



**ACCELERATOR
PARTNERSHIP
PILOT PROGRAM**

GUIDELINES
2014-2015

Interpretation, Application, Disclaimer, and other Important Information

These Guidelines are for the information and convenience of Applicants to the Canada Media Fund (CMF). They provide an overview of the objectives of the CMF, the manner in which the CMF is administered, and information on typical administrative practices of the CMF. Compliance with these Guidelines is a prerequisite to eligibility for any CMF funding.

The CMF has full discretion in the administration of its programs, and in the application of these Guidelines, to ensure funding is provided to those projects that contribute to the fulfillment of its mandate. In all questions of interpretation of these Guidelines the CMF interpretation shall prevail.

All Applicants and broadcasters (where relevant) must abide by the Accounting and Reporting Requirements (ARR) of the CMF and follow applicable business policies as created and amended from time to time. Business policies, including the ARR, may be found in Appendix B of these Guidelines, and are also available from the CMF website at www.cmf-fmc.ca. Information included in Appendices A and B is an integral part of these Guidelines.

Projects that receive CMF funding in a given year are subject to the Guidelines and CMF policies in effect for that fiscal year. To be clear, changes to CMF Guidelines and/or policies made in a subsequent fiscal year will not apply retroactively, unless specifically stated. The CMF fiscal year is April 1 to March 31.

Please note: These Guidelines may be changed or modified as required, without notice. Please consult the CMF website at www.cmf-fmc.ca for the latest Guideline news and documentation.

The Accelerator Partnership Pilot Program (A3P)

The Canada Media Fund's mandate includes encouraging the creation of leading-edge, non-linear projects that bring together high-quality creative content with newly developed digital technologies, and encouraging the success of these projects. As such, the CMF is renewing its Accelerator Partnership Pilot Program (A3P) for the 2014-2015 fiscal year. This pilot program is designed to provide producers of digital media projects funded through CMF's Experimental Stream with better access to mentorship, markets and capital for their CMF-funded projects. In this program, the CMF will work with business accelerators to help connect them with previous recipients of development or production funding in the CMF's Experimental Stream.

A business accelerator, also called a seed accelerator, is an organization that selects small businesses or teams – either at early stages of their development or when they are looking to refine their project – and accelerates their market roll-out and company growth. Accelerators may provide funding, mentoring and training, often in exchange for equity. Accelerators will select the recipients that they wish to work with based on their normal selection criteria, subject to these Guidelines. Once an accelerator has selected a recipient, the CMF will provide acceleration program funding for the recipient's CMF-funded project, up to \$30,000. This amount will be paid directly to the recipient by the CMF. Funding in the A3P will be in the form of a non-recoupable contribution, and will be awarded on a first come first served basis. The recipient and accelerator will enter into an agreement which will outline the details of the acceleration program for the recipient's CMF-funded project, including the provision of mentorship and training by the accelerator, in exchange for which the accelerator may take an equity position in the recipient's company.

Eligible Costs in the A3P include, but are not limited to, expenses related to the participation in one of the accelerator programs (consultation fees, mentorship activities, wages, marketing, travel and accommodations). They may include costs described in section 2.3.2 of the [2014-2015 Experimental Stream Guidelines](#). However, the CMF will not fund the same costs twice – i.e. costs included in the development/production budget funded through the Experimental Stream are not eligible for funding in the A3P. All expenses must be actual, reasonable and verifiable.

The following is a list of approved A3P business accelerators:

- Brain Rack Accelerate (Vancouver)
- Centre d'entreprises et d'innovation de Montréal – CEIM (Montreal)
- Canadian Trade Commissioner Service – Canadian Technology Accelerator (CTA) (Boston, Denver, London (UK), New York, Philadelphia, San Francisco including Silicon Valley)
- Execution Labs (Montreal)
- FounderFuel (Montreal)
- George Brown Digital Media and Gaming Incubator (Toronto)
- GrowLab (Vancouver)
- Hyperdrive (Communitech) – (Waterloo region)
- IdeaBOOST and Mind Pirates Program (Toronto)
- INCubes (Toronto)
- Inno-Centre (Montreal)
- Innovation Factory (Hamilton)
- Invest Ottawa Business Acceleration Program (Ottawa)
- Launch'Pad (by Innovate Manitoba) (Winnipeg)
- Québec International (Propulsion) (Quebec City)
- Ryerson Futures and Digital Media Zone (Toronto)
- Victory Square Labs (Vancouver)
- York Entrepreneurship Development Institute (YEDI) (Toronto)

Other business accelerators will be evaluated by the CMF on a case-by-case basis.

Eligibility for the A3P includes these criteria:

- The project and recipient have previously received funding in development or production from the CMF Experimental Stream.
 - The project and recipient have been selected by a business accelerator approved by the CMF.
 - The acceleration program must be provided for the project financed by the CMF through the Experimental Stream. The recipient meets the requirements of section 3.1 of the [2014-2015 Experimental Stream Guidelines](#), and continues to do so while participating in the A3P.
 - The project meets the requirements of section 3.2, and all its subsections, of the [2014-2015 Experimental Stream Guidelines](#), and continues to do so while participating in A3P.
 - Section 1 of the CMF's [2014-2015 Experimental Stream Guidelines](#) applies to applications for this Program.
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