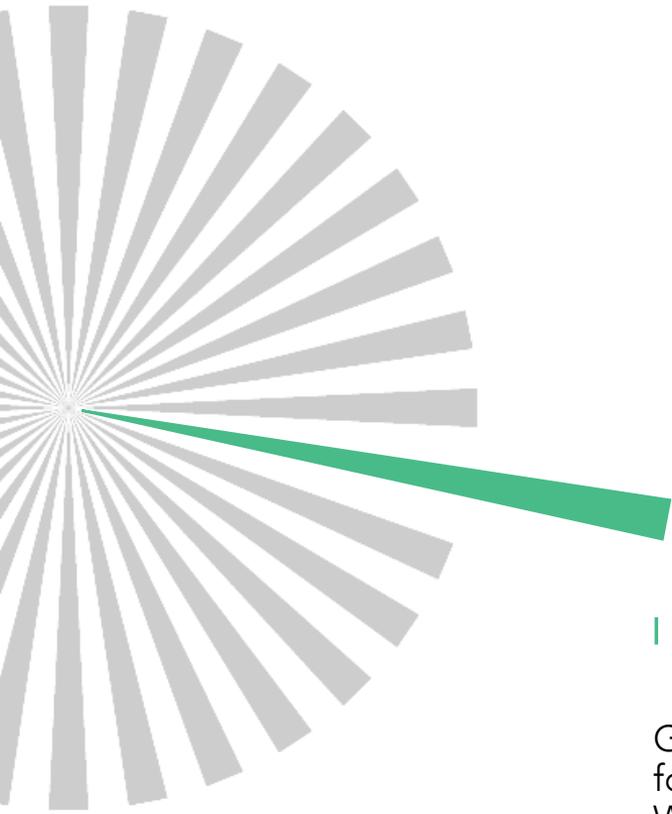


# SERIES LAUNCH 2022

Application Guide





Q

I have this great idea for a show based on a historical figure...

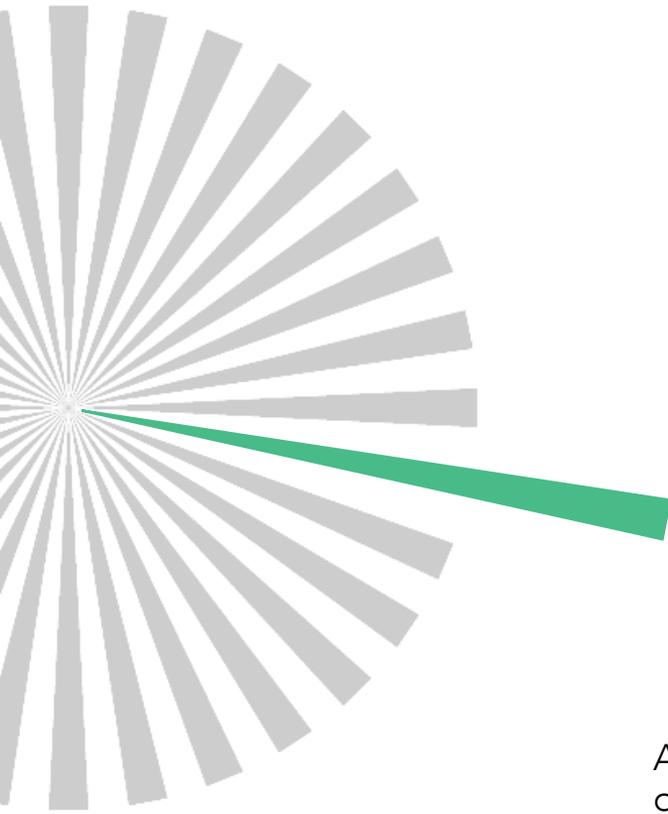
Great! We love those. But don't forget that you're not writing a Wikipedia profile for a specific person or event in history, you're telling a story. Don't describe it; narrate it. Pitch it to us as if we were the viewers already watching the show on the screen.

## Q

### Where can I go wrong with my application?

Based on our experience, here are suggestions that we kindly recommend to keep in mind:

- ✱ Don't over-explain the universe, but don't forget to set it up for us. Find a balance in what information you need to deliver for us to understand the world of your series.
- ✱ Mind the formatting! One page flooded with small letters with no paragraphs is much harder to read than three meaningful and well-formatted pages.
- ✱ More is not more. Focus on the selling point of your story, its originality, emotional hook, rather than confronting the readers with too much information delivered.
- ✱ Tell the story, don't describe it. Get your readers engaged, as if they were watching!
- ✱ When we ask for the outline of the season, you don't have to submit the full outlines of all the episodes. We just need to see from where to where your story is going.



Q

How do I set up the team for the application?

As Series Launch's focus is content development, we can't really work without a creator/writer, but also need a producer attached, as we want to make sure that the projects' chances on the market are maximized. Ideally, we recommend applying with a team you trust and feel comfortable with. It's going to make all the difference when things start to get intense.

## Q

### The creator is a novelist/playwright.

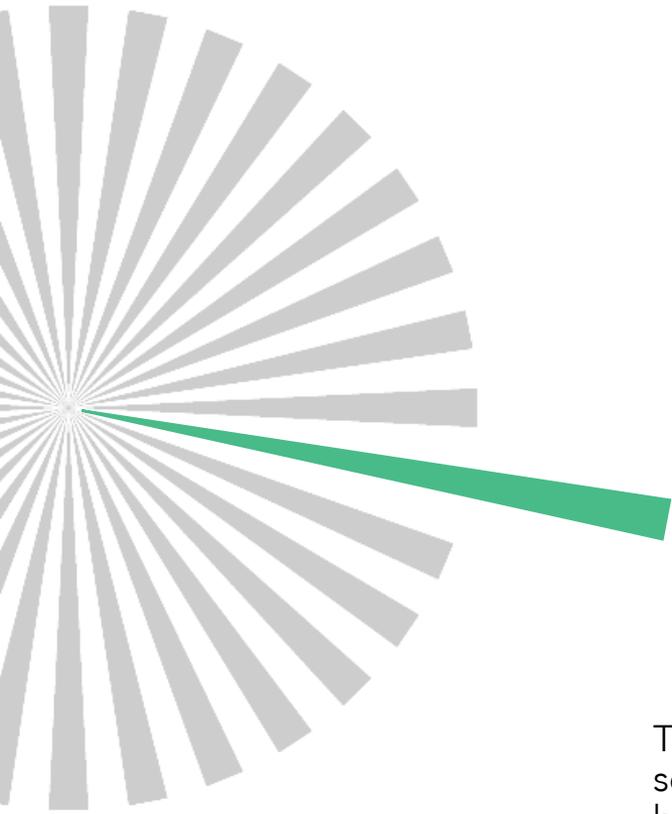
We embrace all kinds of talent coming from different types of backgrounds. But because we actively and intensely work during the run of the program (both during and outside the residential workshops), it might be a good idea to bring an actual screenwriter – somebody who's familiar with screenwriting structure and formatting and used to day-to-day deliveries, as the tempo and demands during the workshop might seem a bit overwhelming for a first-time writer. This person can be added to the team alongside the creator.



Q

I have this great idea for a show based on a historical figure...

Apply yes. But please note that to be able to enter the training, you'll have to partner up with an independent producer. This is important as the creative collaboration between the writers and producers represents the core of MIDPOINT Institute in general and moreover, it is an essential part of the development process.



Q

I'd like to apply as a writer and a producer at the same time.

This is of course possible, but as series writing in general is team-based, we really really really suggest bringing another writer with you. During the workshop, you'll be asked to brainstorm and come up with new, and then some new, and then other new ideas, and this is difficult to do in a one-man-show set-up. It might come in handy to have somebody to bounce off your ideas along the way.

## Q

### How do I write my biography/resume?

Be clear about which of the projects you're mentioning were actually produced/released and which are being developed, and with the ones already made, name a few specific results (festivals, awards, number of viewers, etc.).

Also, be clear about your specific role in these projects. Mention relevant international training programs you've participated in, interesting collaborations you've been a part of and in what role, industry events / presentations you've taken part in and in which capacity.

## Q

### What exactly is a “series pitch” and “statement of purpose”?

You can find a detailed description on all the requested submission materials on the first page of your submission form. You can access the form once you've created a profile at the [MIDPOINT Visitor Page](#) (see instructions in the "Application" segment of the program's web profile).

No worries! You can save the form anytime you like and come back to it later, and you can also save or submit any number of applications you like!



If any of your further questions remained unanswered, try visiting the FAQ segment on the program's web page, or simply contact us!