



WALLIFORNIA MUSICTECH



WHAT IS WALLIFORNIA MUSICTECH ?

The Wallifornia MusicTech promotes both music and innovative technology through a series of events, the highlight of which takes place during *Les Ardentes* music festival.

By bringing together artists, labels, agents, festival organizers, musictech start-ups, researchers, key players in the music industry and investors, the WMT aims to foster the creation and development of MusicTech projects while creating a genuine MusicTech ecosystem, whose goal is to shape the future of music.



IDEATION
ALL YEAR LONG

- Workshops
- Conferences
- Café numérique
- Start-up Weekend
- ID sprint



ACCELERATE
27TH OF JUNE
-6TH OF JULY

- Acceleration program

LES ARDENTES
5TH TO 8TH OF JULY

- Keynote/panels
- Start-up garden
- Pitch & networking session
- Hackathon
- Gaming zone
- Wallifornia Park



10-DAY ACCELERATION PROGRAM

Powered by LeanSquare, a VC fund based in Liège, the Wallifornia Musictech acceleration program carefully selects ten MusicTech start-ups to fast-track over a ten-day period.

Taking place from *June 27th* to *July 6th*, the Wallifornia Music-Tech Acceleration Program gives the lucky start-up a unique opportunity to be a part of the music industry gathered together for *Les Ardentes*.

As part of the acceleration program, teams are individually coached by experienced entrepreneurs and music industry experts in order to set-up a financing dossier. Also, by presenting their project to a panel of investors, the start-ups can potentially raise funds during WMT. To prepare for this, start-ups are invited to attend various workshops.

At a crossroads between entrepreneurship, innovation and communication, they cover topics such as sales, negotiation, investor relations, growth hacking, digital strategy, communication and storytelling.



By bringing together artists, labels, agents, festival organizers, music-tech start-ups, researchers, investors and key players of the music industry in general; the WMT aims to foster the creation and development of MusicTech projects while creating a genuine a MusicTech ecosystem whose goal is to shape the future of music.

Universal Music Group, the world leader in music-based entertainment, will be supporting this year's music acceleration program via its recently announced UMG AcceleratorEngagementNetwork.

Representatives from UMG will be on-hand during the program and UMG executives may be assigned as on-going mentors for certain of the start-ups within the program.



LES ARDENTES x WMT

START-UP GARDEN

Want to live the MusicTech experience to the fullest?

The start-up garden is the place to be! In the heart of **Les Ardentes**, this is where the most creative MusicTech start-up converge to present their projects to all the festival-goers and professionals who pass through the **Halles des Foires** every day.


Start-up and companies willing to connect with their public can register to get a booth on the start-up garden and benefit from its unique location. It gives you the perfect environment to network and exchange between colleagues and peers.

In 2017, 17 start-up and key players of the music and VR industry presented their innovations to **Les Ardentes** festival-goers and industry professionals.

PITCH & NETWORKING SESSION

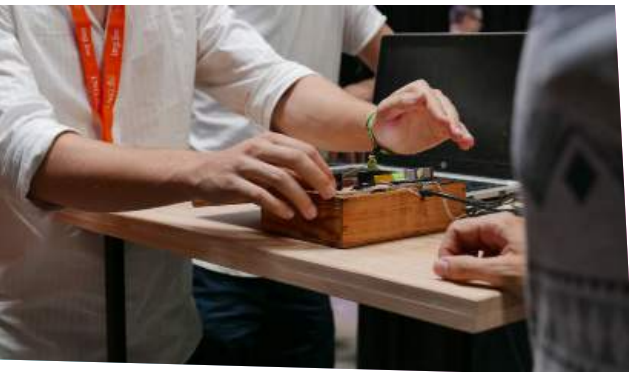
Whether you are a WMT accelerated start-up, a proud start-up garden's exhibitor or the lucky bearer of a pro-pass, there is no better way for you to stand out of the crowd than to have your own minute of glory on stage. Isn't it? Join our pitch session and enjoy the unique opportunity to pitch your project in front of a high-level panel of international musictech experts and investors.

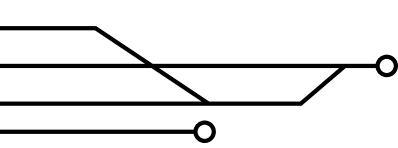
Looking to go further? To make sure you enjoy the experience at its fullest, our pitch session will be followed by a matchmaking workshop where participants, experts and investors get the opportunity to meet on a one-to-one basis in a casual atmosphere. In a nutshell, it is the perfect occasion to make connections and move your project forward.



*« amazing opportunity to meet investors,
to talk to the press, to discuss with fellow
startups, to receive feed-back and to enlarge
our network »*

Sam, CEO Big Boy Systems





HACKATHON

The Hackathon is a stimulating and multidisciplinary way to think out of the box that fosters disruptive innovation. It brings together geeky teams of coders and hackers along with artists, designers and tech specialists.

Their mission? Within 24 hours of intense work, debates and brainstorming, each team is invited to formulate solutions to help music industry move forward.



KEYNOTE / PANELS

Want to learn more about what is moving today's music industry?

Meet international experts on the Wallifornia stage and assist to our thematic panels dedicated to MusicTech innovations. Every afternoon during *Les Ardentes* festival, get the opportunity to listen to various artists, music industry experts, entrepreneurs, investors and tech specialists invited to present and compare their point of view on today's music industry.





GAMING ZONE

Dedicated to music and video games, the gaming zone is the perfect place for a fun break between friends or to experiment the latest virtual gimmicks available. Organized around different areas, the gaming zone is accessible to all festivalgoers who want to enjoy free-to-play video games.

WALLIFORNIA PARK

With music as a central theme, artists from different horizons are invited to the Wallifornia Park to let their imagination run wild and to share their creations with the public.

Participative graffiti wall, ephemeral tattoos, mini-karaoke, tiny dance club, interactive mixing deck ... the Wallifornia Park is at a crossroads between an art show and a creativity workshop.

It is also the place to relax, express yourself and listen to an alternative stage of DJ's and groups performing live all-day long.





LES ARDENTES

Les Ardentes is a four-day music festival in Liège, Belgium.

With a line-up mainly consisting of hip-hop and urban music, with just a hint of pop, jazz and electronic music, the festival showcases internationally renowned acts alongside rising stars and exciting local talent.

The festival's history of securing some of hip-hop's biggest stars is almost unrivalled, with *K. Lamar*, *A\$AP Rocky*, *Tyler The Creator*,

Nicki Minaj, *Action Bronson*, *Rae Sremmurd* and *Gucci Mane* all appearing in recent years.

Held in the picturesque Parc Astrid, on the banks of the river Meuse, the festival is increasingly staking claim to being the region's best music festival, with good reason: this year's line-up includes *Migos*, *Wiz Khalifa*, *Massive Attack*, *Young Fathers*, *Orelsan*, *Damso*, *Supreme NTM*, *Ibeyi*, *The Internet* and many more!



A photograph of two young women sitting on a skateboard ramp. The woman on the left is sitting upright, looking back over her shoulder at the camera. She has blonde hair in a bun and is wearing a black crop top and shorts. The woman on the right is lying down on her back, smiling, with her hands behind her head. She has dark hair and is wearing a black crop top and shorts. The ramp is light-colored wood on top and blue on the sides. In the background, there is a landscape with trees, a body of water, and some industrial structures under a bright sky.

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