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MEDIA.HAMBURG



Wir sind Teil der
Hamburg Kreativ
Gesellschaft



Media ————— —————→ Lift

**Content & Tech Incubator:
Turning ideas into
innovation**



Media —————> Lift

Content & Tech Incubator from Hamburg

We're here to support your innovative business ideas in the area of content and technology. Whether you are a student, founder or employee of a large media and digital company, whether you're working this out on your own or as a team – we'll take your idea to the next level.

In a three-phase approach, we provide support and mentoring as well as workshops and professional coaching tailored to your needs. Further, we make work space and financial support available to you, so that you can fully concentrate on your project. And although the program has guidelines, we make sure the respective timetable and contact person fits your needs.

And needless to say: Your ideas are yours! After the incubator you are free to roll out your project as a start-up, develop it further within the Hamburg startup ecosystem, or integrate it into your company without having to give up a stake in your business.



Benefits

What does our incubator offer you?



Resources

- Office and creative spaces
- Financial funding up to 15 K for each team



Training

- Methodological, technical and market knowledge
- Personal coaching & teambuilding
- Idea challenges, pitch trainings and workshops
- Product testing & feedback



Network

- Two individual mentors for your team
- Access to experts within the MEDIA LIFT community
- Exchange with our incubator graduates
- Chance to participate in further funding programs



Visibility

- Editorial coverage
- Participation in events
- Public presentation at our big graduation pitch



Schedule



1

Feb – Mar

Application & Prepitch

With your pitchdeck and our application form you have to convince us before you can pitch in front of the jury of industry experts. The best five teams will be chosen to be part of our 3rd batch.

2

Apr – May

Phase 1 Team & Idea

After the kick-off, we take off and intensively deal with your vision, product development and team building in workshops and coaching sessions. You will also get some basic founder knowhow if necessary.

3

Jun – Jul

Phase 2 MVP

Your solution approach is ready. Now it's time to develop & test: Build your first prototype and improve it with the valuable feedback from our expert network.

4

Aug – Sep

Phase 3 Develop

You are on the home stretch: fine-tune the product, design your business model and build up marketing/sales so that you can convince future investors and customers.

5

Sep

Graduation Pitch

With pitch trainings we prepare you for your first big performance: Present your idea live on stage. What happens afterwards? Together with our partners, we will find suitable ways to accelerate your business.



Participation



Who may apply?

- Cross-university student teams
- Future entrepreneurs or experienced founders
- Corporate teams from media and digital companies in Hamburg
- ... and of course all others who have a good business idea

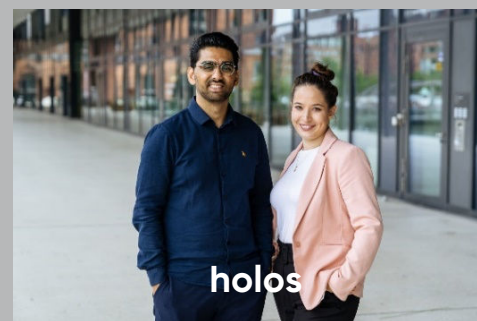
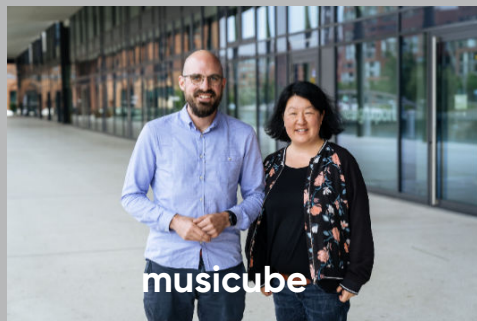
Requirements:

- You are an interdisciplinary team made up of two to five people
- You are developing an innovative business idea in the area of content, and your idea has a tech component
- Your idea could be turned into a viable business, but it is still in the pre-start or project start phase
- Your idea is not pure product development



Alumni-Teams

Some teams we have succesfully supported within the last years:



... and many more.



→ Thank you :-)



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You have questions about the incubator or you are looking for feedback on your idea? We would be happy to advise you.



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