



**ACCELERATOR  
PARTNERSHIP  
PILOT PROGRAM**

**GUIDELINES**  
**2013-2014**

## **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 interpretation by the CMF 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 are also available from the CMF website at [www.cmf-fmc.ca](http://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 the CMF policies that are in effect for that fiscal year. For greater clarity, changes to CMF Guidelines and/or policies made in a subsequent fiscal year will not be applied 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](http://www.cmf-fmc.ca) to receive the latest Guideline news and documentation.*

## The Accelerator Partnership Pilot Program (A3P)

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 introducing its Accelerator Partnership Pilot Program (A3P) for the 2013-2014 fiscal year. This pilot 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 eight (8) Canadian business accelerators to help connect them with previous recipients of development or production 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 that are looking to refine their project and accelerate their market roll-out and company's growth. Accelerators may provide funding, mentoring and training, often in exchange for equity. The CMF will invite prior Experimental Stream recipients to opt in for consideration by an accelerator to work on their CMF-funded project in the A3P. 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 funding for the acceleration program for the recipient's CMF-funded project, up to a maximum of \$30,000. This amount will be paid directly to the recipient by the CMF. Funding in the A3P will be in the form of a non-recoupable contribution. 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 A3P include, but are not limited to, expenses related to the participation in one of the accelerators' program (consultation fees, mentorship activities, wages, marketing activities, travel and accommodation). They may include costs that are described at section 2.3.2 of the 2013-2014 Experimental Stream Guidelines. However, the CMF will not fund the same costs twice—i.e. costs that were included in the development/production budget that was funded through the Experimental Stream are not eligible for funding in the A3P. All the expenses must be actual, reasonable and verifiable.

The following is a list of business accelerators that have agreed to work with the CMF in the A3P:

- Execution Labs (Montreal)
- FounderFuel (Montreal)
- GrowLab (Vancouver)
- Hyperdrive (Communitech) – (Waterloo Region)
- IdeaBOOST (Toronto)
- Inno-centre (Montreal)
- INcubes (Toronto)
- Ryerson Futures and Digital Media Zone (Toronto)

To consult a description of each accelerator's program, including its business model, and to opt-in for consideration by accelerators for the A3P, use the [following link](#).

For a project to be eligible for the A3P, the following criteria must be met:

- The project and recipient have previously received funding in development or in production from the CMF Experimental Stream;
- 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 2013-2014 Experimental Stream Guidelines, and continues to do so while participating in the A3P.
- The project meets the requirements of section 3.2, and all its subsections, of the 2013-2014 Experimental Stream Guidelines, and continues to do so while participating in A3P.
- Section 1 of the CMF's 2013-2014 Experimental Stream Guidelines apply to applications for this Program.