

## **BUSINESS INTELLIGENCE RESEARCH LIST OF REQUIRED DOCUMENTS AND INFORMATION**

**The application should not exceed five (5) pages.**

### **Applicant Information**

Please provide the following information:

- Organization Name (if applicable)
- Country where the company is incorporated and Incorporation Act (if applicable)
- Address
- Contact Name
- Email

### **Information on the Research Project**

- Project Title
- Project Description
- Amount Requested (\$)
- Total Budget of the Project
- Financing Structure (please include the other agencies – confirmed or approached – funding the project)
- Consulting or Research Firm, if applicable

### **Research Project Proposal**

#### **Why the Research Matters**

- Describe the project's objective(s).
- Demonstrate what market intelligence is currently lacking and how the research project seeks to fill the gap in existing information.
- Explain how the project builds on existing information and related research.
- Describe the benefits of the research for Canada's screen-based industry and the expected findings the industry can put to practical use.

#### **Scope**

- Describe the scope of the research project: regions covered, period of time, targeted audiences, etc.

#### **Alignment with Telefilm's Areas of interest**

- Indicate how the project meets Telefilm's goals:
  - Empower and inform our key stakeholders (e.g., Canadian production companies, industry associations, festivals, content creators) with business intelligence that will better equip them to grow their enterprises, as well as identify opportunities to support talent's career trajectories.
  - Encourage industry development and sustainability with relevant market intelligence.
- Indicate which of Telefilm's areas of interest the research relates to (see Telefilm's Business Intelligence and Research web page).

#### **Approach and Methodology**

- Provide a detailed explanation of the methodology, including:

- The data that will be analyzed and how it will be collected (e.g., literature review/desk research, questionnaire/survey, case study, interviews, etc.).
- Protocols for the collection, storage and sharing of data and clear ownership of the IP of the research.
- Assessment of actual or anticipated methodological limitations (e.g., representativeness of survey samples, focus groups or interview programs).
- Describe the project team<sup>1</sup> including their credentials (experience, track record).

### **Communication Plan**

- List all avenues for dissemination of research that will be used to reach your target audience (e.g., website or blog post, virtual or in-person launch event, presentation at industry conference, newsletter, press release, social media, video, etc.).
- Elaborate and specify the final formats<sup>2</sup> to be used (written report, PowerPoint presentation, etc.) for the research.
- Provide indicators of success for the proposed project.

### **Supporting Documents**

The following documents must be included with your application:

- Project Budget and Financial Structure  
The budget must include a breakdown of all expenses (consultancy fees, coordination fees, translation, design, promotional costs, etc.) and the financial structure must include a detailed breakdown of all revenues (from public and private sources).
- Promotional and Distribution Plan
- Project proposal from the consulting firm, if applicable
- Project Timeline and Key Milestones<sup>3</sup>
- Confirmation of financing, if applicable
- Any other relevant document

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<sup>1</sup> Telefilm expects that research partners encourage diversity and inclusivity in all research. When the research addresses diversity and inclusivity specifically, the approach and team members must reflect diversity and inclusivity accordingly.

<sup>2</sup> Shorter presentations and reader-friendly formats are preferred to long-form academic style studies. If long-form work is supported, an executive summary and/or other reader-friendly formats summarizing the results are expected.

<sup>3</sup> The timeline should include enough time for Telefilm to review the draft versions of the deliverables.