



Applications must be submitted according to the deadlines published on the CMF website and must include the required documents listed below. Please be aware that any material exceeding maximum page limits will not be reviewed during the selective evaluation process.

## TEAMS

- **TEAM DESCRIPTION** (MAX. 5 PAGES) describe the experience and achievements of the studio including critical and commercial success of previous projects, whether they were funded or not by the CMF. Also describe the experience and achievements of the management, creative and technical staff. Demonstrate the complementarity of staff expertise as well the team's cohesiveness and ability to work together. Make sure that the name and role of the individuals identified in the online application form and in the budget are identical. It should be noted that for the evaluation of the parity criterion within the team, the information provided in the budget will take precedence.
- **CV** (MAX. 3 PAGES) submit a curriculum vitae (not a bio) for each key staff member describing job history, training, certifications, and awards and nominations received.

## INNOVATION, CREATIVITY AND ADVANCEMENT

- **DETAILED PROJECT SUMMARY** (MAX. 1 PAGE) provide a detailed project summary, the revenue model, the targeted audience and the market.
- **PROJECT DESCRIPTION FOR PUBLICATION IN THE MEDIA** (MAX. 2,000 CHARACTERS) summarize the project in 2,000 characters or less. The CMF may use this description for promotional purposes if your project is selected. The text must be easily editable in terms of layout.
- **HISTORY** (MAX. 1 PAGE) indicate which entity or person holds the rights to the project.
- **ORIGINALITY, CREATIVITY AND ADVANCEMENT DESCRIPTION** (MAX. 5 PAGES) describe the project with respect to its content and form. Discuss its design and programming as well as user experience and interactivity. Indicate whether the framework of the project incorporates the development and/or integration of innovative technologies. Demonstrate how the product will renew, transform or contribute to the genre or sector's evolution. Indicate whether it offers any potential legacy to the industry (cultural, audio-visual or digital media).
- **SUPPORT MATERIAL** submit images, videos or mock-ups to support your proposal. Videos must be submitted via links to a video sharing website. The platform allows you to submit links directly with a password. The links must lead directly to the support material without navigation, site registration or additional download and be functional for at least five months from the date of submission of the application. The support material must be essentially audio-visual and must not present anything other than the proposed product. Make sure also that each file does not exceed a maximum weight of 20 MB.

## FINANCIAL VIABILITY

- **BUDGET AND CASHFLOW** you must use the 2021-2022 Prototyping budget template, which includes the cash flow, available on the CMF website. The cash flow should include only inflows and outflows for the duration of the project in its Prototyping phase. The CMF payment schedule is: 80% upon full execution and receipt of the agreement between the applicant and the CMF and 20% upon receipt and approval of closing documentation for the project. However, at its sole discretion, the CMF may set different percentages on a case-by-case basis.
- **FINANCING COMMITMENT LETTERS OR AGREEMENTS / CO-DEVELOPMENT AGREEMENT** the financial structure must be entered online in the application form. For all sources of funding indicated in the financial structure, submit the corresponding commitment letters or agreements. If your project is a co-development, submit the co-development or joint venture agreement describing, notably, the split of financing, revenues, and rights and responsibilities between the parties.
- **DESCRIPTION OF THE APPLICANT'S FINANCIAL STABILITY** (MAX. 1/2 PAGE) describe your financial situation and explain how you are equipped from a financial perspective to carry out the project in light of the project's scope and your current operating costs.
- **REVENUE MODEL DESCRIPTION** (MAX. 2 PAGES) describe the projected revenue model for the project, i.e. how you will monetize it.

## STRATEGIC POSITIONING AND MARKETING

- **MARKET STUDY** (MAX. 2 PAGES) describe and analyze the target audience, the market and discuss the positioning of the proposed project and its competitive advantages. Compare your product to those of competitors.

**NEW – DIRECTORS AND SHAREHOLDERS FORM – GENERAL CMF PROGRAMS** Please upload a copy in all your applications for 2021-2022. You must use the *new* form available on the CMF website (make sure to use the form from the current fiscal year). Submit a form for the applicant and, if applicable, for the co-applicant, your parent companies or any other shareholder that is a company. If you are applying on behalf of a company that is not yet incorporated, submit a list of the future directors and shareholders.

**CORPORATE INFORMATION** documents under this section to be submitted under the Records menu, under My Organizations; select company; select Manage Documents button on top right; click on Add and then Submit. Only required if there have been changes to the corporate information since the last application.

- **CERTIFICATE OF INCORPORATION OF THE APPLICANT** “applicant” means the company or corporation making the application. If you are applying on behalf of a company that is not yet incorporated, do not submit anything at this point.
- **FINANCIAL STATEMENTS** submit your financial statements for the last three years and, if applicable, for the co-applicant and your parent companies. If you are applying on behalf of a company that is not yet incorporated, you may submit account statements or a preliminary balance sheet.

**NOMENCLATURE OF DOCUMENTS** please review the *Guide to Complete Application* in Dialogue for examples on how to properly identify each document.

*\*Please be aware that in the event that the application is approved for CMF funding, additional documents will be required in order to proceed to the contracting phase.*

Now that you have the list of required documents, you are ready to prepare and submit your Application. CMF programs are administered via Dialogue. New to Dialogue? You may find the Dialogue User Guide helpful: [USER GUIDE: HOW TO NAVIGATE DIALOGUE](#) - you can find it here <https://telefilm.ca/en/log-in> under Tools and resources - CMF. Use this guide to learn the basic step-by-step instructions to help you navigate the Dialogue platform.

Once you are all set-up with your Dialogue account, you will be able to submit your Application. The above-listed required documents must be uploaded to your Dialogue Application Form. To submit a complete Application, please follow the [GUIDE TO COMPLETE APPLICATION](#) linked to the Dialogue Application Form, as seen below:

### Complete Application

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#### Summary

Program \_\_\_\_\_ Application Year 2021-2022

[Guide to Complete Application](#)

#### Applicant

Select Applicant Company	Correspondence Language
<input type="text" value="Productions Inc."/>	<input type="text" value="--Select--"/>

If this information is incorrect, please contact the Telefilm Helpdesk [enr@telefilm.ca](mailto:enr@telefilm.ca)

Are you applying on behalf of a company to be incorporated?
<input type="text" value="--Select--"/>