

# music:)ally | si:X

## Startups | Innovation | eXcellence

amazon music

ascap lab

Red Bull MEDIA  
HOUSE

RAINE

ReedSmith

UNIVERSAL

UNIVERSAL MUSIC GROUP  
DIGITAL INNOVATION

London, UK 5.7.23

### Music Ally Si:X returns for second year

Music Ally is delighted to announce the second wave of its annual showcase, contest and mentorship support programme for early stage music companies worldwide, Music Ally Si:X.

Called [Music Ally Si:X](#), the programme is backed by some of the biggest brands from across the music industry value chain including Amazon Music, ASCAP, The Raine Group, Red Bull Media House, Reed Smith and Universal Music Group.

The programme benefits all successful applicants whose employees will receive complimentary access to the full Music Ally subscription business information service free of charge for at least one year.

Six of the startups will be selected in six categories, making 36 who will be highlighted in Music Ally's Q3 Startups Report. And the Si:X project sponsors will then select a winner in each category. These six winning companies will benefit from a mentoring program from the supporting sponsors and Music Ally, alongside other business and educational resources, and will be invited to present as part of an international music business conference in January 2024.

To apply companies simply need to meet two simple criteria:

- The company must have been founded no earlier than 1 January 2018
- The company headcount should not exceed 200 individuals

Companies should apply by choosing one of the SI:X categories in which they fit best: Music Creation & Hardware; Marketing, Promotion & D2C; Live, Experiential & Gaming; Data, Analytics & Tools and Distribution & Consumption and Other/Miscellaneous.

The deadline for applications is Wednesday 13th September 2023.

Music Ally CEO and Co-Founder Paul Brindley said, "We're delighted to announce that once again Music Ally SI:X is open for applications. We have already seen some of our [previous winners](#) from last year flourish including the likes of [Daaci](#), [Curve](#) and [Hawkr](#) so we hope to be able to feature more great innovative companies this year. The winners will once again benefit from the expertise of our great panel of supporting partners. But every applicant will benefit from access to our industry-leading publication free of charge courtesy of the support of our partners."

For further information please contact Paul Brindley on +44 7956 579642 or [paul.brindley@musically.com](mailto:paul.brindley@musically.com)

For more information including programme Terms and Conditions please see [six.musically.com](https://six.musically.com)

Music Ally SI:X Application form: [Click here to access](#)