THU TALENT LEAGUE 2024

ENTRY KIT

Accelerating Ideas Around The World.

WHAT IS TALENT LEAGUE ABOUT?

Talent League encourages creators to bring their visions to life by providing a platform that accelerates innovative ideas that fit into the Digital Entertainment Industry. This initiative invites young individuals from every corner of the globe to unite in pursuit of collaborative creations that will shape the future of our current creative landscape.

We’re looking for young talents and unconventional thinkers who are unafraid to break the system and inspire through change. All projects from the many creative realms are welcomed, such as Extended Reality and immersive technologies, Animation, Games, Music, Graphic Design, Film, Computer Science, Digital Photography, Mixed Media, to name a few.

Note

After thoughtful consideration, we have decided to cancel our physical events, the Regional finals. This means that they will not take place in person, and we are hosting an online format that no longer separates teams per region, gathering all the semi-finalist teams in one cohesive event. During this event, each team will present its pitch to the judging panel so we can select the ones that will advance to the second phase of mentorships.

We introduced the vision of the Regional Events for this year's edition of the Talent League because, despite knowing how ambitious the idea was, we believe it could promote global access and inclusivity within local communities, making for a broader impact.

Unfortunately, we didn't gather the right conditions to make this happen at this time. We were looking forward to hosting an event in your city but didn't have the backing we needed.

You can count on us to be transparent and honest, so here we are, sharing our challenges and taking everything we've learned to heart. We understand that this mission is complex, but we're eager to try again next year, taking the necessary steps to rethink our strategy and achieve the results we're aiming for.

Rules and Criteria

Rules

1 | Eligibility criteria

1. Submissions from organizations or companies are not permitted.
2. Participants can apply individually or as part of a group (maximum of three members). All team members must fit the age criteria outlined below.
3. Participants aged between 18 and 35 (Participants must be 18 by the submission deadline). We welcome entries from participants who aren't older than 35 by December 31, 2024.

2 | Our Terms

1. Participation in this challenge is 100% free.
2. In order to set up a submission, participants will need to visit www.trojan-unicorn.com, register an account, and enter Talent League's page to start a draft where they include the project's title, team name, and idea description, among other mandatory fields. Participants can save their submission draft and continue editing later. All participants agree with the expressed Rules and Terms by creating a draft submission.
3. We welcome projects from all areas of the digital entertainment industry.

4. The official language of Talent League is English. This means the submission is entirely written in English, and mentorships will be held in this language. Therefore, participants should have a fair knowledge of the language and be able to comprehend, communicate, and write independently without the help of third parties.
5. Although more than one submission is allowed per participant, only one project will be considered a finalist in this case.
6. Only one member of the team — the **Team representative** — submits an idea or project. This role is responsible for administering all aspects of the submission, including adding other team members.
7. Participants have until the submission deadline to finalize and submit their entries. Once you submit your work, you won't be able to edit it or replace materials. Submissions cannot be amended in any way once they have been finally submitted.
8. The idea/project submitters must own the intellectual property rights and the legal rights to use all the materials submitted. The rights to your ideas will always be yours. If you are selected, you will remain in total control of the project and maintain your creative freedom.
9. THU will be allowed to use the contents of the submitted projects, including social media content, website display, etc., in the context of Talent League's publicity.

3 | Finalists' selection phase

1. Each team will compete for a spot in the initial phase of the Mentorships.
2. Submissions will be reviewed and selected by a panel of experts previously announced on the THU Website. There will not be a public voting.
3. These selected teams will be announced on September 2, 2024 on our website and will receive a notification on our Platform as well as an email with further details.
4. Mentorships will be performed by a panel of expert mentors previously announced on the THU Website.
5. Teams that attended the first phase of mentorships will present a pitch at the Semi-Final online Event.
6. The best 10 teams will be selected to move on to the Grand Final.
7. The 10 finalist teams get to work on the business aspects of their projects in further mentoring sessions and pitch the product at the Grand Final.
8. The Grand Final is a 100% online event and will host the final product pitches!

4 | Rejection or Withdrawal

1. THU reserves the right, in its absolute discretion, to disregard a Submission if the Submission:
   1.1. Is incomplete, lacks clarity or necessary structure
   1.2. Does not comply with the Entry Kit rules or formats
   1.3. Does not meet the Criteria.

5 | Prizes

1. Finalists will be mentored by a panel of expert mentors previously announced on the THU Website.
2. The 10 finalist teams get free tickets for THU Creators Circle, and the winning team will go to the event with all expenses paid.

Criteria

6 | Participants' Requirements

1. Participants selected for the Semi- Final phase will be requested to sign an agreement where the following is stated:
2. Mentees should be available to allocate a minimum of 15 hours per week to Talent League's mentorship schedule as well as project development tasks when the Talent League mentorships start, on October 21st, 2024.
3. Participants must ensure that they are reasonably available for, and respond promptly to, inquiries from the judging panel or THU Team during the period from their submission date to the end of Talent's League edition, in May 2025.
4. All team members are invited to join the Semi-Finals online event. Participation for the team's representative is mandatory.
5. The team is requested to deliver a video pitch by January 5, 2025.

6. Please refer to the "Pitch criteria" chapter below, to check the criteria of each pitching moment.
7. The selected teams going to the final, are requested to deliver a business plan for the project by March 7, 2025

7 | Judging criteria

1. The entries will be evaluated according to the criteria below:

In the first phase, there's a selection of the teams that will benefit from 8 weeks of mentorships before attending the Semi-finals This selection is based on:

1.1. Originality, creativity and forward-thinking (20%);
1.2. Idea quality, entertainment relevancy and storytelling (20%);
1.3. Impact (20%);
1.4. Feasibility (20%);
1.5. Participants' skills, qualifications, and readiness for mentorships (20%).

At the online Semi-Finals, a representative from each competing team will pitch their idea and only 10 teams will move forward to the next phase of the challenge. The final teams will be evaluated and selected based on:

1.6. Originality, creativity and forward-thinking (10%);
1.7. Idea quality, entertainment relevancy and storytelling (10%);

1.8. Impact (10%);
1.9. Feasibility (10%);
1.10.Participants' skills, qualifications, and readiness for mentorships (10%)
1.11. Project's progress (15%)
1.12. Impact of the project on the team's location (15%)
1.13. Pitch (20%)

Each Semi-Finalist will present their final pitch at the Grand final, where the winner will be selected based on:

1.14. Originality, creativity and forward-thinking (10%);
1.15. Idea quality, entertainment relevancy and storytelling (10%);
1.16. Impact (10%);
1.17. Feasibility (10%);
1.18. Participants' skills, qualifications, and readiness for mentorships (10%).
1.19. Project's progress (15%)
1.20. Impact of the project on the team's location (15%)
1.21. Pitch + Business Plan (20%)

2. Talent League values projects that can be done primarily within the participants' own resources and can be materialized at least as a proof of concept by January 5, 2025.

8 | Pitch criteria

1. There will be 3 pitching moments:
   1.1. Video-pitch- to be delivered on January 5, 2025.
   1.2. Semi-Final live pitch- to be presented by the Team Representative on the online event.
   1.3. Grand Final live pitch- to be presented by the Team Representatives of the finalist teams, in the Grand Final.

2. The **video-pitch** is expected to follow the below criteria:
   2.1. Duration: Be no longer than 15 minutes;
   2.2. Format: MP4 format file;
   2.3. Problem statement: definition of the void the project aims to address;
   2.4. Solution and Value Proposition: Present your solution and highlight the unique value it brings. Clearly explain how your project addresses the identified problem better than existing solutions;
   2.5. Market Opportunity: Demonstrate the market demand for your project. Highlight potential users or customers and the size of the target market;
   2.6. Team presentation;
   2.7. Call to Action: Clearly state the next steps or actions you want the audience to take. Whether it's funding, collaboration, or support, make your call to action explicit.

Please also include the following additional items:

- An English transcript of the video;
- An updated representative image, if applicable
- An updated project description, if changes have been made
- If applicable, your project's proof of concept, which may consist of materials like websites, demos, powerPoints or PDFs.

Regarding the platform for submitting your video pitch, the participants are free to choose any option that suits them best, such as Dropbox, Google Drive, WeTransfer, MyAirBridge, or any other preferred platform. Please send the video pitch to both constanca.barroso@trojan-unicorn.com and rute.pires@trojan-unicorn.com emails by January 5, 2025 at 23:59 WET.

3. The Semi-final online pitch is expected to follow the below criteria:

3.1. Duration: Be no longer than 15 minutes;

3.2. Problem statement: definition of the void the project aims to address;

3.3. Solution and Value Proposition: Present your solution and highlight the unique value it brings. Clearly explain how your project addresses the identified problem better than existing solutions;

3.4. Market Opportunity: Demonstrate the market demand for your project. Highlight potential users or customers and the size of the target market;

3.5. Team presentation;

3.6. Call to Action: Clearly state the next steps or actions you want the audience to take. Whether it's funding, collaboration, or support, make your call to action explicit.

4. The Grand Final live pitch is expected to follow the same criteria as the Semi-final online pitch, with the addition of the following:

4.1. Business plan presentation.

The live pitches can incorporate various files, including PowerPoint presentations (PPT), videos (MP4 format file), demos, and proof of concept. These resources can be used to illustrate the pitch presentation effectively.

Preparing your Submission

You need an active THU account to prepare a submission. Submissions are editable until deadline. Edit your draft and save it before submitting your final work.

Your submission application consists of:

Project Title and Team Name: Find a title that conveys the message of your concept/ idea.

Description: This should summarize your idea (max. 1000 c.). We'll use this to help promote your work, and it will also be available to the judges as supporting material. Clearly communicate your idea, so the judges grasp it quickly and easily. Don't forget to explain the choice of the mediums and let us know how we can expect innovation.

Accomplishments: What do you expect to achieve by the end of the mentorships? What are the outputs?

Tools Description: List the materials, software, hardware equipment and human resources you'd need to turn your idea into a proof of concept.

Required help: What are your expectations from the Talent League mentors? What support would you expect from the initiative while developing your idea?

Keywords: Add tags that accurately categorize your project areas. Examples: Extended Reality, Immersive technologies, Animation, Games, Music, Graphic Design, Film, Computer Science, Digital Photography, Mixed Media, and others.

Files submission: The **Submission Material** is your main deliverable. This is the primary material the judges will look at to base their decision on. Submit only essential work to help understand your concept. We suggest you clearly present your idea and its execution. Don't submit a 15-page thesis explaining your project as a primary deliverable.

Include the project title and Team's name to identify your file (Ex: Project Title_Team Name.pdf). **Representative images** are welcomed as they help understand the concept and the storytelling/ worldbuilding elements. You can upload up to 5 images. Any **additional resources** (ex: video or music formats) can be included if they add value to your main deliverables. For example, if they show how far along you are in the idea's execution or if you have examples that offer further insights into your research and development. Judges will only be looking at them if they want to look for more resources.

Accepted Formats and Resolutions:
Submission Material: PDF file, up to 10 MB.

Representative Images: Recommended resolution - 1920px on longest edge, in landscape/ horizontal format, 72 dpi. Allowed formats: jpeg, png. Max 10 MB
Video: URL (from an external platform such as youtube or vimeo)
Sound & Music: URL (from an external platform such as soundcloud, etc)

Make sure you meet these specs when preparing your work to ensure eligibility.

BEFORE SUBMITTING

Make sure your idea fits the criteria

Is your idea original? Make sure you do your research and make your case. Communicate what's different about your project so the judges understand this clearly. And, if it applies, be sure to mention how your idea adds value to the digital creators' community.

Nail the Submission Form

Give yourself enough time to fill in the submission form. Don't leave that task to the last minute, as stress can cloud your focus. And don't forget, there will be a lot of submissions to read through. Ensure you focus on what's being asked of you, and communicate clearly so the judges can grasp your message quickly and easily.

Credit your Sources

Make sure you credit or acknowledge any external sources (image, music, or any other creative material belonging to someone else) if required. You should not include work created by other artists without their explicit permission.

Ask for Feedback

Ask a friend or a colleague for honest feedback regarding your idea. They can help look at it from a new angle and answer those hard questions: Is it feasible? Is the story behind it compelling? Am I describing the project accurately? You will benefit from that fresh pair of eyes.

Proofread your Submission

Once you've completed your draft, take a break before returning for a final look. This will help you return with a fresh perspective, enabling you to make those final adjustments that give your submission a final polish. And don't forget to proofread your submission, to resolve any last grammatical errors or readability issues.

Timeline

Submissions

Project Launch: April 8, 2024
Submissions Start: April 8, 2024
Deadline: August 15 23:59 (WET)

Jury Selection

Teams selected to the Semi-finals will be announced by September 2, 17:00 (WET).

Mentorships 1st phase

Start: October 21, 2024
Deadline: December 13, 2024
Video pitch submission deadline: January 5, 2025

Semi-final online event

January 14,15 and 16, 2025

Mentorships 2nd phase
Start: February 3, 2025
Deadline: February 28, 2025
Business plan submission deadline: March 7, 2025

The mentors will help the teams prepare a business plan to present at the Grand Final over four weeks.

Grand Final
Online event + Online winner announcement: March 2025 — Day to be announced

1 day Online Event
The Finalist teams will pitch at an online event on the THU Platform.

THU Creators Circle
May 2025

FAQS

Are submissions free?
Yes. Submissions are free of charge.

Who is eligible to participate in Talent League?
Creators aged between 18 and 35 are eligible to participate. Participants must be 18 by the submission deadline. Participants who turn 35 by December 31, 2024, are also eligible. Teams can consist of up to three members within this age range. Individual submissions are also accepted.

Who owns the intellectual property rights to the submitted projects?
Under copyright law, the owner of the intellectual property rights of a project is the creator or creators of the project.

Can I get feedback on my submission?
Due to the large number of submissions we're unable to give an individual response to every submission. However, if we feel we need further details to understand your submission better, you may be contacted while the evaluating process is taking place.

Who do I contact if I have existential questions?
Got any Talent League questions? We've got you covered. Reach out to support@trojan-unicorn.com or send us a message through our chat (inside the Talent League space). We'll be able to assist you during your drafting process.

THU

TL2024

CO-ORGANIZED BY:

chaos