

## TIPS FOR APPLYING – EXPERIMENTAL STREAM

Make sure you use the 2011-2012 Application Form.

Carefully read the notes on the first pages of the Application Form. They contain helpful information on how to apply.

Identify in which language(s) you are developing/producing your project: French, English, Aboriginal, Bilingual or other languages.

Applicants who were unsuccessful in 2010-2011 may apply again to the 2011-2012 deadlines.

By adhering to the page requirements identified for each item in the Creative Material section of the Application Form you will enable jury members and analysts to better analyse the relevant information for your project. Be concise and precise!

We look forward to receipt of your support material but please follow the size restrictions on the application form.

When you submit your production budget (using the template provided in our website) please do so in Excel format.

Make sure that you are applying for the right stage for your project: Development or Production or Marketing & Promotion.

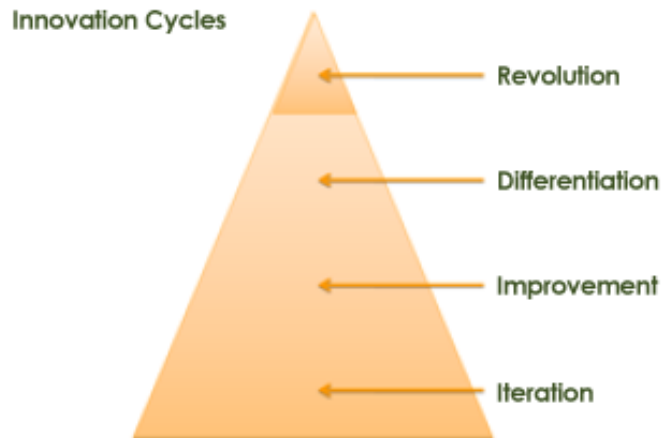
For the purposes of the Experimental Stream, a project requesting funding for development should generally be one in the conceptual or prototyping phases of creation/maturity. A project requesting funding for production should generally be one out of conceptual phases and with a demonstrable path to market and/or monetization. Note: A development project cannot apply simultaneously for Production or Marketing & Promotion. However a production project may simultaneously apply for Marketing & Promotion financing (and vice versa) but the two MUST be applied for separately.

Further to the above, also note that the Project Schedule is meant to be specific to the pertinent phase for which you are applying. Provide milestones specific to your funding request as well as a budget that matches those milestones, i.e., if you are applying for development do not also enter the production timeline for the project and ensure the budget reflects these milestones.

**REMEMBER: Innovation is the key criteria of this Stream. Explain how your project is distinct from those of your competitors on both the domestic and international markets.**

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How to see innovation:



### ***Revolution***

Never been done before, completely new, breakthrough, creates market turbulence.

### ***Differentiation***

Paradigm shift for an existing product or service. Brings something existing to another level.

### ***Improvement***

Adding significant components or features that bring new benefits to an existing product or service.

### ***Iteration***

Refining features, adding content to an existing product or service.

**The higher your project is in the pyramid, the better the chances are that it will be financed.**

Make sure that you also illustrate clearly how your project is interactive.

Have you thought of submitting a paper copy of your signed application form with a DVD of all the other documents? If you choose this route, note that the documents must be in PDF format and must be saved individually and named as per the Document Checklist or you can avail yourself of eTelefilm.

In order to take advantage of eTelefilm you need a PIN. This process requires a lead time of at least five working days. Remember to build this time into your application schedule. You can find registration information at [www.telefilm.gc.ca/en/extranet](http://www.telefilm.gc.ca/en/extranet). Apply early. Don't wait until the last minute. Be assured your application was submitted successfully.

Coordinators in all four Telefilm offices are able to help you with your application. Note, however, that they cannot give you an opinion on the content of the project. If you have questions or concerns before you apply, don't hesitate to call any of the CMF Program Administrator/Telefilm Canada coordinators at the following numbers: Western Region 1-800-663-7771, Ontario and Nunavut 1-800-463-4607, Quebec 1-800-567-0890 and the Atlantic Region 1-800-565-1773.