

ERT
HELLENIC BROADCASTING
CORPORATION

ERTMediaLab

Sandbox Pitching - Munich

22/11/2018

Chrysanthi Chountala

ERT – TV Technology

- Helping Greek startups enter the media world.
- Contributing towards the economic development and the increase of productiveness.
- Selected startups will be matched to different departments within ERT for a short-term collaboration.

First Steps

EPT

- Participation in the hub was decided on May
- Translation of VRT's toolbox in Greek (application and evaluation forms and contracts)
- Consultation with ERT's legal department
- Presence on MediaRoad website
- Logo creation



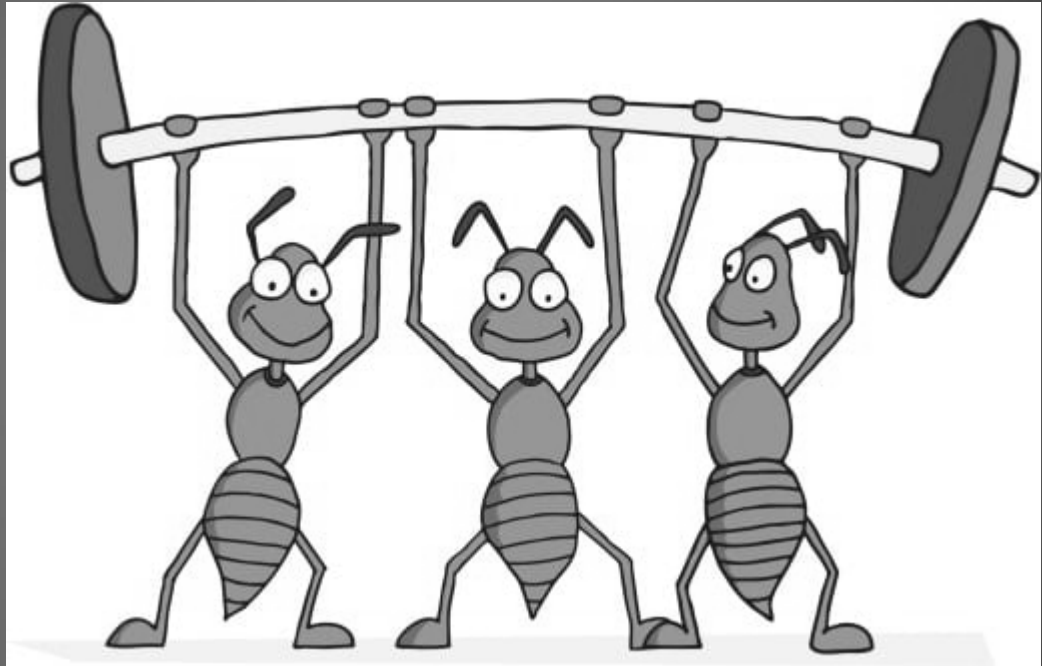
In house Presentation

EPT



Basic Problem

EPT



How will different departments work together?

Selection Procedures

EPT

Selection

Filling in the application forms
Meeting with possible participants
Evaluation of possible participants

Matchmaking

Presentation of the project to the committee
Suitability with the departments
Target definition
Signing the contracts



Duration of its project 3-6 months

Further Steps

EPT

Spread the word
Open invitation on web
Finding the startups



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