

WALLIFORNIA **MUSICTECH**

UNDER PRESSURE :
How Technology Impacts Live Experiences

26 JUN19 . 07 JUL19

Liège • Belgium

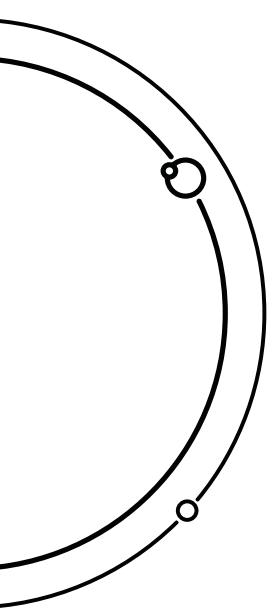
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LES ANCIENNES
MUSIQUES 2019

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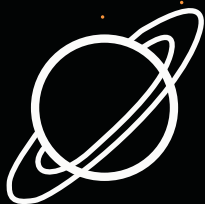


WHAT IS WALLIFORNIA MUSICTECH ?

The Wallifornia MusicTech promotes both music and innovative technologies through a series of events, the highlight of which takes place during *Les Ardentes* music festival.

By bringing together artists, labels, agents, festival organizers, music-tech startups, researchers, key players in the music industry and investors, the WMT aims to foster the creation and development of Music Tech projects while creating a genuine MusicTech ecosystem, whose goal is to shape the future of music.





B2B

26 JUN . 4 JUL

ACCELERATION PROGRAM

Get ready to pitch your start up
in front of Music Industry profes-
sionals and VC's.

Public : start-up



2 JULY

IDEATION DAY

Workshops & brainstorming around
the future of the Music Industry.

- investors Summit
- Ideation camps
- Hackathon



3 JULY **CONFERENCE DAY...**

Be inspired by the best Music-Tech experts of the industry

Public : start-up, Music professionnels, Festival Organizers,
• Artists, VC's ...

4 JULY **START-UP DAY**

Where innovation meets the industry

- Pitches
- 1/1 meetings
- B2B Trade Show
- Closing Party

B2C

4 JUL 7 JUL **LES ARDENTES** **TRADESHOW**

- Activations
- Gaming Zone
- Keynotes
- ...

10-DAYS OF ACCELERATION PROGRAM FROM 26 JUN. 4 JUL



CALL OPEN



Be part of the best MusicTech start-up program in Belgium !

Organized by Leansquare, a VC fund based in Liège, this program aims to **support the most promising international Music-Tech start-ups.**

10 start-ups will be selected to be part of the program. Teams will be individually coached by experienced entrepreneurs and music industry experts in order to set up a financial dossier and potentially raise funds by **presenting their projects in front of a panel of investors.**

The program will kick off with a series of workshops focused on entrepreneurship, innovation and communication.

These workshops will cover topics including sales, negotiations, investors relations, growth hacking, digital strategy, communications and storytelling.

Running from **June 26th to July 4th**, the week of acceleration will consist of:

- Individual mentorships with experts
- Guidance developing financial proposals
- Complimentary access to the WMT convention & networking events
- On-stage presentations at the WMT start-up pitch competition
- 1 on 1 meetings with music industry executives and VCs





Universal Music Group is participating in this acceleration program through its recently announced UMG Accelerator Engagement Network. Representatives from UMG will be on-hand during the program and UMG executives may be assigned as on-going mentors to start-ups within the program.

UMG, the world leader in music-based entertainment, is partnered with generalist accelerator programs throughout the world to assist in the evaluation, mentorship and development of innovative music start-ups.

The UMG Accelerator Network is currently partnered with the APX by Axel Springer & Porsche (Berlin), NYC MediaLab (New York), Sparklabs (Seoul and Taipei), LeanSquare (Belgium), China Accelerator (Shanghai), Paris&Co's LINCC (Paris), Ryerson University's Music Den (Toronto) and the Melbourne Accelerator Program (Melbourne).

IDEATION DAY

• 2 JULY

In this phase, the objective is to identify issues faced by the actors within the ecosystem of the music industry in order to entrust it to entrepreneurs, so that they can suggest solutions. Different ideation session and roundtable will be organized around selected topics : live & security, data & artists, the future of investment in the industry, ...

On the same day, a hackathon and an investors summit will be organized.



CONFERENCE DAY

• 3 JULY

Want to learn more about what is moving today's music industry? Meet international experts on the Wallifornia Stage and assist to our thematic panels dedicated to MusicTech innovations. **On July 3d**, get the opportunity to listen to various artists, music industry experts, entrepreneurs, investors and tech specialists invited to present and compare their point of view on today's music industry.



START-UP DAY

• 4 JULY

Wallifornia MusicTech is the perfect place to meet the most promising music tech start-up. Our acceleration program brings investment-ready projects to pitch and connect with a high-profile network of specialists. The event will take place in the VIP tent of Les Ardenes. 10 carefully selected start-up will have the opportunity to pitch their project in public. It will be followed by one-on-one meeting with music industry professionals. Cherry on the top, a B2B exhibition will be held at the same place.



HACKATHON - CALL FOR HACKERS FROM 2 JUL • 3 JUL



BRAVE HACKERS, ARE YOU READY FOR SOME INTENSE CODING?

Coders, artists, developers, companies that need creatives to use your API and build something innovative for the music industry alongside artists and industry mentors, come join us!

This year's thematic is **how technology impacts live experiences.**

Prior to the event, you'll get the chance to learn from experts in Virtual Reality, Blockchain, Binaural sound, Artificial Intelligence and Security on events. You get acquainted with the technologies and its application within the music industry.

Questions ?

info@walliforniamusictech.com

Deadline for registration :
29th of June

Refund policy :

If you participate to the event, you will get **a refund within the 48 hours.**

Ticket includes **food + drinks**

Then, it's time to **build a team!**

Your mission? Within 24 hours of intense work, debates and brainstorming, each team is invited to formulate solutions to identified problems and help the music industry move forward.

It's your chance to create a network of valuable experts.

Our idCampus Relab (Liège's Fablab) will be open for you during all the duration of the event!

● CALL OPEN



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