (fan engagement, business development, innovation, data and marketing)
- **International** (new tools for export, European networks)
- **Project development & management**

The JUMP activities

In addition to the conferences, panels and workshops you will attend during the conventions, we will make sure you get real life experience by organising a wide range of activities where you will be able to practice your networking, presentation and debating skills

• THE JUMP CLUB – Get ready to mingle

Networking is an essential competence when building a project. You will participate in speed-meetings and cocktails where you will be able to meet all the key players of the industry (labels and live sector, media, investors, European networks etc.).

• THE JUMP SHOWROOM – Present and test your idea

We believe it is important for you to present your idea in front of a jury composed of professionals, who will confront you and ask the correct questions to bring your idea to the next level. Several pitch-sessions at different stages of development of your idea are foreseen.

• THE JUMP WORKSHOPS – Peer-learning and exchange

By joining the JUMP programme, you will become a full member of the JUMP community. Meet your fourteen fellow participants and exchange on the progress of your respective ideas and brainstorm on new models. This will make you grow and network all at once.

COSTS COVERED

Selected participants will have the following costs kindly covered by the Creative Europe Programme of the European Commission and the JUMP organisers:

- International travel costs in second class to all JUMP conventions
- Accommodation costs for all JUMP conventions

Not included: local transportation costs, transfer to the airports and personal expenses.

ELIGIBILITY CRITERIA

- Being the head/manager/founder/initiator of the idea (please kindly note that only one person can apply, but that you can apply on behalf of a group, or company, or band)
- The call is directed at experienced music industry professional (artists-entrepreneurs, agents, booking agencies, festival organisers, artist managers, music distribution & sales companies, music supervisors, media, promoters, publishers, venue promoters, record labels, service providers related to the music business etc.) with at least 3 years of experience in the music industry
- The call is open to applicants from the 28 Member States, as well as Iceland, Norway and Switzerland and the 5 candidate countries (Albania, Montenegro, Serbia, Macedonia and Turkey).
- Participants must be fluent in English
- All applicants should be above 18 with up to date travelling documents

SELECTION CRITERIA

- Potential of the idea
- How innovative your idea is
- Motivation
- Strategic vision or what you will do with the opportunity to join the JUMP programme as a fellow
- Fluent in English

In addition, JUMP – the European Music Market Accelerator will strive for

- Gender balance (a strict 50/50 % rule will be applied)
- Geographical diversity
- Balance in terms of the applicants' background

SELECTION PROCESS

The deadline to submit your application is **Sunday the 24th of November 2019, 24:00 CET**. You can have an overview of the questions [here](#). Applications will only be taken into consideration if submitted online via this application form. No applications via email or post will be considered.

Pre-selections:

The first selection results will be announced on **Tuesday the 10th of December 2019**. A group of pre-selected candidates will be invited to send further information on their idea by **Friday the 20th of December 2019, 12:00 CET**. Please kindly pencil it down in your agenda.

Final selection:

The final selection results will be unveiled on the **10th of January 2020**. Please kindly note, that you will have five days to confirm your participation should you have been selected. If you do not respond within those five calendar days your spot will be offered to another applicant.