



EXPERIMENTAL STREAM
COMMERCIAL PROJECTS PROGRAM
PRODUCTION
LIST OF REQUIRED DOCUMENTS
2021-2022

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.

POTENTIAL FOR COMMERCIAL SUCCESS

- **PROJECT SUMMARY** (MAX. 1 PAGE) summarize the innovative aspects of the project, 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 AND CHAIN OF TITLE** (MAX. 1 PAGE) indicate which entity or person holds the rights to the project.
- **DESCRIPTION OF CONTENT AND FORM** (MAX. 15 PAGES) describe the project with respect to its content and form. Demonstrate how design elements maximize audience reach and retention. Discuss also marquee elements or distinctive elements and the user experience.
- **SUPPORT MATERIAL** you are required to submit a video of the product's prototype demonstrating that a prototyping phase has been completed. In addition, you may submit images or screenshots 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. Please note that Dialogue only accept files under 25 MB.

FINANCIAL VIABILITY

- **BUDGET AND CASHFLOW** you must use the 2021-2022 PRODUCTION BUDGET EXPERIMENTAL STREAM 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 Production phase. The CMF payment schedule is: 45% upon full execution and receipt of the agreement between the applicant and the CMF, 35% upon receipt and approval of the beta version documentation 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-PRODUCTION AGREEMENT** the financial structure must be entered online in the application form. For each source of funding indicated in the financial structure, submit the corresponding commitment letters or agreements. If your project is a co-production, submit the co-production or joint venture agreement describing, notably, the split of financing, revenues, and rights and responsibilities between the parties. Note that financing sources are evaluated based on their level of financial risk. As such, not all financing sources are equal. For instance, fully confirmed financial sources for which a fully executed agreement or commitment letter is provided from a recognized and financially viable institution does not have the same risk than a letter from an unknown source from which no supporting document demonstrating the financial means to honor the commitment to invest is provided or from unconfirmed tax credits that are yet to be calculated, received as eligible and financed until they are collected. For further information on the risk assessment of financial sources contact an Analyst.
- **DESCRIPTION OF THE APPLICANT'S FINANCIAL STABILITY** (MAX. 1 PAGE) describe your financial situation and explain how you are equipped from a financial perspective to carry out the project considering the project's scope and your current operating costs.

- **REVENUE MODEL DESCRIPTION (MAX. 5 PAGES)** describe the revenue model for the project, i.e. how you will monetize it. Also present a profitability analysis (that shows the point at which total project costs will equal total revenues) as well as an analysis of the expected return on CMF investment (rate of profit in relation to the amount invested over at least 7 years). Provide revenue scenarios in a table and justify your projections.

STRATEGIC POSITIONING AND MARKETING

- **MARKET STUDY AND MARKETING (MAX. 10 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. Also present your marketing and promotion plan for the product, making sure to identify distribution modes and promotional activities. If you plan to self-distribute your product, please describe your plan/strategy.
- **LETTERS OR AGREEMENTS WITH MARKET CHANNEL PARTNERS, IF APPLICABLE** if you have market channel partners, submit letters or agreements.

NEW – DIRECTORS AND SHAREHOLDERS FORM – GENERAL CMF PROGRAMS 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. [A Directors and Shareholders Form is required in each application for 2021-2022.](#)

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 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

Summary

Program _____ Application Year 2021-2022

[Guide to Complete Application](#)

Applicant

<p>Select Applicant Company</p> <div style="border: 1px solid #ccc; padding: 2px; margin-bottom: 5px;">Productions Inc.</div> <p><small>If this information is incorrect, please contact the Telefilm Helpdesk enr@telefilm.ca</small></p>	<p>Correspondence Language</p> <div style="border: 1px solid #ccc; padding: 2px; margin-bottom: 5px;">--Select--</div> <p>Are you applying on behalf of a company to be incorporated?</p> <div style="border: 1px solid #ccc; padding: 2px; margin-bottom: 5px;">--Select--</div>
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