

Vertical Accelerator



MediaFutures

Hanover

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<https://mediafutures.eu/>

Data-Driven Innovation Hub for the Media Value Chain

The public opinion is increasingly formed online, based on content optimised for clicks rather than a balanced point of view and corroborating evidence. Filter bubbles encourage extreme positions and challenge trust in Media. MediaFutures was initiated to address these challenges, to find unconventional ways to engage citizens with quality journalism as well as to increase media and data-literacy.

MediaFutures will support startups and artists with up to 80.000€ equity free funding, mentoring and training. The final aim is the creation of data driven products, services and digital artworks and experiences that will reshape the media value chain through innovative, inclusive and participatory applications of data and user-generated content.

involved parties



operated by

university

innovation strategy
push internal

further hubs
Hamburg, Paris

MediaFutures

primarily provides

- Challenges
- Coaching
- Mentors
- Funding (Equity Free)

also provides

- Events
- Community
- Residency Program
- Data Resources

time spent

- Developing Prototypes
- Business Development
- Pitching to Audience
- Learning in Groups

Batch

Intake

6 months

Duration

Grants

Financial Support

Vertical

- ✓ more Customers
- ✓ better Product
- ✓ larger Network
- ✓ Investment-Readiness

wanted startups

Keywords

AI, Social Impact, Media, Arts, Journalism, Data Literacy, Media Literacy, Misinformation, Dis-information, Data, Mediatech, Digital artworks

Technologies

Relevant technologies can include e.g. machine learning, natural language processing and artificial intelligence. Other digital & data driven tech that impacts the media industry is welcome too!

Use Cases

Applications within media that have a high social impact e.g. combating misinformation, dis-information, social divide due to filter bubbles and algorithms, increasing media & data literacy etc.

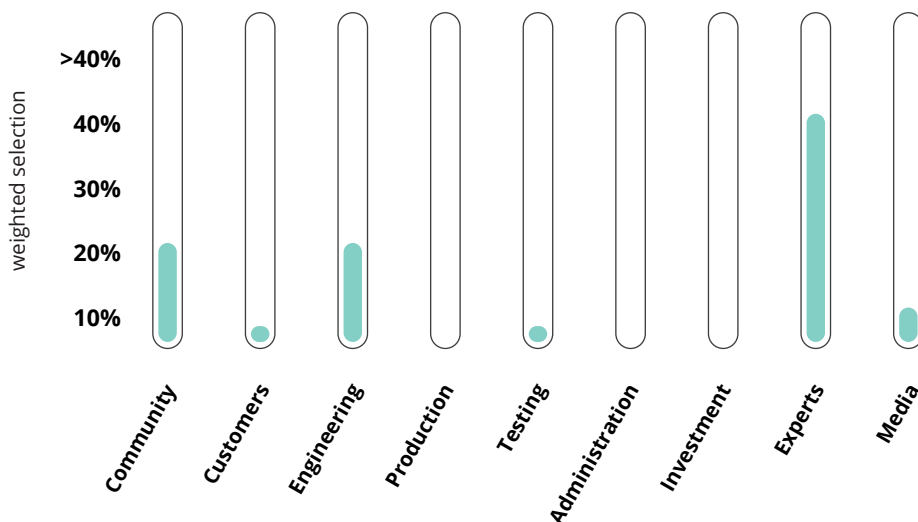
team pre-seed seed early-stage mid-stage growth scale-up

problem solution

product market

business model

access granted to



good to know

The next open call is expected to launch November 2021 accompanied by dedicated webinars and clear guidelines for applications. It can certainly be an advantage to be already incorporated as a legal entity. However the track record of your team, the innovation and impact of your proposed project are more important.