Berlinale
EFM
European Film Market

EFM STARTUPS 2027 - GUIDELINES

EFM Startups' 13th edition will introduce and present 10 stellar international Startup entrepreneurs intersecting media and technology, connecting the industry's leading decision-makers with the startups defining the future of entertainment.

Showcasing vibrant ideas and tools by risk-taking entrepreneurs is at the core of EFM Startups. With the industry developing at a rapid pace, spurred on by the explosion of AI, an innovative, cutting-edge approach is essential in today's market.

EUROPEAN FILM MARKET

Feb 10 – 16, 2027 in Berlin during the Berlin International Film Festival

EFM STARTUPS

Wed, Feb 10 – Sun, Feb 14, 2027

APPLICATION DEADLINE

Wed, Dec 23rd, 2026

Successful applicants will be informed by Tues, Jan 5th, 2027 of their inclusion in EFM Startups.

Apply now via the Application Form!

For more info, visit our website or reach out at efm-startups@berlinale.de.

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CRITERIA

To qualify for selection, you/your company should:

- Be an **innovative film / media tech startup**
- Have an **English-language website**
- Be prepared to **pitch your startup** in a three-minute English-language stage presentation
- Be **available** for all four **online trainings** prior to the EFM
- A **Founder or C-Level executive** must be available to **attend** the five Startup days in Berlin
- Participating startups must reference their participation in EFM Startups in their communications for one year after the programme. This includes mentioning and linking through social media activity as well as mentioning the EFM Startups 2027 programme or using the EFM Startups Signet in presentations, pitches and comparable public appearances.

We would like to note that we value an interdisciplinary and diverse team.

WHAT TO EXPECT

Pitch your Startup on stage to an audience of accredited producers, distributors, filmmakers and marketing professionals who are potential users of your product.

Take part in...

- ...a series of up to 10 **1:1 pre-scheduled meetings** with top industry professionals registered at the EFM.
- ...**structured meetings with investors** to learn about opportunities in the sector.
- ...**customized trainings online** with industry experts prior to the EFM.
- ...**selected social events** during the European Film Market.

> Application Form

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“EFM Startups is one of the most thoughtful spaces I've seen for connecting emerging technology with the real needs of the film industry. The dialogue with producers, experts, and fellow founders was invaluable and helped us further shape our tools for visual storytelling.”

Veronika Gamper, Founder & CEO, WeDaVinci
EFM Startups Alumni 2026



INCLUDED BENEFITS

One complimentary EFM Market Badge allowing access to...

- ...all things **EFM on site**, including seminars, workshops, discussions and events as part of the EFM Industry Programme.
- ...all **EFM online services**, which include valuable information / contact details for all EFM participants (e.g. registered producers, exhibitors, distributors).
- A second representative is welcome at EFM Startups, and to all related official events, by purchasing a Market Badge at our extended regular rate even after the rate's expiration date in early January.

Company Presence via...

- ...an innovator table presence in the main market facility for five days at the height of the EFM.
- ...a **virtual stand**, allowing you to present your company on the EFM website.