



GUIDELINES - PHOENIX Training and Professional Development Program 2017

PHOENIX is an intensive five stage program for owners or senior management of music businesses operating in or based in British Columbia and wanting to grow their operations locally and offshore.

The program is presented by Music BC and Simon Fraser University, with the support of FACTOR and Creative BC. It incorporates two residential workshops which will include a comprehensive review of the many different business models found in the contemporary music sector, as well as a deep analysis of each business model brought to the workshops. Mentors/advisers will work with participants in the program. All course materials and information disclosed during the workshop will be treated strictly as commercial in confidence.

The course proposes the following key areas of focus for participants:

- developing the tools to analyze the viability of various business models to drive the growth of a music business.
- developing the skills to create and deliver a detailed business plan based around a business model.

The course objectives are:

- to encourage participants to consider the development of new business models and income streams for their business.
- to assist participants in developing their business into a stable, sustainable and growing enterprise.

OVERVIEW OF THE PROGRAM

The course structure in brief comprises:

- **Stage 1:** All participants will prepare a SWOT analysis of their business and complete pre-course reading prior to commencement of the residential workshop.
- **Stage 2:** A residential workshop to be held near Vancouver from 13-16 August 2017.
- **Stage 3:** Preparation of a business plan to be delivered late September 2017.

- **Stage 4:** One-to-one feedback on the submitted Business Plan in October 2017.
- **Stage 5:** A two-day residential program in the Fundamentals of Financial Modelling to be held near Vancouver in late October 2017.

The course content in brief comprises:

- the SWOT analysis
- strategic business planning using the Business Model Canvas
- case studies of various business models in the contemporary music sector
- planning and financing growth
- financial modelling

ELIGIBILITY CRITERIA

This program is aimed at mid-career to advanced music professionals who are keen to grow their business and work nationally and internationally. Applicants applying to the program must meet the following criteria:

- have recognition in the Canadian market (This will be assessed by evidence of media coverage gained for tours, releases, marketing collateral, advertising, chart positioning, or third party distribution and licensing deals.)
- be an owner, co-owner or a senior manager of an independent label or management company
- have been operating their music business for at least 3 years
- have a catalogue of at least four albums (or album equivalents) from three different artists. (We state "album equivalents" so we can include dance labels with predominantly single releases) and/or
- extensive touring experience and/or
- national airplay and chart action and/or
- strong profile on Spotify or other leading streaming platform/s
- only one person from each company can participate in the program
- Applicants must be Canadian citizens or permanent residents of Canada, and must have resided in BC for a period of six months or more prior to and at the time of applying under this program. Music BC reserves the right to request proof of residency, citizenship, and business registration.
- Self-managed artists who also manage or produce records for other artists, and have the

required industry experience, are deemed to meet the criteria for the program.

- Applicants do not need a Music BC membership to apply

SELECTION CRITERIA

- the track record of the applicant
- the applicant's reasons for applying to the program
- The applicant's statements in support of their application

FUNDING SPECIFICATIONS

There will be no cost of participation in the program (including all meals and accommodation during the workshops).

Funding for PHOENIX has been generously provided by Creative BC, FACTOR and Simon Fraser University.

Travel will be at each participant's expense.

No fee will be paid to participants to partake in the program.

APPLICATION REQUIREMENTS

Applications need to include:

- a completed application form
- a half page history of the company or business
- a half page professional biography
- a half page statement outlining why you should be chosen to attend the course
- a half page statement describing what you hope to achieve by attending the course

APPLICATION INFORMATION

All applications must be submitted online via the Music BC website. Applications must be complete; no additional materials or changes will be accepted after the deadline. Music BC will not accept applications or support materials in person, by fax, or by email. If you experience any difficulties with the online form, please email [lindsay\[at\]musicbc\[dot\]org](mailto:lindsay@musicbc.org) PRIOR to the deadline and we will provide you with assistance. Successful uploads will receive confirmation emails - If you are unsure if your application was received, please check with the office before the deadline. After the deadline has passed we won't be able to assist with incomplete applications.

ASSESSMENT PROCESS

A selection committee from the local BC industry will make a preliminary selection of candidates. Interviews may be used to further establish suitability. The selection committee will review and choose the successful applicants. Successful applicants will be notified by late June 2017.

The selection committee will not make public its reasons for its decisions. The decision of the selection committee with respect to any application is absolute and final and not subject to appeal.

Application forms are available at:

<http://musicbc.org/phoenix-application/>

Questions regarding the Program, Eligibility, or Application materials may be directed to **phoenix [at] musicbc [dot] org**

APPLICATIONS TO BE SUBMITTED BY 5PM PST JUNE 2, 2017