

DIGITAL CREATORS PILOT PROGRAM 2026-2027
Business Plan and Growth Strategy

Applicant Name: _____

Project Title: _____

Date: _____

Describe the current business operations or opportunities, goals for business or audience expansion, growth targets, intended activities to be undertaken during the 12-month period, how the funding will be used to achieve these goals and how the Applicant and its activities will contribute to a thriving Creator ecosystem in Canada.

Where are you at in your business and audience strategy (platforms on, audiences engaged, any current or future distribution partner, client, brand or sponsorship affiliations, size of your business, collaborators or employees you currently work with)?

Please describe the proposed audience engagement, growth targets, new platforms, business tactics or affiliations you intend to pursue.

How do you intend to reach those targets and what activities you will be undertaking to meet them?

What makes you unique and strongly situated in the next wave of content or podcast creators in Canada?

For Podcast Creators, how do you intend to grow or expand your business into video podcast production?

I certify that all the information provided is accurate and complete.

Applicant's Signature: _____

Name: _____

Title: _____

Date: _____