

Please consider the environment before printing.

Applications must be submitted according to the deadlines published on the CMF website and must include the required documents listed below.

Please note:

- Any material exceeding maximum page limits will not be reviewed during the selective evaluation process.
- Using a simple black font (e.g. Helvetica, Arial) on a white background with a minimum 11 point font size makes your documents easier to read.
- Documents directly uploaded to Dialogue must be in PDF, Microsoft Word or Microsoft Excel and should not exceed 25MB.
- Documents with unsupported file types (e.g. Apple Pages, Apple Numbers) will not be reviewed.
- File formats for data compression (e.g. ZIP) must only be used for images, audio and audiovisual files.
- Hyperlinks provided for audiovisual material should not lead to platforms requiring registration or sharing personal information about connected users with applicants (e.g. Google Drive, Microsoft OneDrive).

Applications must include the following required documents:

Narrative Positioning

- **Narrative Positioning Attestation** (form available)

Visit the Narrative Positioning page on the CMF website. Submit the signed Narrative Positioning Attestation form.

- **Narrative Positioning Statement** (form available)

Visit the Narrative Positioning page on the CMF website. Submit the completed and signed Narrative Positioning Statement form.

NEW - Community and Sustainability Plans

- **Community Engagement Plan** (form available)

Describe how the Applicant and Creative and Production Teams are committing to creating the content responsibly, thoughtfully and without harm, including implementing actionable community engagement steps, and/or personnel hires. Submit the completed and signed Community Engagement Plan form available on the CMF website.

- **Sustainability Plan** (form available)

Describe how the Applicant and Creative and Production Teams are committing to implementing actionable steps related to environmentally-sustainable activities, practices and/or personnel hires. Submit the completed and signed Sustainability Plan form available on the CMF website.

Team

- **Team Description** (5 pages maximum)

Describe the experience and achievements of the studio_within the interactive digital media industry. Also describe the experience and achievements of team members within the interactive digital media industry, including the marketing team. Demonstrate the experience and track record of team members working with one another and the feasibility of the team assembled to carry out and deliver the project. Make sure that the name and role of the individuals identified in the online application form and in the budget are identical. If the proposed team and schedule overlap with other ongoing projects, please explain how they will be coordinated to ensure successful completion.

- **Curriculum Vitae** (3 pages maximum per CV)

Submit the most recent Curriculum Vitae (not a bio) for each team member describing job history, training, certifications, and awards and nominations received.

Potential for Commercial Success

- **Detailed Project Summary** (1 page maximum)

Provide a detailed project summary, the revenue model, the targeted audience and the market.

- **Project Description for the Publication in the Media** (2 000 characters maximum)

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** (1 page maximum)

Indicate which entity or person holds the rights to the project.

- **Description of Content and Form** (15 pages maximum)

Describe the project with respect to its content and form. Demonstrate how design elements maximize audience reach and retention. Present marquee elements or distinctive elements. Discuss the relevance of monetization elements in 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. Please do not send installation files ("builds") for the project. The support material must be essentially audiovisual (text-based documents are not accepted) and must not present anything other than the proposed product. 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. Please note that Dialogue does not accept files that are more than 25 MB each.

Financial Viability

- **Budget and Cashflow**

You must use the 2024-2025 Interactive Digital Media Production budget template, which includes the cashflow, available on the CMF website. Please note that deferrals are only accepted for shareholders. 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. Please submit the complete Budget in Excel format, dated and signed.

- **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, including the applicant's investment and shareholders' deferrals if applicable. 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.

- **Description of the Applicant's Financial Stability** (1 page maximum)

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** (5 pages maximum)

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** (10 pages maximum)

Describe and analyze the target audience and 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 have carried out user tests,

please indicate the results. If you plan to self-distribute your product, demonstrate your ability to do so and describe your plan/strategy. If you have a third-party publisher or distributor, describe their contribution in concrete terms.

- **Letters or Agreements with a Publishing or Distribution Partner** (if applicable)

If you have a publisher or distributor, submit letters or agreements.

Corporate Information

Documents under this section to be submitted under the **Records** menu, under **My Organizations**; 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. These documents are not required for broadcasters' internal productions.

- **Declaration of the Corporation's Canadian Status, and its Shareholders and Directors**

New form is available on the CMF website. Please submit a form for the applicant company and if applicable, for the co-applicant, parent companies or any other shareholder that is a company. All Shareholders and Directors are required to complete a PERSONA-ID form and enter their PERSONA-ID number on the Declaration.

- **Certificate of Incorporation of the Applicant**

"Applicant" means the for-profit 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. However, please note that incorporation documents are required for contract signature.

- **Financial Statements**

Submit your complete 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.

If the application is approved for CMF funding,
additional documents will be required to proceed to the contract.

PERSONA-ID

- **Self-Identification Platform:** Please visit the CMF's PERSONA-ID page.

All individuals with ownership and control rights in the applicant company and members of the project's key personnel must register to create a PERSONA-ID account and complete a self-identification form to obtain a PERSONA-ID number.

- **In Dialogue:** Please visit the Dialogue page.

The application form must be completed with the PERSONA-ID numbers entered in the applicable sections.

Only paid eligible positions will count towards the evaluation of team parity and diversity
and the information provided in the project's budget will prevail.

How to name 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.

- For the Description of each uploaded document, copy the names of the documents from the list of required documents. You can add details in the description for more clarity.

Example:

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

Document	Website URL	Description	Type
<input type="button" value="UPLOAD"/> Drop file here		FINANCING COMMITMENT LETTER_Name_Date	Financing agreement