PROJECT PITCH PLATFORM

fame week africa

mip®africa CAPE TOWN

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, andformat.
  - **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 maximise their chances of capturing the attention of industry professionals during the project pitch sessions.

Please note the following timelines:
Submissions close: 12 June 2026
Projects announced: 7 September 2026
Live pitching: 28-30 October 2026

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.