



# 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.

# 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.
4. Entries are sorted by **Regions around the Globe**. The team representative's current Location determines the team's entry's Region. If you are the Team Representative, ensure your THU profile accurately reflects your current location. The remaining team members can be from other Regions around the globe!
5. Please read **Regional Sorting and Finals** for understanding mechanics regarding participation.

Note: **Globe Regions chart is available in our Entry Kit.**

## 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](http://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 the top 5 ideas in their respective regions at the Regional Competitions.
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. A total of 50 teams (5 per region) will be chosen to benefit from 8-week mentorships with experts and advance to the Regional Finals.
4. These selected teams will be announced on August 16th, 2024 on our website and will receive a notification on our Platform as well as an email with further details.

5. Mentorships will be performed by a panel of expert mentors previously announced on the THU Website.
6. Teams from each region will present a pitch at their local event (Regional Finals). Regional Finals require mandatory attendance for the Team Representative, with covered expenses. Other team members are free to join but, unfortunately, expenses won't be supported. From these 50 teams, only 1 team from each region will be selected to move on to the Grand Final, totaling 10 finalists.
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!
9. If a team is not selected for the Regional Finals, participants are still welcome to join any local event as long as they register for them on our website.
10. Regional Finals are local free events for the local creative communities but require previous registration. [Subscribe to our newsletter](#) and learn how you can secure your spot at one of these local events.

## 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 regionals 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 September 5th, 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. The team representative is required to attend the Regional Finals. The team representative will have all expenses covered, namely flight, accommodation, meals on site and transport to and from the airport. Other team members are free to join however, they will have to cover their own expenses.
5. If a team representative does not attend the regional events after booking by THU, the person who drops out is responsible for covering the cancellation fee of the booked flights.
6. The team is requested to deliver a video pitch by October 31st, 2024.
7. Please refer to the "Pitch criteria" chapter below, to check the criteria of each pitching moment.
8. The selected teams from each region going to the final, are requested to deliver a business plan for the project by February 28th, 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 regional 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 regional finals, a representative from each team will pitch their idea at their respective local event. One final team from each region 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 regional 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 October 31st, 2024.

## **8 | Pitch criteria**

- 1. There will be 3 pitching moments:
  - 1.1. Video-pitch- to be delivered on October 31st, 2024.
  - 1.2. Regional Final live pitch- to be presented by the Team Representative on its respective regional 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](mailto:constanca.barroso@trojan-unicorn.com) and [rute.pires@trojan-unicorn.com](mailto:rute.pires@trojan-unicorn.com) emails by 31 October 2024 at 23:59 WET.

3. The Regional Final live 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 Regional live 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.

## **Countries per Region**

For regional events in each region, please refer to the "Locations" tab on the website.

### **EUROPE**

#### **GROUP 1**

Portugal, Spain, Italy, France, Greece, Croatia, Slovenia, Ireland, Switzerland, Turkey, Romania, Bosnia and Herzegovina, Serbia, Albania, Bulgaria, North Macedonia, United Kingdom, Montenegro, Armenia, Azerbaijan, Cyprus, Gibraltar, Malta, San Marino, Andorra and Israel.

#### **GROUP 2**

Germany, Austria, Poland, Slovakia, Hungary, Netherlands, Denmark, Faroe Islands, Finland, Russia, Estonia, Lithuania, Belarus, Ukraine, Moldova, Iceland, Norway, Sweden, Belgium, Czechia, Luxembourg, Latvia, Lichenstein, Georgia and Kazakhstan.

### **MIDDLE EAST**

#### **GROUP 1**

United Arab Emirates, Afghanistan, Bahrain, Egypt, Iran, Iraq, Jordan, Kuwait, Lebanon, Oman, Palestine, Qatar, Saudi Arabia, Syria, Yemen, Pakistan, Turkmenistan, Uzbekistan, Tajikistan and Kyrgyzstan.



## **ASIA AND OCEANIA**

### **GROUP 1**

Japan, China, Hong Kong, Taiwan, South Korea, North Korea, Philippines, Indonesia, Malaysia, Singapore, Thailand, Australia, New Zealand, Papua New Guinea, East Timor, Vietnam, Solomon Islands, Vanuatu, Fiji, Samoa, Tonga, Cook Islands, Niue, Mongolia, Cambodia, Laos and Brunei.

### **GROUP 2**

Nepal, Bhutan, Sri Lanka, Bangladesh, Myanmar and India.

## **AFRICA**

### **GROUP 1**

Cabo Verde, Morocco, Algeria, Libya, Tunisia, Niger, Nigeria, Benin, Mali, Chad, Sudan, Eritrea, Ethiopia, Guinea, Sierra Leone, Liberia, Ivory Coast, Ghana, Burkina Faso, Mauritania, Senegal, Togo, Guinea-Bissau, The Gambia, Cameroon, Central African Republic, South Sudan, Djibouti and Somalia.

### **GROUP 2**

South Africa, Namibia, Botswana, Zimbabwe, Mozambique, Angola, Madagascar, Zambia, Malawi, Lesoto, Eswatini, Democratic Republic of the Congo, Republic of the Congo, Gabon, Equatorial Guinea, Tanzania, Uganda, Rwanda, Burundi and Kenya.

## SOUTH AMERICA

### **GROUP 1**

Brazil, Uruguay, Argentina, Chile, Bolivia, Paraguay, Peru, Ecuador, Venezuela, Colombia, Guyana, Suriname, Panama, Nicaragua, Honduras, El Salvador, Guatemala, Belize, Jamaica, Dominican Republic, Cuba, Mexico, Costa Rica and Haiti.

## NORTH AMERICA

### **GROUP 1**

United States of America, Puerto Rico and Bahamas.

### **GROUP 2**

Canada and Greenland.

## **Timeline**

### **Submissions**

Project Launch: April 8, 2024

Submissions Start: April 8, 2024

Deadline: July 8, 2024 23:59 (WET) **Jury Selection**

Regional finalists will be announced by August 16, 17:00 (WET).

## **Mentorships 1st phase**

Start: September 5, 2024

Deadline: October 31, 2024

Video pitch submission deadline: October 31, 2024

## **Regional Finals**

Start: November 1, 2024

Deadline: February 1, 2025

Finalists from the regional phase will be announced on the last day of each regional event.

Note: Each local event will be scheduled on a specific date between November 2024 and January 31st, 2025.

## **Mentorships 2nd phase**

Start: February 3, 2025

Deadline: February 28, 2025

Business plan submission deadline: February 28, 2025

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

## **Grand Final**

Online event: March 13, 2025

Online winner announcement: March 13, 2025

### 1 day Online Event

The Finalist teams will pitch at an online event on the THU Platform.

## **THU Creators Circle**

May 2025

This immersive three-day event focuses on business and entrepreneurship. It allows our finalists to make connections and present their pitch to investors.

## **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.

### **Can a team have more than one member from the same region?**

Yes. But the Team Representative's Location will define your City for the Regional Finals.

### **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 a team representative change their Location after registration?**

The initially registered Location will be the one taken into account. However, we carefully evaluate each individual case. Reach out to [support@trojan-unicorn.com](mailto:support@trojan-unicorn.com) if necessary.

### **Will teams be required to provide proof of residency in one of the predefined regions?**

Selected participants must follow the rules and criteria outlined before and might need to confirm where they are located if requested.

### **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](mailto: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

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CO-ORGANIZED BY:

chaos