

WALLIFORNIA
MUSICTECH

INNOVATION LAB&SUMMIT

WALLIFORNIA 2020





WALLIFORNIA





ABOUT US

Wallifornia MusicTech is a series of events happening in July before and during Les Ardentes music festival (130.000 festival-goers over the course of 4 days).

Their objectives is to promote **innovative technologies in Music, Gaming and E-Sport**.

Drawn by the desire to build bridges between artists, creatives, entrepreneurs, innovators, technologists and investors, it aims to :

- Foster the creation and development of entrepreneurial music, gaming, e-sport and tech projects
- Identify the challenges face by those working in the industry and entrust them to innovators
- Present the latest tech trends in the music, gaming and e-sport industries.
- Attract international tech companies in Belgium in those sectors.

Initially focused on MusicTech, **Wallifornia has been evolving for several years** towards other Entertainment/Media technologies such as **Gaming/e-sport**.

As the editions progress, these rapidly expanding phenomena have become increasingly central. In this context, this dynamic will be further amplified in 2020 as **Gaming/e-sport challenges will be integrated into the hackathon, keynotes/conferences will swell the number of topics presented during the summit or start-up gaming/e-sport will rub shoulders with other MusicTech start-ups during the acceleration program**.

In addition, to the delight of the attendees, **a huge area is dedicated to gaming and e-sport at the very heart of Les Ardentes**. It offers the most diverse experiences to the festival-goers and suggest another insight on the close relationship between music and new technology.

In 2020, we will also propose, in collaboration with international partners, **a professional Esport competition**.



LES ARDENTES

In just a few years, LES ARDENTES has become a major musical event in Belgium and Europe.

Each year, around 100,000 people participate to the festival, attracted by its unique lineup dedicated 100% to urban music, its friendly atmosphere but also by its hospitality, and by the experiences turned to new technologies that Les Ardentes offers.

Faced with a historic site become too narrow for its ambitions, **the festival will take its neighborhood in 2020 in Rocourt on the heights of Liège.**

WHAT WE DO ?

Our wish is to bring to life an ambitious and iconic festival. Les Ardentes is already known for the **inventive and very inspiring feeling people experience** at our festival.

Good international **food stands** and a **various and exciting programming** are what represent Les Ardentes.





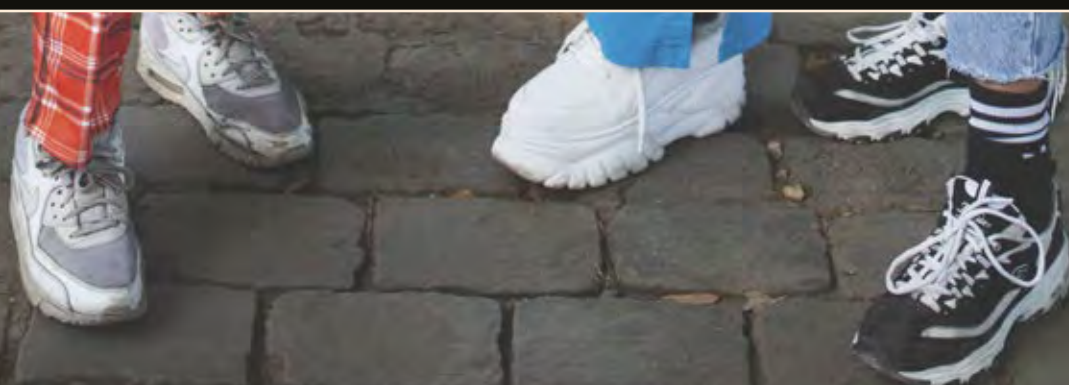
THE MILLENNIALS TAKE OVER

Les Ardentes is a major actor in the urban culture in Belgium. **Hip-Hop** and **R&B** were always well represented in our line-up, but since 2015, we've made it clear that **we want urban music to be part of our core identity.**

Shortly after our statement, the new generation of **Millennials** was quick to catch up with our new signature. Within 4 years we attracted a younger audience, the exact crowd who owns the internet and pushes trends. With one click they decide who's in and who's out.

Our festival has the same vision, and without skipping a beat, they took over our social media, expressing the same passion for urban culture. **By sharing their love and devotion to Hip-Hop we built a loving and faithful community that is every year, more eager to discover our line-up and new identity.**

Our new festival is a festival brought up with love and passion for music, we have the ambition to become an essential urban event in the new future.





WHAT'S UP FOR THE 4TH EDITION?





2019 KEY FIGURES

- 10 DAYS OF AP WITH 15 START-UP
- 4 DAYS OF GAMING AND E-SPORT ZONE WITH MORE THAN 16.000 ATTENDEES
- 500 PROFESSIONALS
- 65 START-UP
- 27 COUNTRIES
- 3500 PRO MEETINGS
- 60+ KEYNOTES AND PANELS

+ PROGRAM 2020

ACCELERATION WEEK 1 · 9 JULY

📍 LEANSQUARE - NOSHAQ (LIEGE)

Gathering 15 start-ups for 10 days of intensive coaching.

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OFFICIAL OPENING COCKTAIL 7 JULY

📍 HOTEL DE VILLE "LA VIOLETTE"
(LIEGE)

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HACKATHON 7 · 8 JULY

📍 LEANSQUARE (LIEGE)

100 hackers work on challenges submitted by our start-ups and private partners.



WALLIFORNIA LAB

9 · 12 JULY

📍 **LES ARDENTES (ROCOURT)**

- Start-Up Garden
- Wallifornia Park
- Gaming & E-Sport.

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"SUMMIT" CONFERENCE 8 JULY

📍 **THEATRE DE LIEGE**

The cream of the crop of worldwide music and gaming/e-sport industry gathers to discuss digital transformation within the music sector.

"SUMMIT" START-UP DAY 9 JULY

📍 **LES ARDENTES (ROCOURT)**

- Investors summit
- Pitch Competition

WALLIFORNIA'S PARTY 8 JULY

📍 **REFLEKTOR (LIEGE)**

CLOSING COCKTAIL 9 JULY

📍 **LES ARDENTES (ROCOURT)**

B2B ACTIVITIES





ACCELERATION WEEK 1-9 JULY

📍 LEANSQUARE - NOSHAQ (LIEGE)

This part of the program aims at **supporting the most promising** (national and international) **MusicTech and Gaming and e-sport start-up** in order to help them build a robust financing file.

Each team follow collective **workshops** while being individually **coached by experienced entrepreneurs** from the music, gaming and e-sport industries.

At the end of this program, all project owners have the opportunity to **present their projects in front of a panel of carefully selected VC's and executives** from the music, gaming and e-sport industries.

POWERED BY :



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UNIVERSAL MUSIC GROUP

HACKATHON 7-8 JULY

📍 LEANSQUARE (LIEGE)

During 24hours, hackers, coders, artists, developers will participate at **an intense coding session** to build something innovative for the music, gaming and e-sport industries.

This part of WMT is organized with the **SXSW's Hackathon's organizer**.



CONFERENCE DAY

8 JULY

📍 THEATRE DE LIEGE

International speakers will take the stage to share their views on all that matters in today's music and gaming and e-sport industries.

Tackling the new age of streaming, deepening artificial and emotional intelligence, looking for the place where your data is going.

We have a lot to focus on. Questioning how tech is transforming the way we experience live stage performance, education, diversity in media, recognition of music right, you'll discover the latest trends in terms of Music, Gaming, e-sport and new technologies.



START-UP DAY AT LES ARDENTES 9 JULY

📍 LES ARDENTES (ROCOURT)

Wallifornia MusicTech is the perfect place to meet the most promising music, gaming and e-sport 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 Ardentes**. This day will be separated into 3:

- **An investors summit** with different ideation session and roundtable will be organized around selected topics. In this phase, the objective is to identify issues faced by the actors within the ecosystem of the music, gaming and e-sport industries in order to entrust it to entrepreneurs, so that they can suggest solutions.
- **A pitch competition:** 15 carefully selected start-up will have the opportunity to pitch their project in public and the investors.
- **A closing cocktail** with music, gaming and e-sport industries professionals.



B2C ACTIVITIES

📍 **LES ARDENTES FESTIVAL**





WALLIFORNIA PARK

The now unmissable **Wallifornia Park** is a concrete bridge between Les Ardentes and the Wallifornia MusicTech.

With **music and new technologies** as its main theme, the Park explores new music trends through **music performances, dance, street culture** and **music tech B2C start-up exhibition**.

A huge area is dedicated to **gaming and e-sport** at the very heart of Les Ardentes.

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GAMING ZONE

From the interactive music table (**Playground**) to a rap app (**Keakr**), as well as the New Instruments session (**Dualo**) or a Silent Party or a live concert experience in VR (**Poolpio**), festival-goers have the opportunity to choose between plenty of activities to celebrate music between two concerts and let their imagination run wild.





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