



CANADA
MEDIA FUND

FONDS DES MÉDIAS
DU CANADA

**CMF EXPERIMENTAL STREAM
INNOVATION & EXPERIMENTATION
PROGRAM**

APPLICATION GUIDE

2022-2023

Please review this guide which includes tips to complete the **Dialogue Application Form used for this program**.

Please contact our Coordination team at cmf.fmc.coordination@telefilm.ca if you have any questions.

Prior to submitting your application, you should be familiar with the CMF Guidelines of the applicable funding program and the corresponding CMF Reference documents and Business Policies available on the CMF website under the Programs page at www.cmf-fmc.ca.

Complete all information requested and include all required documentation with your application. Please note Applicants will not receive an acknowledgement letter (complete and/or incomplete) from the CMF Program Administrator | Telefilm Canada. Applications will instead be assigned to Business Analysts upon receipt and missing information may be requested as needed.

For inquiries relating to the application process, the CMF Guidelines and Business Policies and/or the status of your CMF funding application, please contact our Coordination Team at cmf.fmc.coordination@telefilm.ca

The following pages include a copy of the Application Form. **Pay attention to the highlighted helpful tips and Appendices**. Note that all sections in **red** are fields that must be filled out in order to submit your application.

→ To save and continue later, click SAVE at the bottom of the page.

→ To retrieve a saved and not yet submitted application form, click on **Tasks** and then on **Complete Application | Compléter la demande**.

Thank you for reading this Guide. Please keep in mind that the Dialogue Application Form can be updated from time to time and not all sections may be identical to what you see below.

Please do not hesitate to contact our Coordination team for any questions cmf.fmc.coordination@telefilm.ca

Complete Application

Summary

Program CMF Experimental Stream - Innovation and Experimentation Program

Application Year 2022-2023

[Need help? Please review our Guide](#)

▲ Applicant

Select Applicant Company

A value is required

Correspondence Language

A value is required

Are you applying on behalf of a company to be incorporated?

A value is required

Do the Applicant, the Co-Applicant and/or their parent company have a director or shareholder that is not a Canadian citizen or a director or shareholder that has been a permanent resident for more than 4 years?

A value is required

▼ Canadian Co-Applicant(s) (if applicable)

Co-Applicant	Contract Signatory Name	Email for Official Notifications	% of Rights
Please indicate the name of the company co-holding the rights to the project, its authorized signatory and the percentage of rights held according to the co-production agreement. If you will be working with subcontractors, do not add their name here.			
Add			

▲ International Coproduction

One or more required fields are empty

Is this an international coproduction?

Yes No

A value is required

If your project is an international codevelopment or coproduction, indicate Yes. Make sure that you meet the requirement of the [Framework for International Digital Media Co-Production](#) available on the CMF's website.

▲ Previous Applications

One or more required fields are empty

Has the Project been submitted for Pre-application Consultation?

A value is required

Has the Project previously been submitted to CMF?

A value is required

▲ Project

Title

A value is required

Previous Title (if applicable)

Content Type

A value is required

Delivery Method

A value is required

Presentation Type

A value is required

Language

A value is required

Website URL

For example, <http://www.myprojectsite.ca>

Target Audience

A value is required

Description (2000 characters or less)

A value is required

Material to be delivered for this Application (2500 characters or less)

List the deliverables that you will do with the proposed budget for the requested activity only i.e. what you will deliver by the end of the proposed project as part of this request if it is funded.

A value is required

Do you have a functioning prototype?

A value is required

Business Model

A value is required

Requested Amount (CAD)

A value is required

A single Project may receive Conceptualization, Prototyping and Innovation & Experimentation Program Production support, either alone or in combination with each other, but in no case will the CMF contribute more than \$1.5 million towards a single Project. Successful applicants receive funding in an amount appropriate to the needs of the Project and subject to a Maximum Contribution of the lesser of 75% of the Project's Eligible Costs or \$1.5 million.

% Canadian Costs

A value is required

Commercial Distribution Method

Distributor Name

Self Distribution

And / Or

Market Channel Partner

Prototyping Financing Application Number (if applicable)

Conceptualization Financing Application Number (if applicable)

▲ Contacts

One or more required fields are empty

Contact Type	Name (last name, first name)	Email	Phone Number
Contact for all correspondence			
Publicity contact			

▲ Key Personnel

Please review section 2.4 of the Guidelines - NOTE: Only paid positions will count towards the evaluation of Gender positions and the information provided in the Project's budget will take precedence. Only paid positions will count towards the evaluation of Diverse Community positions and the information provided in the Project's budget will take precedence.

One or more required fields are empty

Role	PERSONA-ID Number (if applicable)	Name (last name, first name)	Citizenship	
--Select--	Beginning in 2022-2023, eligibility to CMF Diverse Community and gender initiatives in the Programs listed on the document PERSONA-ID BY PROGRAM will be determined only by validating the information reported by individuals in their PERSONA-ID account. To be considered for these initiatives, Applicants should look at the specific requirements of each Program's Guidelines and ensure that the PERSONA-ID numbers of all relevant individuals are included in the Key Personnel and the Directors and Shareholders sections below.		--Select--	×
--Select--			--Select--	×
--Select--			--Select--	×
--Select--			--Select--	×
--Select--			--Select--	×

▲ Directors and Shareholders

One or more required fields are empty

Role	PERSONA-ID Number (if applicable)	Name (last name, first name)	Citizenship
Corporate Director	Enter all Corporate Director(s) and all ultimate individual Shareholder(s) of the Applicant (and Co-Applicant) companies.		--Select--
Shareholder	Intermediary shareholder companies should not be entered in this section.		--Select--

▲ Financial Structure

The following fields require values: Amount

See Appendix 1

Source	Type	Confirmed	Amount (CAD)	% Canadian
Canada Media Fund	Investment	<input checked="" type="checkbox"/>		0.00
CMF Conceptualization Advance	Investment	<input checked="" type="checkbox"/>		0.00
CMF Prototyping Advance	Investment	<input checked="" type="checkbox"/>		0.00
Total			0.00	

▲ Budget/Final Costs

One or more required fields are empty

The Financial Structure total must equal the total amount of the Budget / Final Costs below and of the Budget submitted as part of the Required Documents

Dated

A value is required

Category	Budget - Canada (CAD)
A - Producer	
B - Team Labour Expenses	
C - Equipment and Materials	
D - Exploitation ; marketing ; promotion and publicity	
E - Administration	
F - Corporate Overhead	
G - Contingency	
H - Prior Development/Prototyping Costs	
Total	0.00

Enter the Budget Summary according to the completed Excel Budget template to be submitted in the Required Documents section.

The Budget template is available on the CMF website.

Make sure to use the correct Budget template for the program activity and the current fiscal year as it has been updated for 2022-2023.

Please carefully read the notes in the Budget template.

▲ Schedule

One or more required fields are empty

Item	Date	Description	
--Select--	mm/dd/yyyy		×
+ Add	Click on +Add to add milestones to the schedule according to the instructions in Appendix 2 .		

▲ Required Documents

Visit the Programs page at www.cmf-fmc.ca to find the list of required documents.

The maximum file size allowed is 25MB. Documents too large are highlighted in red

Document ⓘ	Website URL ⓘ	Description	Type
<p>Please carefully review the Program's List of Required Documents, including the helpful tips on nomenclature of documents. Having a Description and selecting a Type that makes sense to each Required Document uploaded in your Application Form will ensure proper analysis of your project. Click +Add and upload each required document separately. The system will not provide a warning if a required document is not submitted.</p> <p>** FOR PROGRAMS WITH A SELECTIVE DECISION PROCESS, Analysts will only evaluate documents submitted and will not contact you for more information or missing documents **Out of fairness to all Applicants submitting an application to a selective program, documents other than those requested in the List Required Documents or exceeding the allotted page counts will not be considered.**</p>			
+ Add			

Click **+Add** to continue

▲ Statement

Statement
<input type="checkbox"/> By checking this box, the Applicant declares having read the Applicant Statements and acknowledges that these statements are accurate, true and complete.

CANCEL

SUBMIT

SAVE

Appendix 1 – Financial Structure

The amount requested to the CMF for the proposed project appears on the first line. This amount matches the Requested Amount (CAD) entered above.

If you have received prior funding from the CMF in Development/Prototyping for the project, enter the amount received on the line “CMF Prototyping Advance”. If you have not received any prior funding for the project from the CMF in Development/Prototyping to date, enter zero on the second line (the field can't be left empty).

Select the country for each of the funding sources entered. If your project is not an international co-production, enter Canada for all sources. If your project is a co-production, select the country for each co-producing country's funding sources. Please note that international co-productions must comply with the [Framework for International Digital Media Co-Production](#) available on CMF's website.

Select the type of funding sources in the dropdown list. If you cannot find the type of funding source in the list, it might be that it is an ineligible type of funding. Ineligible types of funding include, but are not limited to: credit margin or loan, sweat equity, work done for free or volunteer work, future revenues, and deferred salaries from non-shareholders.

Tick the checkbox in the “Confirmed” column if the funding source is indeed confirmed. If the funding source is pending, do not tick the checkbox.

Click on +Add to add your other funding sources for the project.

The total financial structure must match exactly the total amount of the budget submitted in the Required Documents section. If you have received prior funding from the CMF in Development/Prototyping for the project, all the sources of the Development/Prototyping file must appear in the Production financial structure.

Appendix 2 – Schedule

Click on “Add” to add milestones to the schedule according to the following instructions:

Enter one line for “Production”, enter the start date of the Production phase and in the Description field, indicate that this is the start date.

Enter a second line for “Production”, enter the end date of the Production phase and in the Description field, indicate that this is the end date.

The start date for Production cannot be more than 6 months prior to the deadline date to which you are applying. Start and end dates should correspond to the period covered by the budget.

Enter a third line for the “Beta Version”, and enter the date when you will have a beta version of the project. This date also corresponds to the date when you will be requesting the second payment from the CMF if your project receives funding. Normally, at least 45% of the overall budget should have been spent at that point.

Enter a fourth line for the “Final release”, and enter the date when the project will be released to the targeted audience for the first time. Note that for games the CMF considers an Early Access release or a live beta to be the Final release. Accordingly, the Final release date should correspond to the first date the project is released to the public, regardless of whether or not the project is in its final form. It is as of the “Final release” date that you will have to start submitting exploitation reports if the project is selected.

Do not enter lines for “Prototyping” or “Marketing & Promotion”. These are for applications to the Prototyping or Marketing & Promotion program activities.