DIGITAL LAB AFRICA

TSHI MOL0 GONG

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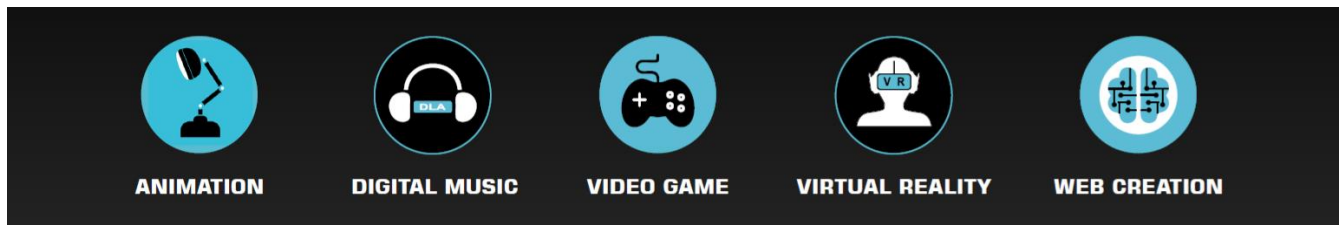
Digital Lab Africa #3
Call for applications

PRESENTATION

• DLA CALL FOR PROJECTS

Digital Lab Africa (DLA) is a platform and a call for projects dedicated to creative content linked with innovation in Africa (web creation, virtual reality, video game, animation, digital music). The very idea of DLA is to incubate next-gen creative talent by offering them a springboard to jump-start and accelerate their projects with the support and expertise of DLA ecosystem (studios, events, producers, broadcasters, distributors, experts, incubation venues...) from France and Sub-Saharan African countries.

The Digital Lab Africa call for projects is open to anyone from the field of digital content creation: artists, producers, designers, start-ups, SMEs, collectives, students or entrepreneurs, based in Sub-Saharan Africa or a national of a country in this region.

The call targets developing projects, in need of partners and financial support, innovative projects from the perspective of form, narration, content and technologies used, in one of the 5 categories of multimedia production: web creation, virtual reality, video game, digital music and animation.

The objective of Digital Lab Africa is to provide a springboard to the creators of next-generation content and to make their project happen with the support of French & Sub-Saharan African leading companies such as Lagardère Studios, ARTE or Triggerfish Animation.

Application deadline is : **13 January 2019**.
Go to : http://digilabafrica.com/submit-a-project/

The applications are evaluated by the DLA Selection Committees based on criteria of artistic/technical quality, technological/creative innovation and feasibility/economic potential.
The 30 selected projects for the DLA Pitch Competition are announced in **March 2019.**

• DLA ONLINE PITCH COMPETITION & FINAL SELECTION

Following the call for projects, 30 projects are selected for the final Pitch Competition. The video pitch of of each of the 30 competitors are displayed online on a voting platform where the audience has the opportunity to watch and vote for their favorite pitch.

After individual interviews with each of the 30 finalists, 10 projects are finally selected by the DLA' Selection Committees as winners of the DLA.

The 10 winning projects (2 projects per category) are granted with a 42,000ZAR cash prize and a Digital Lab Africa Incubation Pass to accelerate their project

DLA INCUBATION PASS

Each of the 10 projects' holders are mentored by both French and African experts to benefit from the expertise of several ecosystems. They benefit from access to Dassault Systèmes' global expertise network for support, management and services they need for their projects development. Alongside the DLA mentorship program, the 10 mentees have the opportunity to be immersed in those ecosystems thanks to residency programs within digital clusters and participation in benchmark industry events in France or in Sub-Saharan African region. The expected outcome of DLA incubation program is market ready content.

The DLA Incubation Pass includes

- mentorship program by French and Sub-Saharan African industry key players
- residency period in France or in Sub-Saharan African countries within a creative cluster
- participation at industry events in France or in the Sub-Saharan African region

SUBMIT A PROJECT

5 CATEGORIES

WEB CREATION

The Web Creation category is dedicated to all linear and non-linear format offering an innovative storytelling and/or an immersive/interactive experience for the audience. This category includes all content, regardless of the genre - fiction, documentary, series, TV format, magazine, entertainment, news... - produced to be viewed mainly online (first digital content). This category targets projects that combine several media (transmedia) or offer a cross media strategy and which aim to attract an audience, engage with it and retain it.

Examples: an interactive web documentary, a web series including a chat or a video game, a news show in 360°, a thematic podcast channel, etc.

VIRTUAL REALITY

The virtual reality category is open to any content offering an immersive experience to the audience, on any type of device (computer, smartphone, headset..), using immersive technologies (360°, virtual reality, augmented reality, mixed reality, 3D interactions…)

Examples: VR documentary experience, virtual museum visit, immersive video game...

VIDEO GAME

The video game category is open to all prototypes/concepts of video game for any type of device (mobile, computer, game console etc..). Video game projects with creative storytelling/experience and using innovative technologies will be considered first.

Examples: action, strategy game, a game which goal is to inform, train or educate.

DIGITAL MUSIC

The Digital Music category is open to any project that offers an innovative online music user experience that includes services, solutions and / or multimedia content. Content / solutions / services can be

addressed to the general audience and / or professionals from music industry. The project must be designed for use on web platforms and / or mobile applications.

Examples: creation of an application proposing a multimedia universe and an interactive community around an artist; an application offering live concerts on mobile; a platform for exchanging videos / music content, a service to view a 360 ° concert, a music video clip using virtual reality technologies, an artist booking service etc.

ANIMATION

The Animation category is open to all content which mainly use animation technics (2D, 3D, paper, film, sand, modelling clay, painting, figurine etc.) The project may be intended for cinema, television or any type of connected devices.

Accepted formats: short & features films, TV formats & series, web & interactive. New or hybrid formats : artistic installation, virtual reality, transmedia, video mapping, TV series or TV special, animated documentary… are accepted.

Projects at the stage of research, pre-development or writing (scenario, graphism, music...) are accepted.

• **How to apply?**

Applicants must:

1/ Fill [the online form in](#)
2/ Email the application files (in French or in English) to **applications@digilabafrica.com**

Closing date of the call is **13 January 2019**

Application files

- **Pitch deck / Presentation document** (PDF, PowerPoint or Word) including:
  - project's overview, concept, statement of intent…
  - development and production schedule, provisional budget, target audience and strategy

- **Visual element and/or research document**
  - Storyboard / mood board / graphics / portfolio / screenplay (for web creation, animation or VR projects)
  - Game design document (for video game projects)
  - Any preview, pilot or video demo of the project (if available, for all types of projects)

- **A cover letter** explaining why you want to be part of the DLA Mentorship & Incubation program (1-page maximum)
- **A resume/curriculum vitae** of the applicant and/or **description** of the company represented
- **A picture** (.jpeg) of the applicant

Applicants can submit several projects (one application form per project)
Applications submitted by two persons working in pairs can be considered.
Incomplete applications will not be considered

TIME-FRAME

Call for projects (14 November 2018 – 13 January 2019)

14 November 2018 - 13 January 2019: call for projects
March 2019: announcement of the selected projects for the Pitch Competition
April 2019: announcement of the DLA#3 winners

Final Pitch Competition (March 2019)

Following the call for projects, 30 projects are selected for the final Pitch Competition by the DLA' Selection Committees members. The "Video Pitch" of the 30 competitors are displayed online on a voting platform where the audience has the opportunity to watch and vote for their favorite pitch. After individual interviews with each of the finalists, 10 projects are finally selected by the DLA' Selection Committees as winners of the DLA Pitch Competition. The 10 winning projects (2 projects per category) are granted with a 42,000ZAR cash prize and a Digital Lab Africa Incubation Pass to accelerate their project.

DLA Incubation Pass (May-December 2019)

The incubation phase will roll out during **a period of 3 to 6 months between May and December 2019**. It will be adapted to the specific needs of the projects and will include a period of residence in France of variable duration depending on the projects, up to a limit of one month.

ABOUT DIGITAL LAB AFRICA

Digital Lab Africa (DLA) is a platform and a call for projects dedicated to creative content linked with innovation in Africa (web creation, virtual reality, video game, animation, digital music). The very idea of DLA is to incubate next-gen creative talent by offering them a springboard to jump-start and accelerate their projects with the support and expertise of DLA ecosystem (studios, events, producers, broadcasters, distributors, experts, incubation venues...) from France and Sub-Saharan African countries.

ORGANISERS AND PARTNERS

Created in 2016, Digital Lab Africa is an initiative of the French Institute and the French Embassy in South Africa, managed by the South African innovation hub **Tshimologong Digital Innovation Precinct** since 2018. The program is supported by **AFD**, **SACEM**, **Lagardère Studios**, **TRACE**, **DISCOP** and a number of French and sub-Saharan African partners:

\ **MENTORSHIP & INDUSTRY PARTNERS**
Keewu Production, **ARTE**, **Camera Lucida**, **Deep VR**, **VR Connection**, **Electric South**, **Triggerfish Animation**, **Afrika Toon**, **Black Major**, **Dailymotion**, **Qwant**, **Les Gobelins**, **Plug-In Digital**, **Ciclic**, , **Laïdak Films, PRMA**

\ **INCUBATION PARTNERS**

Commune Image, Pictanovo, Gaité Lyrique, Ciclic, Tshimologong Digital Innovation Precinct, Nef Animation, Folimage

\ EVENT PARTNERS
NewImages (Forum des images), Annecy International Animation Film Festival/MIFA, IoMMa, NEXT – Marché du film, Fak'ugesi, MaMa, Marseille Web Fest, Moshito, Game Connection

\ ECOSYSTEM PARTNERS
Le Game/ SNJV, Make Game SA/IESA, Animation SA, African Animation Network, Business France

\ MEDIA PARTNERS
TV5 Monde Afrique

Contact

info@digilabafrica.com
www.digilabafrica.com

#DigiLabAfrica

GENERAL CONDITIONS

This document defines the terms and condition of the call for projects and of the Digital Lab Africa operation, as defined by the organisers. Candidates and participants are obliged to comply with them.

ORGANISERS - DIGITAL LAB AFRICA is organised by Tshimologong Digital Innovation Precinct (41Juta Street, Braamfontein, Johannesburg, South Africa).

TERMS - The Digital Lab Africa call for projects opens from 14 November 2018 and closes on 13 January 2019 at 23h59 (time limit for registering a project). All applications must be sent before the said closing date. The registered projects should conform to the criteria set out in the section "Submit a project" in this document.

PARTICIPATION - Participants at the Digital Lab Africa platform must be residents or nationals of one of the sub-Saharan African countries: South Africa, Angola, Benin, Botswana, Burkina Faso, Burundi, Cameroon, Cape Verde, Central African Republic, Chad, Comoros, Democratic Republic of Congo, Djibouti, Eritrea, Ethiopia, Gabon, Gambia, Ghana, Guinea, Guinea-Bissau, Equatorial Guinea, Ivory Coast, Kenya, Lesotho, Liberia, Madagascar, Malawi, Mali, Mauritius, Mauritania, Mozambique, Namibia, Niger, Nigeria, Republic of Congo, Rwanda, Sao Tomé and Principe, Senegal, Seychelles, Sierra Leone, Somalia, Sudan, South Sudan, Swaziland, Tanzania, Togo, Uganda, Zambia, Zimbabwe.

The projects can be submitted by a candidate who does not live in sub-Saharan Africa on condition that this candidate is a national of one of the countries of this region. In this case, the project development and production should be mostly implemented in a sub-Saharan African country.
Minimum age for participants is 18 years.

ROLL OUT - The candidates have up until 13 January 2019 inclusive to submit their projects. The applications received will be reviewed by the Digital Lab Africa selection committee.
The list of selected projects for the DLA Pitch Competition will be made public in March 2019 on www.digilabafrica.com

The Digital Lab Africa jury members will select two winning projects per category at the close of the pitch competition based on the pitch quality of each project and the criteria qualities – artistic/technical, technological/creative innovation and feasibility/economic potential of the projects. The jury's decisions are final and binding. The organisers reserve the right to not award all prizes in the case of insufficient numbers of applications meeting the minimum criteria of the jury, as set out by the organisers and members of the jury at their sole discretion.

PRIZES - A cash prize to the value of 42,000 rands will be paid to the winners of each category. It is aimed at developing the selected project. It should be used exclusively towards this end, unless explicitly agreed by the organisers. The prize will be paid in two instalments (50% before the DLA residency program and 50% after the residency program).

The project holders will benefit from a Digital Lab Africa Incubation Pass to develop the project between May and December 2019. The Digital Lab Africa Pass consists of: mentorship and support in the development of projects by French and Sub-Saharan African expertss; a period of residence in France within digital clusters and the participation in benchmark multimedia events for the candidate who registered the project or a person involved in the project, nominated by him/her. Transport, accommodation costs and per diem linked to the stay in France will be taken care of by the organisers (valid for only one person per project).

In order to insure that each participant gets the best of the DLA programme, each residence programme will be built according to the project and the professional, personal and economic capacities of the project holder. The project holder commits to inform DLA team of any kind of issues he may encounter due to his/her country and personal situation.

RIGHTS AND PERMISSION - If the proposed content contains material or elements which are not the property of the participant and/or are subject to third party rights and/or if some individuals appear in the content, it is the responsibility of the participant to obtain, before the submission of projects, all permissions and consents necessary

to the exposition and use of the content. If a person appearing in the content is under the age of 18, parental/guardian consent is required.

By participating, all the selected candidates authorise the organisers and their partners to reproduce, distribute, display and publish online the names of the candidates, their photos, the description and visual elements of their project so that the public has access to the list of selected projects. Moreover, they allow Digital Lab Africa to reproduce, distribute, display and use the content of their applications in any media, existing or future, including-but not limited to – a publication in the Digital Lab Africa brochure and the communication tools of the operation. The organisers are not required to pay compensation or seek approval for these uses.

INTELECTUAL PROPERTY - The submitted project stays the property of the project holder who owns totally its moral and patrimonial rights without any cession or remuneration to Digital Lab Africa who has no right to change or intervene on the project.
However, the project holder must commit in referring to Digital Lab Africa on any achievements coming directly or indirectly from his/her time mentorship and incubation program (logo and reference to add in the credits).

LIMITATION OF LIABILITY – By participating, the candidates agree to not hold Digital Lab Africa liable for any claims, loss or potential damage resulting from participation in the pitch competition. The organisers cannot be held responsible for any technical malfunctions (Internet connection/computer system) resulting in the failure or late submission of applications.

CONDITIONS – The applications will be considered void if the organiser establishes that it is not an original work or if the application is illegible, incomplete, damaged, irregular, altered, counterfeit or acquired fraudulently.
Participants also acknowledge:

a. having read and accepted these terms and conditions
b. that the jury's decision is final and binding
c. that for the winning projects, the organiser may use the name, picture and/or voice of each winner in any publicity or advertising relating to Digital Lab Africa or future promotions without further remuneration or agreement.

In the event that a designated winner of one of the categories refuses the prize or is not able to benefit from it, the prize will be cancelled and the organisers could, at their sole discretion, choose to award the prize to another participant.

Winning candidates agree to use the 42,000 rands prize solely for expenses linked to developing the submitted project. They also agree to participate in the different phases of the projects incubation in 2019 (distance mentoring, residence time in France, participation to benchmark events according to a timetable set up by the parties for each project.

RIGHT OF SUSPENSION OR CANCELLATION – If for any reason the pitch competition and the Digital Lab Africa operation could not be conducted as planned, the organisers reserve the right to alter, suspend or terminate the operation without entitlement to restitution or compensation with regard to candidates or participants.
If the organisers decide to cancel the pitch competition, the organisers will not retain any right related to the content.

IMPORTANT NOTICE
The proposed material in its entirety must be the original work of the project bearer.
All proposed material must be in English or in French.
Applications submitted by two persons working in pairs can be considered.
Incomplete applications will not be considered
One candidate can register several projects (one form per project)
The participants must accept, without reservation, the jury's decisions.
If a participant is selected for the pitch competition he/she will be contacted by the organisers of Digital Lab Africa.