



CANADA  
MEDIA FUND

FONDS DES MÉDIAS  
DU CANADA

# **ACCELERATOR PARTNERSHIP PROGRAM**

## **GUIDELINES**

### **2023-2024**

**Please be advised, in response to the disruption in Canada's screen-based industries caused by the COVID-19 pandemic, there may be specific exceptions to the following Guidelines found in the [COVID-19 Flexibility Measures to CMF Programs - 2023-2024](#).**

**Please refer to that separate document to determine if there is any flexibility to the requirements, contribution amounts and policies listed herein.**

## 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 its Programs, Guidelines, Agreements and whether Applicants and/or Projects meet the spirit and intent of any CMF policy 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 CMF Guidelines (and as specific appendices to Programs in the Experimental Stream), and are also available from the CMF website at [www.cmf-fmc.ca](http://www.cmf-fmc.ca). Information included in Appendix 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](http://www.cmf-fmc.ca) for the latest Guideline news and documentation.*

## PERSONA-ID self-identification information

The PERSONA-ID self-identification allows individuals to disclose their demographic information directly and securely to the Canada Media Fund (CMF).

The CMF shall rely solely on the self-identification information associated with each individual's PERSONA-ID number to determine (as applicable) eligibility for Programs, exclusive reserved portions of Program budgets, Performance and Development Envelope credit, Evaluation Grid points and/or for statistical and analytical purposes.

All PERSONA-ID self-identification information in connection with the Project is provided in accordance with the PERSONA-ID [Terms of Use & Privacy](#).

For more information about PERSONA-ID, please visit the [CMF's PERSONA-ID page](#).

## The Accelerator Partnership Program (A2P)

A business 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. In this Program, the CMF will work with business accelerators to help connect them with previously successful Applicants of interactive production and/or marketing funding in the CMF's Experimental Stream.

Accelerators will select the Applicants that they wish to work with based on their normal selection criteria, subject to these Guidelines.

Once an accelerator has selected an Applicant, the CMF will provide acceleration program funding on a first-come/first-served basis for the Applicant's CMF-funded Project, up to \$30,000. This amount will be paid in the form of a non-repayable contribution directly to the Applicant by the CMF. In the event that a large number of Projects are submitted on the same date, creating oversubscription, the CMF may distribute funding to those Projects deemed eligible on a proportional (pro-rated) basis, designate how many submitted Projects (per applicant) will receive funding, or elect to distribute funding in some other equitable manner, to be determined in the CMF's sole discretion.

The Applicant and accelerator will enter into an agreement which will outline the details of the acceleration program for the Applicant'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 Applicant company.

Eligible Costs in the A2P 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 [2023-2024 Experimental Stream – Innovation & Experimentation Program Guidelines](#) or the [2023-2024 Commercial Projects Program Guidelines](#). However, the CMF will not fund the same costs twice – i.e., costs included in the production/marketing budget funded through the Experimental Stream are not eligible for funding in the A2P. All expenses must be actual, reasonable and verifiable.

A list of approved A2P business accelerators can be found [HERE](#) on the Accelerator Partnership Program page on the CMF's website.

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

Eligibility for the A2P includes these criteria:

- The Project and Applicant have previously received funding in production and/or marketing from an interactive Program in the CMF's Experimental Stream.
- The Project had not previously ever received funding through the A2P.
- An accelerator may select up to two projects in each fiscal year.
- The Project and Applicant have been selected by a business accelerator approved by the CMF.
- The acceleration program must be provided for the Project financed by the CMF.
- The Applicant meets the requirements of section 3.1 of the [2023-2024 Experimental Stream – Innovation & Experimentation Program Guidelines](#) or [2023-2024 Commercial Projects Program Guidelines](#), and continues to do so while participating in the A2P.
- The Project meets the requirements of section 3.2, and all its subsections, of the [2023-2024 Experimental Stream – Innovation & Experimentation Program Guidelines](#) or the [2023-2024 Commercial Projects Program Guidelines](#), and continues to do so while participating in A2P.
- Section 1 of the CMF's [2023-2024 Experimental Stream – Innovation & Experimentation Program Guidelines](#) or the [2023-2024 Commercial Projects Program Guidelines](#) applies to applications for this Program.