



Helping Canadian businesses grow for 125 years
125 ans au service de la croissance des entreprises canadiennes

Canada

Consulate General of Canada in Los Angeles

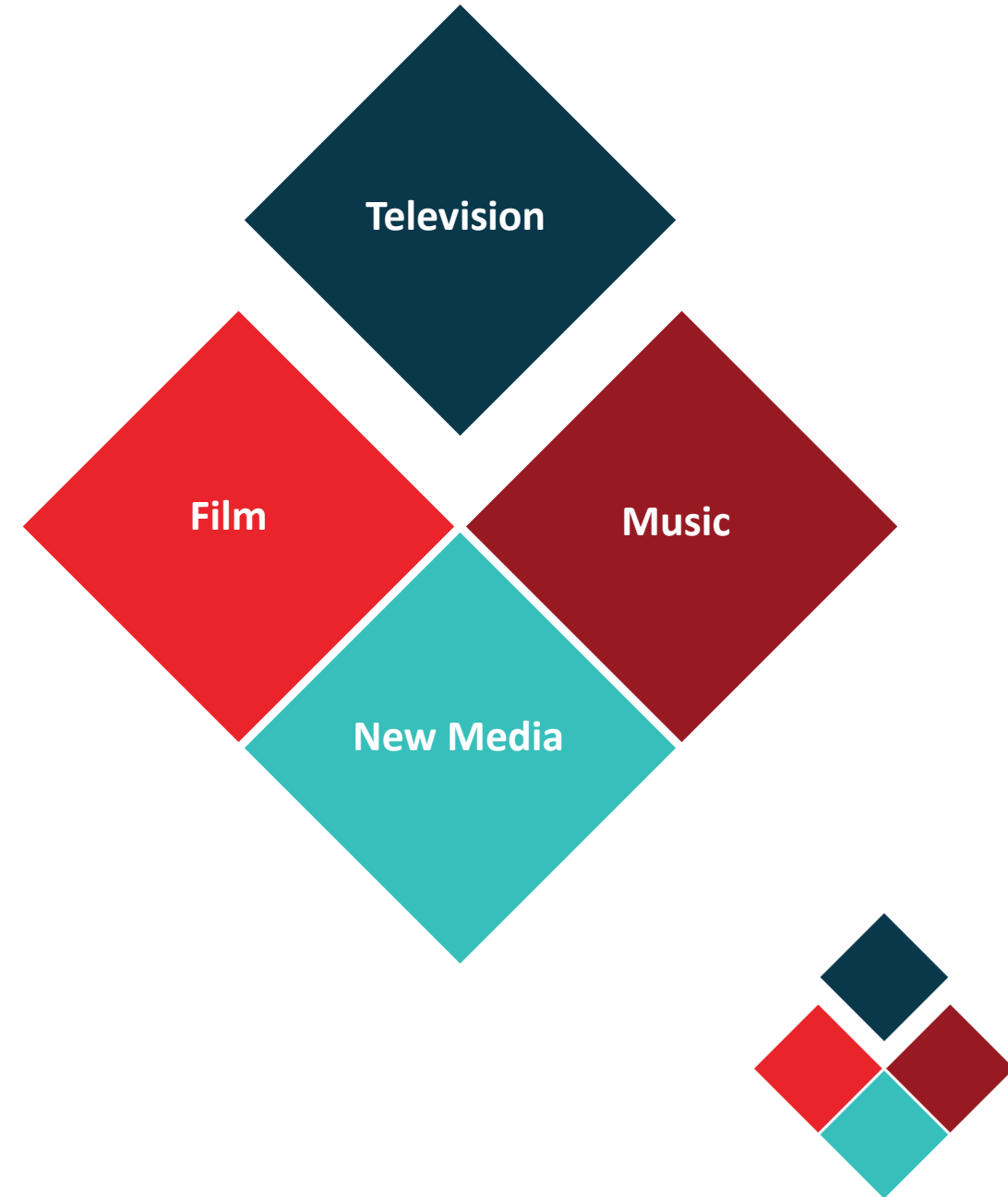


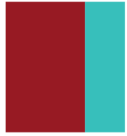


Vision and Mission

- The Canadian Trade Commissioner Service (TCS) is the go-to service for international business expertise. The TCS delivers tailored advice and connections for Canadian businesses to make better and timely decisions, propelling them to global growth.
- In delivering this mission and addressing the Canadian film, television and music industry challenges, the Consulate General in Los Angeles has developed the **Canadian Creative Accelerator - CCA**.
- The CCA initiative aims to increase scope and global reach of Canadian television, film, music and new media productions by accelerating connectivity to the entertainment industry in Hollywood.

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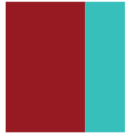




Canadian Creative Accelerator (CCA)

- The **Canadian Creative Accelerator (CCA)** is designed to help qualified Canadian creative industry companies gain a deeper understanding of the American market and establish connections that will lead to a stronger positioning and financing of their projects.
- Through the CCA platform, the Consulate will provide Canadian clients with access to decision makers and resources uniquely found in Hollywood, the global epicenter for film and television: financing, production and distribution partnerships, talent, and inspiration.
- This document lays out the plan for the first iteration, anticipated to launch as a virtual program in fall 2020, with a focus for this cohort on Canadian television producers.





Specifics



The CCA will provide clients with extensive services related to scaling their creative businesses, with emphasis on increasing revenues and production financing. These services will include mentoring, advisory services, and targeted connections to industry partners.



The CCA is a three-month in-market initiative designed to support high-potential Canadian companies in the creative entertainment sector as they enter the American market. The fall 2020 cohort will consist of television producers (fiction & non-fiction).



Given COVID-19, the first iteration will be completely virtual. Subsequent versions will be conducted in market.



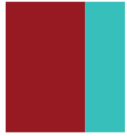


Eligibility & Selection



- Working with industry professionals, the Consulate will select five producers to participate in the first cohort. Detailed applications will be judged by five industry professionals (three Americans and two Canadians) during Content Canada's Digital Summit in September 2020. The top five companies will be invited to participate in the fall program. Applicants will need to have a television project in development. The judges will assess which projects have the best chance to break into the American market. The process for the first cohort will be virtual due to COVID-19 travel restrictions.
- Applicants to the pitch session must be eligible for TCS services. Additional application details will be online by mid-July.
- The fall 2020 iteration of the CCA will take place virtually. Participants in subsequent editions will need to have the resources to cover the costs of doing business in LA (accommodation, travel, living expenses, etc.). The participants must agree to obligations set by CCA's MoU.





Diversity & Inclusion



One of the priorities of the Government of Canada is the pursuit of diversified, modern and inclusive trade. The multiplicity of identity traits, even beyond gender, is what makes us “us”.

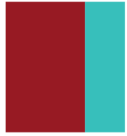


In the context of the CCA, the Consulate General of Canada in Los Angeles will actively promote the accelerator to under-represented groups, including BIPOC and LGBTQ2. This will include targeted outreach and minority representation on selection panels and all the programing; we will consider minority-owned production as an asset criteria.



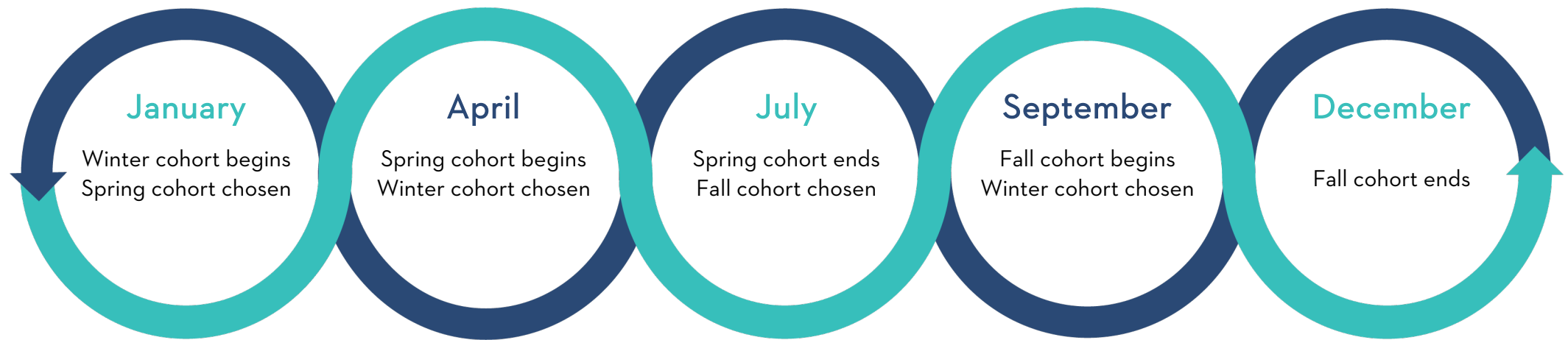
Storytelling is a tool that can shape perceptions of justice, equality and representation. The Consulate General of Canada in Los Angeles will consciously develop the CCA to ensure equitable access to groups that have been negatively impacted by systemic inequalities in Canada and the United States of America.

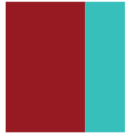




Timeline

The fall 2020 cohort will be selected in mid-September and begin the program the first week of October. Moving forward the selection process and yearly timeline for the 3 cohorts will be:





CCA Curriculum

CCA Virtual Curriculum - Subject to change depending on experience of chosen cohort

The CCA curriculum follows a sprint-based model. The sprint concentrates activities intensively over a three or four day period, each month. A sprint is made up of the following events:

Workshops and Industry Specific Presentations

Peer Networking

Panel Discussions

Goal setting and review with Advisor Consultants

Q&A Sessions with Experts

Arranged pitch meetings

Keynote Speakers

Targeted introductions to buyers

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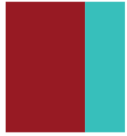


Mentors



- CCA Mentors provide a range of business advice, expertise, feedback, and strategic direction to those in the program.
- Mentors are experienced industry professionals who volunteer to engage in a conversation with participants anywhere from one to three times during the duration of the program. Among the varied inputs provided by mentors: general overview on market trends, reality check on market penetration strategy, feedback on pitch and communication material, and one-on-one meetings with clients, among other services.
- Advisor Consultants are assigned to a participant and are separate from the Mentors. They are hired and work with the participant for the duration of the program.



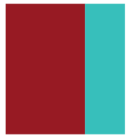


CCA Virtual Curriculum – Subject to change depending on experience of chosen cohort

Sprint 1 : Orientation (Week 1 of Month 1)	1st session	2 nd session	3rd session	4th session
Day 1 (Half Day)	Welcome/ Intro / Orientation	Advisor Consultant Deep Dive	Mentor expectation setting	Client goal setting
Day 2 (Half Day)	Presentation : Ecosystem Overview	State of the Industry Q&A	Panel on Selfcare & survival in LA	Presentation : Canadians in Hollywood
Day 3 (Half Day)	All clients pitch	Coach/ mentor feedback	Clients present goals to full group (sprint & overall)	
Day 4 (Half Day)	Workshop: Sales Pipeline and Lead Development	Lunch Panel Discussion – Hollywood Networking 101	Workshop : Sales Processes	
Remainder of month	Weekly and asneeded Advisor Consultant Calls/Meetings	Sales Pipeline research and structuring	Marketing and Visibility Plan	Begins to Set up Meetings

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CCA Virtual Curriculum

Sprint 2 : Positioning (Week 1 of Month 2)	1st session	2 nd session	3rd session
Day 1 (Half Day)	Breakfast with a Customer	Client Goals Session - w/ group & then w/Advisor Consultant	One-on-one Sales Development Coaching
Day 2 (Half Day)	Lunch: Presentation on Sales Successes	Panel: Case Studies of New Business Models	Panel: Emerging Content Markets
Day 3 (Half Day)	Breakfast with a Customer	Panel: Canadian Success Stories	Presentation: Technology enhanced Content
Remainder of month	Weekly and as needed Advisor Consultant Calls/ Meetings	Double down on Sales Pipeline	Schedule & book meetings



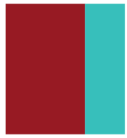


CCA Virtual Curriculum

Sprint 3 : Long-range Planning (Week 1 of Month 3)	1st session	2 nd session	3rd session	4th session
Day 1 (Half Day)	Breakfast with a Customer	Client Goals Session - w/group & then w/ Advisor Consultant	Clients Pitch - Peer and Mentor Feedback	
Day 2 (Half Day)	Lunch: Lifestyle & Work Options in LA	Panel: Co-productions, partnerships and collaborations	'Ask Me Anything' - Expert panel takes your Questions	
Day 3 (Half Day)	Breakfast with a Customer	Presentation: US legal, contract and business affairs issues	Panel: Building a US team (PR, agent, biz dev)	
Day 4 (Half Day)	Lunch: VIP Speaker	Panel: Variations on the content agency model	Bespoke coaching	Mentor wrap-up
Remainder of month	Weekly and as needed Advisor Consultant Calls/ Meetings	Double down on revised goals	Book meetings with customers/ partners/targets	Book visibility opportunities

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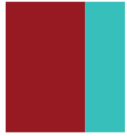


CCA Virtual Curriculum

Sprint 4 : Review & Assess (Week 4 of Month 3)	1st session	2 nd session	3rd session	4th session
Day 1 (Half Day)	Workshop: Where Do We Go From Here?	Workshop - One Year Plan	Clients Pitch - Peer and Mentor Feedback	
Day 2 - Full Day (1st half)	Client Pitches with Mentor/ Peer Feedback	Lunch w/ inspirational speaker	Coach and Mentor Round Robin	Group Lunch
Day 2 - Full Day (2nd half)	Final Advisor Consultant Review	Client Assessment of program	Post-cohort planning	Virtual Happy Hour Reception and Goodbyes

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FAQs + Next steps



Important dates for Fall 2020

- Applications will open mid-July
- Pitches delivered virtually, five selected to participate in mid-September
- Virtual programming begins October 5th, 2020



Is there a cost to apply or participate?

- All CCA programming costs are covered by the Trade Commissioner Service in Los Angeles. However, participants in editions after 2020 will need to have the resources to cover the costs of doing business in L.A. (accommodation, travel, living expenses, etc.).



How developed must the project be?

- The project will be scored by five industry professionals on whether it will be able to succeed in the American market, specifically Los Angeles. As a result, the project should be at a stage that can be effectively pitched and then honed over three months in Los Angeles.

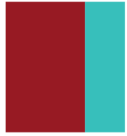


How to apply?

- Applications can be submitted at the following website:
<http://contentcanada.net/CanadianCreativeAccelerator/>

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Contact us



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125 ans au service de la croissance des entreprises canadiennes



For more information or if you have any questions, contact us at the Consulate General of Canada in Los Angeles:



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