



ONTARIO  
CREATES

Information Session

# AcceleratiON

*An Entrepreneurship Initiative for  
Black- and Indigenous-Owned Music Businesses*

**Application Deadline:  
January 26, 2022 at 5 pm**

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[ontariocreates.ca/AcceleratiON](https://ontariocreates.ca/AcceleratiON)



## **LAND ACKNOWLEDGEMENT**

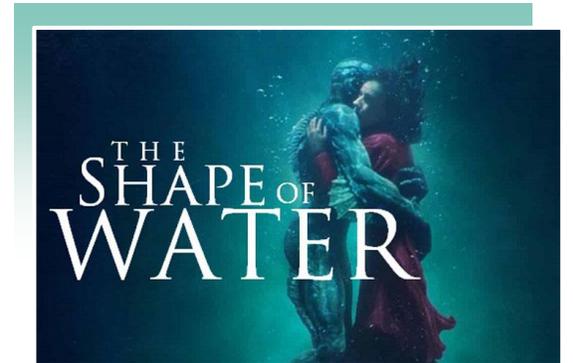
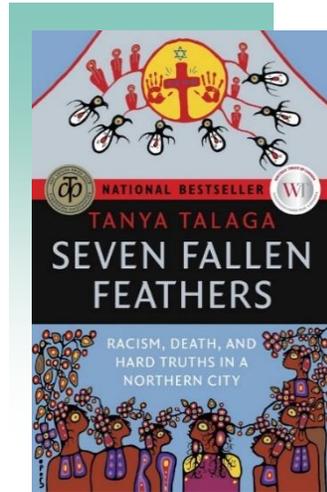
**From where we speak, we are on the traditional territory of many nations, including the Mississaugas of the Credit, the Anishnabeg, the Chippewa, the Haudenosaunee and the Wendat peoples, land that is now home to many diverse First Nations, Inuit and Métis peoples.**

# OVERVIEW

- About Ontario Creates and the Ontario Music Office
- *AcceleratiON* Background & Program Principles
- Eligibility
- Funding Levels
- Application Process
- Eligible Costs and Activities
- Assessment Criteria
- Next Steps
- Tips
- Q&A

# ABOUT ONTARIO CREATES

The provincial agency that facilitates economic development, investment and collaboration in Ontario's creative industries including the music, book, magazine, film, television and interactive digital media sectors.



# ONTARIO MUSIC OFFICE

The **Ontario Music Office** (OMO) provides funding and business development support to Ontario's music industry through the **Ontario Music Investment Fund**, *AcceleratiON*, and various strategic business-to-business initiatives.



# AcceleratiON:

- Background & Overview
- Program Principles
- Eligibility
- Funding Levels



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# BACKGROUND & OVERVIEW

- *AcceleratiON* is part of Ontario Creates' two-pronged response to help address systemic racism in the music industry.
  - i. Encouraging all music companies across the province to take further steps towards increasing diversity among their staff, artist rosters, and operational practices; and
  - ii. Supporting the development of new Black- and Indigenous- owned music companies in Ontario.
- Core objective: invest in new and emerging Black- and Indigenous- owned music businesses that demonstrate high potential for economic and cultural impact

# PROGRAM PRINCIPLES

- Gaps and barriers:
  - Access to funding and financing
  - Professional development and training support
  - Safe spaces for meaningful job placements and internships
  - Career advancement opportunities
- *AcceleratiON*'s key goals are to:
  1. Enhance capacity for emerging Black- and Indigenous-owned music businesses.
  2. Strengthen support at critical stages in the careers of Black and Indigenous entrepreneurs in Ontario's music ecosystem.
  3. Enable the next generation of Black and Indigenous music industry professionals to create high quality content and retain intellectual property (IP) ownership and control over their own narratives.

# ELIGIBILITY

- Eligible applicants must be:
  - Self-identifying Black- and Indigenous-owned businesses that generate the majority of their revenue from music-based activities;
  - Incorporated or a registered business (with a Master Business Licence);
  - In operation for a minimum of one year; and
  - A legal resident of Canada, and must have been a resident of Ontario for at least one year at the time of application.
- Businesses and organizations that have received support through any of the OMIF program streams are not eligible for *AcceleratiON*.

# ELIGIBILITY

- Eligible businesses include a mix of applicant categories already eligible for OMIF, along with those that have historically been outside OMIF parameters.
  - ✓ Record Labels
  - ✓ Music Publishers
  - ✓ Artist Managers
  - ✓ Concert Promoters
  - ✓ Festival Presenters
  - ✓ Booking Agents
  - ✓ Recording Studio Spaces
  - ✓ Producers
  - ✓ Podcasters & Original Content Platforms
  - ✓ Music Publicists
  - ✓ Music Marketing Businesses
  - ✓ Other innovative music-focused businesses

Considerations will also be made for artist-entrepreneurs that demonstrate a vision to expand their businesses to align with above models.

# FUNDING LEVELS

- The total *AcceleratiON* funding available in 2021-22 is \$200,000
- Funding will be allocated equally between Black and Indigenous stakeholders
- Applicants may request between **\$2,500** to **\$20,000** in investment funding to support:
  - Business Development
  - Creative Development
  - Marketing and Promotion
  - Strategic business travel and/or conference attendance
  - Operations

# Application Process



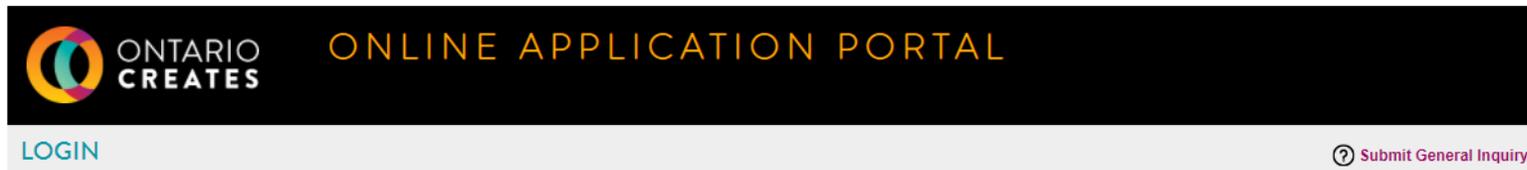
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# APPLICATION PROCESS

- Applicants must submit their applications electronically through the Ontario Creates Online Application Portal (OAP) at <https://apply.ontariocreates.ca>.
- Applicants that do not have a user account on OAP should go to <https://apply.ontariocreates.ca/> and click on “Register.” For assistance, please see Ontario Creates’ website for the “[OAP Quick Start Guide](#)”.
- For technical assistance, please contact the OAP Helpdesk at [applyhelp@ontariocreates.ca](mailto:applyhelp@ontariocreates.ca).
- Applicants are strongly encouraged to begin the application process early to allow ample time to compile and complete the necessary information. The application can be worked on over time and save information as it is entered. Once saved, you can go back to edit and/or add information up until the time when the application is actually submitted.

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The screenshot shows the top section of the Ontario Creates Online Application Portal. It features the Ontario Creates logo on the left, the text "ONLINE APPLICATION PORTAL" in the center, and a "LOGIN" button on the left. On the right side, there is a link for "Submit General Inquiry" with a question mark icon.

Email:

Password:

Log In

- Register
- Forgot your password?

Section 1. Company Information

Company Name:

Contact Name:

Contact Title:

Address:

City:

Province:

Postal Code:

Business Tel:

Cell:

Fax:

Email:

Website:

**Payee Information**

Payee information is the same as applicant information listed above: \*  Yes  No

If 'No' complete information below

Payee Name: \*

Payee Address: \*

Payee City: \*

Province State: \*  Please specify:

Postal Code:

**Applicant Information**

Corporation Number: \*

Company Incorporated In: \*  -Select One- Please specify:

Canadian Owned and Controlled Organization: \*  Yes  No

Ontario Based Organization: \*  Yes  No

Total Number of Members/Employees: \*

Number of Full time Employees:

Number of Part time Employees:

Number of Contract Employees:

Date Company/Organization was Established: \*  MM/DD/YYYY

Amount Requested: \*

Total Budget: \*

Project Title

(Please note that N/A is an invalid response): \*

Project Description (One paragraph description required – 100 words maximum. Please note that N/A is an invalid response) Brief Project Description/Synopsis (2-3 sentences max) \*

How did you find out about this program? \*  - Select One - Please specify:

Section 2. Applicant Details & Self-Identification

Applicant Information

Full names of all business owners (if more than 1)

Please list all owners owning 10% or more of the company; his/her city of residence if an individual or the business address city if a company; identify the portion of company owned

Add Row

Name	City of Residence	Portion Owned %	
<input type="text"/>	<input type="text"/>	<input type="text"/>	Remove

Self-Identification

Please indicate how the applicant self-identifies (please note for applicants with more than one owner, at least 50 % of the ownership must identify as Black or Indigenous)

\*  Black  Indigenous  Black and Indigenous

Applicant Type\*

- Record Label
- Music Publisher
- Artist Manager
- Concert Promoter
- Festival Presenter
- Booking Agent
- Recording Studio/Space Or Music Production Business
- Podcaster Or Owner Of Original Content Platform
- Music Publicist
- Music Marketing Business
- Artist-entrepreneur (must be expanding their vision to incorporate any of the above business models beyond their solo/group's career)
- Other Music Business Entity

Other Music Business Entity  
(please specify):

Section 3. Application Questions

# APPLICATION QUESTIONS

- 1. Explain what your business does in 100 words or less.**
- 2. Provide a brief overview of the track record of the business owner(s).**  
You may skip this question if providing resumes/CVs/letters of support in the Supporting Documents section.
- 3. Provide a more detailed overview of your business/company.**  
This should include: a description of your business model; an outline of successes achieved to date; and profiles of mentors, board/committee members, business partners and/or team members. What makes your business unique and/or competitive in the marketplace?
- 4. What are your corporate goals for the next 12 months?**  
(e.g. clients that you are/anticipate working with, revenue targets you hope to hit, other accomplishments you hope to achieve)
- 5. Describe the specific business development activity/activities for which you are seeking investment through this program.**  
How would this investment help you achieve your corporate goals and build towards long-term growth and sustainability? Outline the types of costs that you anticipate incurring as you undertake the activity/activities.

Section 3. Application Questions

1. Explain what your business does in 100 words or less.\*

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2. Provide a brief overview of the track record of the business owner(s). You may skip this question if providing resumes/CVs/letters of support in the Supporting Documents section.

[500 word limit]

3. Provide a more detailed overview of your business/company. This should include: a description of your business model; an outline of successes achieved to date; and profiles of mentors, board/committee members, business partners and/or team members. What makes your business unique in the marketplace?

[1,500 word limit]\*

\*

4. What are your corporate goals for the next 12 months (e.g. clients that you are/anticipate working with, revenue targets you hope to hit, other accomplishments you hope to achieve)?

[500 word limit]\*

\*

5. Describe the specific business development activity/activities for which you are seeking investment through this program. How would this investment help you achieve your corporate goals and build towards long-term growth and sustainability? Outline the types of costs that you anticipate incurring as you undertake the activity/activities.

[1,500 word limit]\*

\*

# APPLICATION PROCESS

- Additional Materials:
  - Articles of Incorporation or Master Business Licence
  - Budget Template (provided by Ontario Creates)
  - Financial Statements (for requests of more than \$10,000)
  - At least two of the following pieces of supporting documentation:
    - resumes/CVs of founders or key management personnel
    - marketing materials/press clippings
    - social media metrics (to demonstrate audience reach/growth potential)
    - letters of support
    - corporate slide deck or a business/marketing/strategic plan

<b>Name of Business Entity:</b>	
<b>Dates of Activity Spending</b> (must be between April 1, 2022 and December 31, 2022)	dd/m/yyyy - dd/mm/yyyy

**Important!** Please only fill dollar amounts in the "Cash Expense" and "Value of Donated Service / In-Kind Contribution" columns. The "Total Expense" cells will auto-populate based on the info provided in the grey-shaded cells. Refer to the guidance provided below for eligible and ineligible expenses.

EXPENSE ITEM AND BRIEF DESCRIPTION	CASH EXPENSE	VALUE OF DONATED SERVICE / IN-KIND CONTRIBUTION	TOTAL EXPENSE
<b>BUSINESS DEVELOPMENT</b>			
	\$ -	\$ -	\$ -
	\$ -	\$ -	\$ -
	\$ -	\$ -	\$ -
	\$ -	\$ -	\$ -
	\$ -	\$ -	\$ -
	\$ -	\$ -	\$ -
	\$ -	\$ -	\$ -
	\$ -	\$ -	\$ -
	\$ -	\$ -	\$ -
<b>SUBTOTAL</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>
<b>CREATIVE DEVELOPMENT</b>			
	\$ -	\$ -	\$ -
	\$ -	\$ -	\$ -
	\$ -	\$ -	\$ -
	\$ -	\$ -	\$ -
	\$ -	\$ -	\$ -
	\$ -	\$ -	\$ -
	\$ -	\$ -	\$ -
	\$ -	\$ -	\$ -
	\$ -	\$ -	\$ -
<b>SUBTOTAL</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>

<b>MARKETING &amp; PROMOTION</b>			
	\$ -	\$ -	\$ -
Social Media Campaign	\$ 5,000.00	\$ -	\$ 5,000.00
Branding Development - hiring marketing consultant	\$ 7,500.00	\$ -	\$ 7,500.00
	\$ -	\$ -	\$ -
	\$ -	\$ -	\$ -
	\$ -	\$ -	\$ -
	\$ -	\$ -	\$ -
	\$ -	\$ -	\$ -
	\$ -	\$ -	\$ -
<b>SUBTOTAL</b>	<b>\$ 12,500.00</b>	<b>\$ -</b>	<b>\$ 12,500.00</b>
<b>STRATEGIC BUSINESS TRAVEL</b>			
	\$ -	\$ -	\$ -
SxSW	\$ 3,500.00	\$ -	\$ 3,500.00
	\$ -	\$ -	\$ -
	\$ -	\$ -	\$ -
	\$ -	\$ -	\$ -
	\$ -	\$ -	\$ -
	\$ -	\$ -	\$ -
	\$ -	\$ -	\$ -
	\$ -	\$ -	\$ -
<b>SUBTOTAL</b>	<b>\$ 3,500.00</b>	<b>\$ -</b>	<b>\$ 3,500.00</b>
<b>OPERATIONS</b>			
	\$ -	\$ -	\$ -
Office expenses	\$ 750.00	\$ -	\$ 750.00
	\$ -	\$ -	\$ -
	\$ -	\$ -	\$ -
	\$ -	\$ -	\$ -
	\$ -	\$ -	\$ -
	\$ -	\$ -	\$ -
	\$ -	\$ -	\$ -
	\$ -	\$ -	\$ -
<b>SUBTOTAL</b>	<b>\$ 750.00</b>	<b>\$ -</b>	<b>\$ 750.00</b>
<b>TOTAL</b>	<b>\$ 16,750.00</b>	<b>\$ -</b>	<b>\$ 16,750.00</b>

**Total AcceleratiON Funding Amount Requested \$ 10,000.00 59.70% of Total Budget**



## BUDGET GUIDANCE

The information below is intended to be a guide for the types of proposed costs that will most closely meet the AcceleratiON program objectives. In responses to the application questions, applicants must provide a rationale for the expenses included in the budget.

Ontario Creates retains the right to determine, at its sole discretion, whether a cost is eligible or ineligible, and whether or not a donated service / in-kind contribution has been valued at a reasonable market rate.

### Maximum Funding Amounts

Investment will be provided to successful applicants in the form of direct grants towards of up to 100% of the total activity costs for budgets of \$10,000 or less, and up to 75% for budgets of more than \$10,000.

### Strategic business travel and/or conference attendance - guidance regarding allowable costs for travel, accomodation and per diems

- Travel Costs - Air travel should be budgeted at economy rates and should reflect the costs of booking at least 30 days in advance of travel.
- Maximum allowable reimbursement for business travel using personal vehicles is \$0.40 per kilometre
- Accommodation Costs - Hotel expenses should be at moderate per night rates and should reflect the average for the travel destination/activity.
- Per Diems - Capped at C\$75/day for domestic travel and C\$100/day for international travel (including daily meals and incidentals).

### Donated Services / In-Kind Contributions

Donated Services and/or In-Kind Contributions are defined as the value of a service or product/item that is being included in the overall budget but is not being paid in cash. Donated Services and/or In-kind Contributions must be equivalent to or less than the reasonable market value rate.

### Ineligible Expenses

Costs that cannot be listed within the AcceleratiON budget may include, but are not limited to the following:

- Expenses incurred outside of the approved activity period of April 1 - December 31, 2022;
- Capital purchases (costs towards the acquisition of real estate or vehicles);
- Debt financing or budget deficits;
- Labour costs not directly related to the activity;
- Cost of alcoholic or cannabis-related products;
- Refundable Harmonized Sales Tax or other refundable expenses (e.g. security deposits, etc.).
  - production costs for live music events
- Marketing and Promotion
  - brand development costs (e.g. logo and web site development)
  - print and online advertising costs
  - publicity costs
  - social media campaigns
  - event costs for business marketing purposes
- Operations
  - staffing costs
  - office expenses

# Assessment Process



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# ASSESSMENT CRITERIA



■ Track Record ■ Feasibility ■ Quality ■ Growth & Sustainability ■ Potential for Success

# ASSESSMENT & JURY PROCESS

- Applications will be reviewed and evaluated by Ontario Music Office staff and external jurors
- Jurors will be selected by the Ontario Music Office through an open call, and must:
  - Self-identify as Black and/or Indigenous
  - Possess a broad range of experience in the Canadian music industry
  - Demonstrate a clear understanding and knowledge of current music industry trends, issues and systemic barriers to entry

# NEXT STEPS

- Decisions will be communicated towards the end of March 2022
- Upon notification of a successful application, business entities will be required to sign an agreement with Ontario Creates that outlines the terms of their participation in the *AcceleratiON* program.
- Successful applicants will receive the following funding installments:
  - 70% upon funding approval;
  - the remaining 30% following the approval of the recipient's final report and all deliverables outlined in the funding agreement

# TIPS

- 1. Start well in advance and read the guidelines & application requirements thoroughly.**

Certain items (such as financial statements) may require additional time to prepare. You also want to ensure that your business & activities are eligible and a strong fit for the program.
- 2. Be realistic with your funding request and your projected results.**

Build an activity budget that aligns with the track record, capacity and stage of growth of the business. The projected outcomes must appear to be reasonable and attainable, so it's important to explain why and/or how the projected outcomes will be achieved.
- 3. Sell your unique business case.**

*AcceleratiON* is a comparative and competitive program, so it's important that you state in your application how your business stands out from the crowd.
- 4. Don't underestimate the importance of providing supporting materials.**

This information helps build your business case, add credibility and strengthen your overall application.
- 5. If you have questions – don't hesitate to ask.**

The Ontario Music Office is here to help. If you need clarification or have any questions about eligibility or proposed activities, please contact OMO staff ideally no later than 2-3 weeks ahead of the program deadline.



Ontario Creates  
launches  
**AcceleratiON**

*An Entrepreneurship Initiative for  
Black and Indigenous Music Businesses*

Applications open: December 15, 2021  
Application deadline: January 26, 2022

For more information:  
[ontariocreates.ca/AcceleratiON](https://ontariocreates.ca/AcceleratiON)



Ontario Créatif  
lance  
**Accélération**

*Initiative pour les entrepreneurs  
noirs et autochtones en musique*

Date du début de dépôt des demandes : 15 décembre 2021  
Date limite de dépôt des demandes : 26 janvier 2022

Pour de plus amples renseignements :  
[ontariocreates.ca/AcceleratiON/fr](https://ontariocreates.ca/AcceleratiON/fr)



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