

Concept Call for entries – pitching session (internal use)

1. [Introduction](#)

The Kigali Pitching session seeks to make a positive contribution to the development of the film culture and industry in East Africa and beyond.

The pitching session has two categories:

- Fiction TV series
- Feature Films

***Only complete submissions will be reviewed**

2. [Timeline](#)

Submissions opening: Monday 19 November, call for entries is published on KAF website

- Closing of submission: 24 November
- Announcement of shortlisted projects: 25 November
- 27-28 November: Meeting with producers
- 28th November morning : pitching sessions
- 28th November afternoon: Final Finalist announcement

3. [Selection](#)

3.1. [Selection Committee](#)

The selection committee is comprised of international film professionals: festival programmers, writers, directors, distributors and other key players in the cultural sector.

3.2. Pre-selection

The pre-selection phase will end with a shortlist of 5 projects to be pitched during KAF.

3.3. Participation conditions

Participation is free, however all travel and accommodation expenses are the responsibility of participants or their sponsors where applicable. Lunches and coffee breaks will be covered during the forum. Shortlisted or non-shortlisted participants must register for free on the KAF www.kaf.rw website in order to obtain the access badge.

3.4. How to apply

- The writer, Director or Producer can submit the project
- Treatment of maximum 6 pages, preferably in French or English to ease the work of the jury.
- Applicants must confirm their full availability for attending the Kigali Audio-visual Forum from 27th to 28th November 2019.
- Working languages of all workshops, meetings and events is English and French; thus a good knowledge of one of these languages is essential in order to participate.
- Priority will be given to projects that are market and audience oriented.

It is in the benefit of applicants to provide a comprehensive information package.

Applications that do not contain the minimum required information will not be taken into account.

3.5. Minimum requirements

Feature Films

	Mandatory at submission	Mandatory during pitch	Optional
Synopsis	<input checked="" type="checkbox"/>		
Director's intention note	<input checked="" type="checkbox"/>		
Treatment	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Teaser ¹			<input checked="" type="checkbox"/>
Visual presentation of the story universe (foreseen locations, characters description, storyboard etc.)		<input checked="" type="checkbox"/>	
Weblinks to previous content ²	<input checked="" type="checkbox"/>		
Biographies of Writer and Director	<input checked="" type="checkbox"/>		
Production company profile			<input checked="" type="checkbox"/>
Development timetable			<input checked="" type="checkbox"/>
Intellectual property certificate/licence	<input checked="" type="checkbox"/>		
Target audience description	<input checked="" type="checkbox"/>		

-
- ¹ **Optional at the submission, mandatory during the pitching session**
 - ² **Only in case this is not the first director's/writer's projet**

TV series

	Mandatory at submission	Mandatory during pitch	Optional
Synopsis	<input checked="" type="checkbox"/>		
Episodes Synopsis			<input checked="" type="checkbox"/>
Author's intention note	<input checked="" type="checkbox"/>		
Treatment	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Main characters	<input checked="" type="checkbox"/>		
Supporting charaters	<input checked="" type="checkbox"/>		
Teaser ³			<input checked="" type="checkbox"/>
Visual presentation of the story universe (foreseen locations, charachters description, storyboard etc.)		<input checked="" type="checkbox"/>	
Weblinks to previous content ⁴	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Biographies of Writer and Director	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Production company profile			<input checked="" type="checkbox"/>
Development timetable			<input checked="" type="checkbox"/>
Intellectual property certificate/licence	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Target audience description	<input checked="" type="checkbox"/>		

-
- ³ ***Optional at the submission, mandatory during the pitching session***
 - ⁴ ***Only in case this is not the first director's/writer's projet***

3.6. [Submission](#)

Where: KAF website www.kaf.rw

Formats: pdf, vimeo or we transfer links

3.7. [Selection criteria](#)

Content will be selected on originality, creativity, plot, pacing, structure, characters, cinematography and entertainment value as well as on effectiveness of the message and the ability of the film maker to reach an audience.

- Originality: The uniqueness of the story.
- Creativity: The effective use of imagination as evidenced in the story.
- Plot: The actions, events, conflicts, and turning points that push the story forward, and allow the story to unfold.
- Pacing & Structure: The timing of the action, unfolding of plot elements and character development.
- Characters: Personalities that are original, fascinating, multi-layered, and unpredictable. A protagonist and antagonist with clear and active goals.
- Aesthetic quality: design, composition, colour tones of characters and story universe (*for animation only)
- Cinematography: The quality of cinematography or videography demonstrated in previous work (*if available).
- Entertainment Value: The story needs to keep the viewer's curiosity, in a fun, engaging or thought provoking way.
- Dialogue: Use of language that effectively affirms characters and propels the story forward, or the effective use of the lack of dialogue.
- Message Effectiveness: The clarity of the message

3.8. [Selection notification](#)

Pre-selection results will be announced on November 23rd. Shortlisted and not shortlisted candidates will be notified by email. Feedback on content will also be provided to pre-selected filmmakers, so that they can accordingly prepare ahead of the pitching.

4. [Pitching](#)

4.1. [Pitching masterclass](#)

On 26th November, from 2pm to 5pm, pitch preparations will take place at the ICT Innovation Centre. They will consist of insights on pitch structure with 1 or 2 coaches.

4.2. [Pitching session and organized meetings](#)

The actual pitching session will take place on 28th November at Kigali Serena Hotel in front of a jury. Every pitch will last 7 minutes maximum, plus 8 minutes for questions. During the session, the pitchers will need to provide visual artworks.

With the authorization of applicants, pre-selected projects will be shared with producers

attending the forum for the purpose of one on one meetings around collaboration opportunities. Outcomes of the meetings will be at the discretion of the project owner and producer.

5. [Prizes](#)

Final winners will be announced on 28th November.

	Prizes	Number of winners
Feature film / Fiction TV series	Participation in a writing lab or residence	Two