

PROJECT PITCH PLATFORM



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ENTERTAINMENT

FEATURED DESTINATION: ATLANTA

SUBMISSION CRITERIA

PROJECT DOCUMENT

Maximum 12 page pdf document. When submitting their project pitch, participants should ensure that their submission includes the following essential elements:

- **Project Status:**
 - **Early Stage:** This refers to a project that is in the initial phases of development and has secured 0 to 25% of the necessary financing. At this stage, the project is still seeking additional funding and resources to progress further.
 - **In Development:** This stage signifies that the project has made significant progress and has secured 25% to 75% of the required financing. The project is actively being developed, with various aspects such as the script, talent attachments, and production plans being finalised.
- **Project Summary:** Provide a concise overview of the project, including its title, genre, and format.
 - **Project Title:** The title plays a significant role in grabbing the attention of industry professionals and generating interest.
 - **Genre:** Identify the genre or genres that best describe your project. If your project falls into a specific subgenre or combines multiple genres, be sure to mention that as well. For instance, if you have a romantic comedy or a sci-fi thriller, make it clear in your pitch.
 - **Format:** Specify the intended format of your project, which refers to the medium through which it will be presented.
- **Logline:** Craft a compelling one or two-sentence summary that captures the essence of the project and generates interest. A well-crafted logline should convey the core idea and the main characters while sparking curiosity.
- **Synopsis:** Present a detailed synopsis of the project, outlining the main plot points, character arcs, and key themes. Describe the narrative structure, major conflicts, and any twists or surprises that make the project stand out.
- **Target Audience:** Clearly define the target audience for the project, considering demographics, interests, and preferences. Explain why the project appeals to this specific audience and how it meets their entertainment needs.
- **Market Analysis:** Conduct thorough research to understand the market landscape and competition relevant to the project. Include an analysis of similar projects or successful franchises, highlighting what sets your project apart and its potential market positioning.
- **Creative Team:** Introduce the key members of the creative team involved in the project, such as the writer, director, producer, and any notable talent attached. Provide brief biographies or resumes that highlight their relevant experience, previous successes, and contributions to the project.
- **Budget:** A budget that outlines the estimated costs and expenses associated with the production and distribution of the project. A well-prepared budget demonstrates financial feasibility and provides transparency to potential investors and stakeholders.
- **Production Plan:** Outline the production plan, including the estimated budget, shooting locations, production timeline, and any notable production considerations. Provide a high-level overview of the resources and expertise required to bring the project to fruition.
- **Distribution Plan:** Outline how the project will reach its target audience and maximize its potential for success.
- **Visual Material:** Include visual materials that support and enhance the project pitch. This may include concept art, storyboards, mood boards, visual references, or sample footage (if available). Visual materials can help convey the project's visual style and enhance its marketability.
- **Unique Selling Points:** Clearly articulate the project's unique selling points and what makes it distinctive and compelling. Highlight any innovative storytelling techniques, relevant cultural or social significance, or groundbreaking elements that set the project apart.
- **Contact Information:** Ensure that all contact information, including the name, email address, and phone number of the primary contact person, is provided. This allows the selection committee to reach out for further discussions or clarifications.

Participants should review and refine their submission thoroughly before sending it, ensuring clarity, conciseness, and a compelling presentation. By including these essential elements, participants can maximize their chances of capturing the attention of industry professionals during the project pitch sessions.

Please note the following timelines:

Call to submit: 7 April 2025

Submissions closed: 13 June 2025

Dossier is made available: 21 July 2025

Projects announced: 3 August 2025

Pitching: 1 – 3 September 2025

We look forward to hearing from you and to having you as a part of MIP Africa. Pending your project's feedback, please be sure to register to attend.

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Commission editors, buyers and financiers typically look for compelling pitches that demonstrate the potential for commercial success, creative excellence, and a strong fit with their needs. Here are some key elements that they would want to hear during pitching sessions:

1. **Originality and Unique Concepts:** They want projects that offer fresh and innovative ideas. They are looking for unique concepts that can stand out in the market and captivate audiences.
2. **Marketable Stories:** They are interested in stories that have broad appeal and can resonate with their target audience. A compelling narrative, strong characters, and engaging plotlines are essential.
3. **Commercial Viability:** They are interested in projects that have the potential for commercial success. They consider factors such as market trends, audience demand, and the project's ability to attract viewers and generate revenue.
4. **Audience Relevance:** They are looking for projects that cater to their specific target audience. Understanding the demographics and preferences of the commissioning editor's platform or network is crucial in order to pitch a project that aligns with their programming needs.
5. **Quality and Production Value:** They seek projects that demonstrate high production values and a commitment to quality. They want to see that the project has the potential to be visually and technically impressive.
6. **Talented Creative Team:** They are interested in the creative team behind the project, including the director, writer, and producer. They look for individuals with a track record of success, relevant experience, and a strong vision for the project.
7. **Financial Feasibility:** They want to ensure that the project has a realistic and viable financing plan. They look for projects with a clear budget, potential funding sources, and a solid financial strategy.
8. **Distribution and Market Potential:** They consider the project's distribution and its potential to reach audiences effectively. Projects with clear ideas for marketing, promotion, and distribution have an advantage.
9. **International Appeal:** They attend film markets with a global perspective. They may be interested in projects that have the potential to travel well and appeal to international markets.
10. **Timeliness and Relevance:** They may be interested in projects that address current social, cultural, or political themes and issues. They want to stay relevant and reflect the interests of their audience.

You may be asked a variety of questions during pitches to gather more information and assess the viability of a project. Here are some common questions you may be asked:

1. What is the central theme or concept of your film?
2. Who is your target audience, and why do you think they would be interested in this project?
3. How does your project differentiate itself from similar films or shows in the market?
4. What is the creative vision behind the project, and what makes it unique or innovative?
5. Can you provide more details about the story, characters, and their arcs?
6. What is the intended genre and tone of the film, and how will you execute them effectively?
7. Who is involved in the creative team, and what are their relevant experiences?
8. What is the budget and financing plan for the project? Are there any confirmed funding sources?
9. How far along are you in the development process? Are there any attachments or pre-production milestones achieved?
10. What is the projected timeline for production and delivery?
11. Have you considered potential distribution strategies for the project?
12. Are there any potential risks or challenges associated with the project, and how do you plan to mitigate them?
13. Can you provide any marketing or promotional strategies you have in mind?
14. Are there any potential partnerships or collaborations in place that would enhance the project's success?
15. Have you conducted any market research or received any feedback on the project?
16. Can you share any visual references or concept art that showcases the project's visual style?
17. Do you have a track record of successful projects or achievements that demonstrate your ability to deliver?
18. Are there any underlying rights or legal considerations associated with the project?
19. How does the project align with the commissioning editor's programming needs or the goals of their platform/network?
20. Is there anything else you would like to add or highlight about the project?

These questions will delve deeper into aspects of the project and assess its potential for success. As a pitcher, being well-prepared and knowledgeable about your project will help you confidently address these questions and provide information needed to make an informed decision.