



## Music Tech Europe Academy launches and opens call for applications – the first music-tech focused project backed by Music Moves Europe

**On February 15, Music Innovation Hub (IT) and Media Deals (DE) are launching the European capacity building program Music Tech Europe Academy. The first Music Moves Europe project focused on music-tech, with the objective to further develop the European music-tech ecosystem by supporting rising innovators, startups, and SMEs across Europe.**

2020 has proved to us more than ever how the music system not only needs to keep pace with the constant evolutions, but to anticipate those changes and even drive the change. A substantial and growing part of the innovations in the music sector takes place outside the traditional music industry and most of the change came and will continue to be coming from the bottom up.

The **Music Tech Europe Academy** aims to discover highly talented music-tech innovators, entrepreneurs, startups and SMEs who are using technologies such as Artificial Intelligence, Machine learning, Blockchain, VR, AR, 3D Audio or MetaData in order to create scalable and sustainable solutions for the music sector. It's a hybrid and scalable training scheme co-funded by the Creative Europe Programme of The European Commission and coordinated by Music Innovation Hub (IT) in partnership with Media Deals (DE).



*“Our goal is to further develop the music tech ecosystem in Europe and create a level playing field between tech-savvy entrepreneurs, artists, music industry players and investors, to allow joint innovation efforts for the future music sector” says Anna Zò, project manager at Music Innovation Hub. “By looking for scalable solutions with a long-term ambition, taking into account environmental as well as social impact, MTE Academy fosters the development of a sustainable, inclusive, diverse and competitive music-tech ecosystem in Europe, with increasing and better access to funding and investment opportunities in music-tech startups and innovations.”*

### How it works

Call for applications open February 15 to March 15. After being selected by a highly qualified jury, 10 participants will benefit from a 7-months program of online mentoring with top level experts in music and technology, exclusive industry meetups with experienced founders and managers of successful enterprises in vertical sectors, 3 days of Hybrid Academy in Milan after which an online investment pitch session in front of financiers will be granted to those participants who reached the readiness level over the course of the program. The announced mentors includes: Thierry Baujard (CEO, Media Deals), Georgia Taglietti (Communication Director, Mentor and Networker), Turo Pekari (Senior advisor, Teosto), Matteo Tambussi (Blockchain investor & developer), Yvan Boudillet, (Founder, The Lynk), Juliane Schulze (Board member, Media Deals), Claudia Schwarz and Matthias Strobel (Founders, Music Tech Germany), Thomas Lidy (Chief Innovation Officer, MusiMap), Gerome Vanherf (COO & Program Director, LeanSquare) and Thomas Philips (Head of Business Development, Steertone Solutions)

*“As a European Network of Investors for the Creative Industries, we hope this initiative will offer scalable projects that could fit our investors’ expectations and thus strengthen the growth of the music sector across Europe.”, says Thierry Baujard, CEO, Media Deals.*

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**More information:**

Detailed information can be found at <https://musictecheuropeacademy.eu>. The call for applications is open from February 15th to March 15th 2021 and it will be possible to apply both through the website and on f6s platform. MTE Academy is addressed to startups and SME's (already established as companies) and to projects (pre-company-formation) with a defined proof of concept that offer scalable and sustainable technologic, business and artistic solutions for the music sector.

**Assets:**

<https://www.dropbox.com/sh/vzwnlth9hjmr1f8/AAC4FXTSJD-lq1dGAIyP4RfEa?dl=0>

**About Music Innovation Hub**

MIH is a social enterprise that sees music as a means of emancipation, inclusion and integration, capable of unleashing hidden energies and breaking constraints in society. A think tank, production company and consultancy for the music industry, for policy makers, local government bodies, and cultural institutions, MIH incubates new artistic talents, with a special focus on export-oriented sounds. It develops training and vocational programs, promotes international networking opportunities, and supports innovation projects in music production, consumption, and distribution. It boosts the international profile of music produced in Italy, focusing particularly on projects with significant social impact. Based in Milan, Italy. <https://www.musicinnovationhub.org/en>

**About Media Deals**

Media Deals is a pan-European investor network gathering business angels and early-stage venture capital funds focusing on Creative Industries and digital media. Since its creation in 2008, Media Deals has been promoting and encouraging early-stage equity investment in high-growth startup companies in the following fields/sectors: Audiovisual, Digital Tools, Disruptive Models, Cutting-edge media technologies. Based in Berlin, Germany. <http://media-deals.org/>

**About Music Moves Europe**

Music Moves Europe (MME) is the overarching framework for the European Commission's initiatives and actions in support of Europe's music sector. Developed from a series of meetings with representatives of the music sector starting in 2015, Music Moves Europe was launched as a strategic initiative by the Commission. It has since developed further and today stands for the EU support for music. [https://ec.europa.eu/programmes/creative-europe/actions/music-moves-europe\\_en](https://ec.europa.eu/programmes/creative-europe/actions/music-moves-europe_en)

**Press inquiries:**

Amanda Elefelt  
[amanda@elefelt.com](mailto:amanda@elefelt.com)  
+4673-347 47 00