



**ACCELERATOR
PARTNERSHIP
PROGRAM
GUIDELINES
2019-2020**

Interpretation, Application, Disclaimer, and other Important Information

These Guidelines are for the information and convenience of Applicants to the Canada Media Fund (CMF). They provide an overview of the objectives of the CMF, the manner in which the CMF is administered, and information on typical administrative practices of the CMF. Compliance with these Guidelines is a prerequisite to eligibility for any CMF funding.

The CMF has full discretion in the administration of its programs, and in the application of these Guidelines, to ensure funding is provided to those projects that contribute to the fulfillment of its mandate. In all questions of interpretation of these Guidelines the CMF interpretation shall prevail.

All Applicants and broadcasters (where relevant) must abide by the Accounting and Reporting Requirements (ARR) of the CMF and follow applicable business policies as created and amended from time to time. Business policies, including the ARR, may be found in Appendix B of these Guidelines (and as specific appendices to Programs in the Experimental Stream), and are also available from the CMF website at www.cmf-fmc.ca. Information included in Appendices A and B is an integral part of these Guidelines.

Projects that receive CMF funding in a given year are subject to the Guidelines and CMF policies in effect for that fiscal year. To be clear, changes to CMF Guidelines and/or policies made in a subsequent fiscal year will not apply retroactively, unless specifically stated. The CMF fiscal year is April 1 to March 31.

Please note: These Guidelines may be changed or modified as required, without notice. Please consult the CMF website at www.cmf-fmc.ca for the latest Guideline news and documentation.

The Accelerator Partnership Program (A2P)

The Canada Media Fund's mandate includes encouraging the creation of leading-edge, non-linear projects that bring together high-quality creative content with newly developed digital technologies, and encouraging the success of these projects. As such, the CMF is renewing its Accelerator Partnership Program (A2P) for the 2019-2020 fiscal year. This program is designed to provide producers of digital media projects funded through CMF's Experimental Stream with better access to mentorship, markets and capital for their CMF-funded projects. In this program, the CMF will work with business accelerators to help connect them with previous recipients of production and/or marketing funding in the CMF's Experimental Stream.

A business accelerator, also called a seed accelerator, is an organization that selects small businesses or teams – either at early stages of their development or when they are looking to refine their project – and accelerates their market roll-out and company growth. Accelerators may provide funding, mentoring and training, often in exchange for equity. Accelerators will select the recipients that they wish to work with based on their normal selection criteria, subject to these Guidelines. Once an accelerator has selected a recipient, the CMF will provide acceleration program funding for the recipient's CMF-funded project, up to \$30,000. This amount will be paid directly to the recipient by the CMF. Funding in the A2P will be in the form of a non-recoupable contribution, will be awarded on a first-come, first-served basis. The recipient and accelerator will enter into an agreement which will outline the details of the acceleration program for the recipient's CMF-funded project, including the provision of mentorship and training by the accelerator, in exchange for which the accelerator may take an equity position in the recipient's company.

Eligible Costs in the A2P include, but are not limited to, expenses related to the participation in one of the accelerator programs (consultation fees, mentorship activities, wages, marketing, travel and accommodations). They may include costs described in section 2.3.2 of the [2019-2020 Experimental Stream – Innovation Program Guidelines](#) or [2019-2020 Commercial Projects Program Guidelines](#). However, the CMF will not fund the same costs twice – i.e., costs included in the production/marketing budget funded through the Experimental Stream are not eligible for funding in the A2P. All expenses must be actual, reasonable and verifiable.

The following is a list of approved A2P business accelerators:

- Accélérateur de création d'entreprises technologiques (ACET) (Sherbrooke)
- Artscape Daniels Launchpad
- Canadian Trade Commissioner Service – Canadian Technology Accelerator (CTA) (Boston, Denver, London, Mumbai, New Delhi, New York City, Paris, Philadelphia, San Francisco, Silicon Valley, and Virtual)
- Centre d'entreprises et d'innovation de Montréal – CEIM (Montréal)
- Communittech (Waterloo region)
- Corinthian (London, UK)
- District 3 (Montréal)
- Execution Labs (Montréal)
- Generator at One (St. Catharines)
- George Brown Digital Media and Gaming Incubator (Toronto)
- IdeaBOOST (Toronto)
- Inno-Centre (Montréal)
- Innovation Factory (Hamilton)
- La Piscine (Montréal)
- LaunchPadPEI (Charlottetown)
- New Media Manitoba (Winnipeg)
- Québec International (Propulsion) (Québec City)
- Ryerson DMZ (Toronto)
- Ryerson Futures (Toronto)
- Ryerson RC4 (Toronto)
- Ryerson Transmedia Zone (Toronto)

- SheEO (Toronto)
- Storytek (Tallinn, Estonia)
- Victory Square Labs (Vancouver)
- York Entrepreneurship Development Institute (YEDI) (Toronto)
- Zú (Montréal)

Other business accelerators will be evaluated by the CMF on a case-by-case basis.

Eligibility for the A2P includes these criteria:

- The project and recipient have previously received funding in production and/or marketing from the CMF Experimental Stream.
- The project had not previously ever received funding through the A2P.
- An accelerator may select up to two projects in each fiscal year.
- The project and recipient have been selected by a business accelerator approved by the CMF.
- The acceleration program must be provided for the project financed by the CMF through the Experimental Stream.
- The recipient meets the requirements of section 3.1 of the [2019-2020 Experimental Stream – Innovation Program Guidelines](#) or [2019-2020 Commercial Projects Program Guidelines](#), and continues to do so while participating in the A2P.
- The project meets the requirements of section 3.2, and all its subsections, of the [2019-2020 Experimental Stream – Innovation Program Guidelines](#) or the [2019-2020 Commercial Projects Program Guidelines](#), and continues to do so while participating in A2P.
- Section 1 of the CMF's [2019-2020 Experimental Stream – Innovation Program Guidelines](#) or the [2019-2020 Commercial Projects Program Guidelines](#) applies to applications for this Program.