



26-27 June 2013  
Kenyatta  
International  
Conference  
Centre  
Nairobi, Kenya



**BROADCAST  
FILM & MUSIC  
AFRICA**

26-27 June 2013  
KICC, Nairobi

## 2013 AFRICA MEDIA BUSINESS EXCHANGE: CALL FOR PARTICIPANTS



This year's Broadcast, Film & Music Africa Conference (BFMA 2013) will include the 2nd Africa Media Business Exchange to provide a platform for African media start-ups to pitch their business ideas and opportunities to Venture Capitalists (VCs) and other potential investors – as well as for content producers to pitch their ideas to commissioning editors and other buyers of content.

Organized by AITEC Africa in partnership with FilmBiz Africa and Growth Africa Hub, the Exchange is an opportunity to kick-start the continent's emerging creative content industry.

20 international and regional VCs will meet with developers, innovators and start-ups with exciting business ideas that need financial backing. The format is a **three-day mentoring and investment** process.

**Day 1, Saturday 22 June 2013: Participating start-ups** are invited to attend a free mentoring and training workshop by Growth Africa Hub to help participating entrepreneurs prepare their business plans and their pitches.

**Day 2, Wednesday 26 June 2013**, all participating investors will be allocated a booth in the BFMA expo at KICC to showcase their products and services to potential clients among the 1,000+ delegates attending BFMA



2013.

**Day 3, Thursday 27 June 2013:** Investors will have a one-to-one 15-minute conversation with each participating start-up will have a one-on-one 15-minute pitching session with each of the investors .

This year, there will also be pitching sessions for filmmakers, TV series producers and other content producers to meet with commissioning editors from various TV and media houses to discuss potential commissions and other partnerships.



**The Growth Africa Hub Mentoring Programme:**  
**The training session will take place at the Growth Hub, Cape Office Park, opposite Yaya Centre, Nairobi.**

09:30 Welcome tea/coffee  
10:00 Intro & presentation of cohort  
10:30 Putting your business in context  
12:00 Experience sharing from a successful Media Entrepreneur  
13:00 Lunch  
14:00 The Art of Pitching  
14:30 Pitching practice  
15:30 Bringing back the learning  
16:00 Farewell & refreshments



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## 2013 AFRICA MEDIA BUSINESS EXCHANGE



### Benefits for Participants

- Certificate of participation from the Growth Africa Hub after the mentoring session
- 2 x 2 METRE exhibition stand space for all participating entrepreneurs
- Opportunity to network with over 1,000 broadcast media professionals from across the continent
- One-on-one 15-minute pitching sessions with 20 potential investors actively interested in business opportunities in the electronic media and creative content industries.

### Testimonials from the 2012 Africa Media Business Exchange

*"Thank you for the opportunity. It was amazing and personally we gained a lot of experience. One of the venture capitalist showed interested in our project. Most importantly, three of the VCs offered us great advice and as investment will help, the advice will go a long way. The Business Exchange was well organized. I liked the setting you had organized for us and the VCs, it made one feel comfortable. The time was also ample and generally I gained a lot. Thank you."*

**Rahab, Tatuah Films**

*"A lot of useful advice! It felt like being in business school in a way! Areas of improvement: maybe give more information beforehand on who the Venture Capitalists are so we can target/tailor our business plans a bit more."*

**Kwame Nyongo, Apes in Space**

*"All the investors were interested when I shared my business plan with them. I will be meeting some soon, and would like to see how far it goes. My suggestions to improve the Exchange next year are that the organizers should involve a hybrid of private equity, venture capitalists and angels (angel funds)."*

**Mzuri Mwakidedi, Skytech**



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## A DYNAMIC BUSINESS NETWORKING OPPORTUNITY



Organised by:



25 years of service to Africa's ICT Community

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## Participation Fees:

The sign-up fee for start-ups (in groups of up to 3) who want to present their investment proposition is Ksh20,000/US\$240 + VAT and Ksh10,000/US\$120 + VAT for individuals.

This fee also includes:

- A one day training, refreshments, and a certificate of participation at the Growth Hub
- A 2 x 2 metre exhibition space (with partitioning/display boards, electrical power point, meeting table and two chairs)
- Delegate registration for the Broadcast Film and Music Africa conference
- Space for a pop-up banner
- Profile in Event Guide
- Access to all BFMA exhibitors, delegates and visitors for full two days of event

To participate in this event:

Email: [info@aitecafrica.com](mailto:info@aitecafrica.com) or [info@filmbizafrica.com](mailto:info@filmbizafrica.com)

or Call: AITEC AFRICA: +254(0)20-815-5638

Or FILMBIZ AFRICA: +254(0)202324238

Or register online at: <http://aitecafrica.com/event/view/98>





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### Participating Investors:



### Participating Commissioning Editors

