



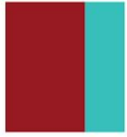
Helping Canadian businesses grow for 125 years
125 ans au service de la croissance des entreprises canadiennes

MUSIC COHORT - Fall 2022



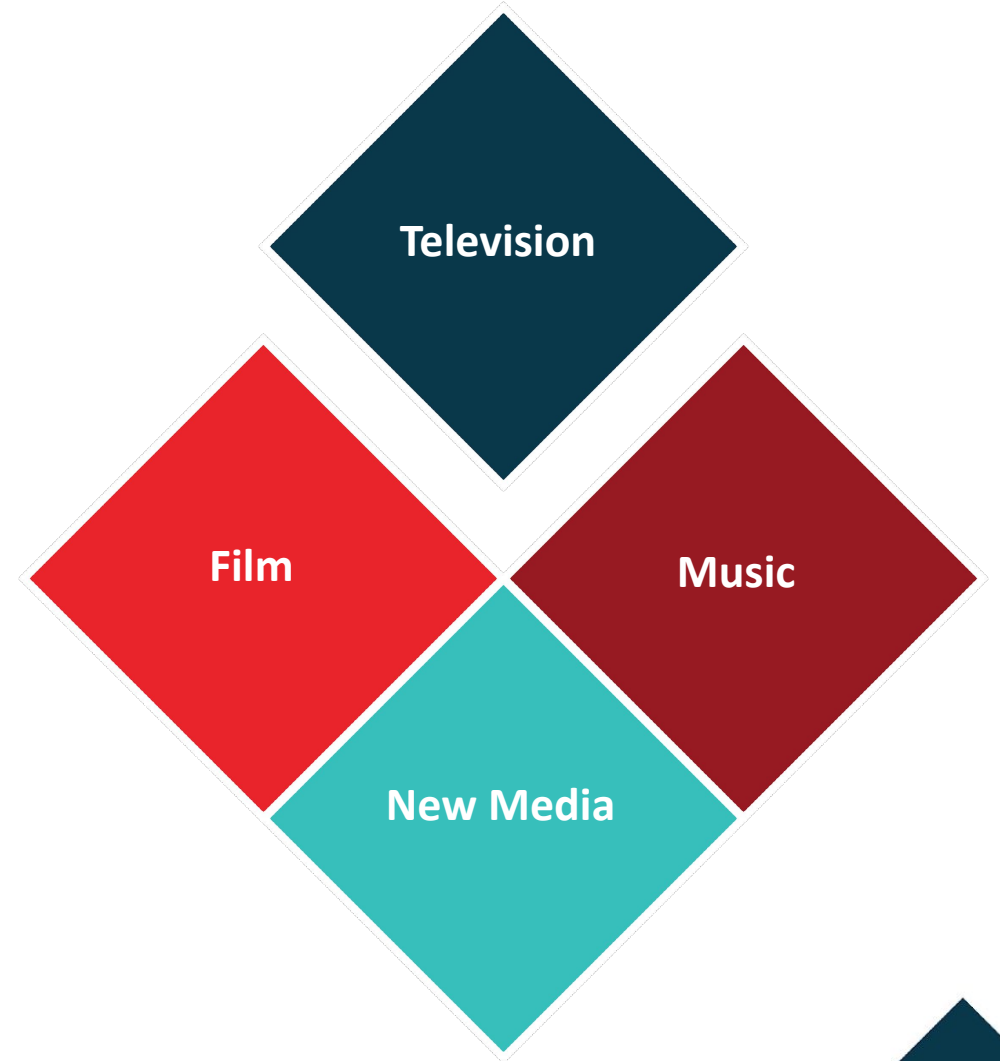
Consulate General of Canada in Los Angeles





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 opportunities & 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 industries in Los Angeles.



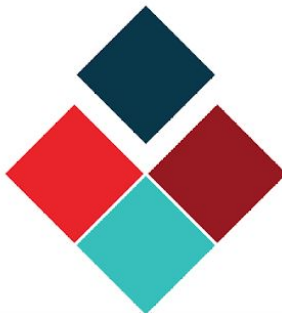


Canadian Creative Accelerator (CCA)

- 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 promotion of their projects and company.
- Through the CCA platform, the Consulate will provide Canadian clients with access to decision makers and resources uniquely found in Los Angeles' music and broader entertainment industries: record labels, music publishers, A&R executives, music supervisors, booking agents, promoters, talent, and inspiration.
- This document lays out the plan for the CCA Fall 2022 music iteration, a program being led by both the Consulate General of Canada in Los Angeles and New York. This will be a hybrid model of virtual and in-person programming launching in September 2022. **It will be open to Canadian Black Music Managers who are primed and ready for opportunities in the US market.**



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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 multi-month in-market initiative designed to support high-potential Canadian companies in the creative entertainment sector as they enter the American market.



The Fall 2022 cohort will consist of approximately four weeks of half-day sessions beginning September 2022 through November 2022 with in-person activity taking place in Los Angeles and New York. Exact dates will be clarified upon acceptance into the program. Depending on the restrictions in place with COVID-19, this will likely be a hybrid virtual and in-person program between LA and New York.





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 and New York and will actively promote this cohort of the accelerator program to Black Music Managers across Canada.



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





CCA Curriculum

The CCA curriculum follows a sprint-based model. The sprint concentrates activities intensively over a 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

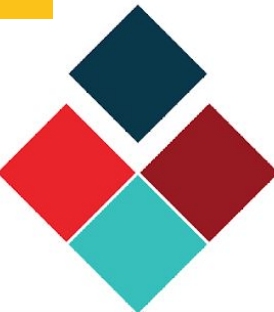
Q&A Sessions with Experts

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.





FAQs + Next steps



Important dates for Fall 2022

- Applications will open early August and close Friday, August 19
- Finalists are to be announced end of August
- Program to begin early/mid-September (exact dates to be clarified upon acceptance into the program)



Is there a cost to apply or participate?

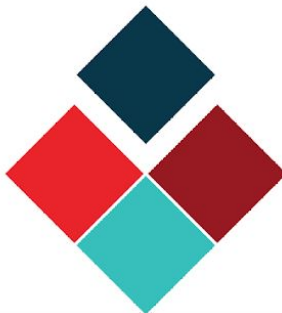
- CCA programming costs are covered by the Trade Commissioner Service in Los Angeles and New York
- However, for any in-person programming, participants will need to have the resources to cover the costs of doing business in Los Angeles and New York (accommodation, travel, living expenses, etc.)



How to apply?

- A website will be live in August where applications will be accepted

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Contact us



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For more information or if you have any questions, please contact:

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