



ARTS ENTREPRENEURSHIP & BUSINESS DEVELOPMENT COURSE PROGRAM INFORMATION

Submission Closing Date: January 27, 2017

Purpose

The Arts Entrepreneurship & Business Development Course (AEBDC), delivered over a period of seven to eight weeks, assists Saskatchewan artists and arts entrepreneurs to develop sustainable, secure careers and/or businesses in the province of Saskatchewan.

Objectives

By the end of the program, participants will have developed a career or business model, a long-term plan to activate the model and a business-to-business/peer-to-peer network.

Participants will leave the first workshop with an improved understanding of themselves as entrepreneur and their career as a business. They will leave this stage of the course with articulated commercial goals, opportunities and challenges and a business model draft ready for testing.

By the end of the second workshop, participants will have improved understanding of how to market their work, manage their profits wisely, and protect themselves and their creative products. They will leave this stage of the course with a drafted marketing plan, a drafted financial plan and an understanding of the legalities involved in protecting their work and their ventures.

The third workshop will provide participants with a roadmap for launching or growing their venture, as well as an understanding of how to access grants and financing options. They will leave this stage of the course with a 3-month and 1-year action plan.

Participants will also access three half-hour coaching sessions during the course to address individual challenges and successes.

Eligibility

Eligible Applicants:

Saskatchewan artists and arts entrepreneurs who are Canadian Citizens or Permanent Residents of Canada, Saskatchewan residents, as per the requirements of this course¹, with an established art practice or an identified business opportunity.

¹ *For the purpose of this course, a Saskatchewan resident has lived and pursued their creative work and careers in the province for a minimum of one year prior to the date of making this application; has a permanent physical address in Saskatchewan, and lives in Saskatchewan for at least six months in a year.*

Proof of residency can be verified with documentation that may include, but is not limited to: a valid Saskatchewan health registration card, a valid Saskatchewan driver's license, and/or evidence of income taxes paid in the previous year as a Saskatchewan resident.

Eligibility
(continued)

Ineligible Applications:

- Applications received after the specified closing date (4:30 p.m.)
- Applications that are incomplete, illegible or unsigned

Criteria

Preference will be given to candidates:

- With an established art practice or an identified business opportunity within the creative industries sector (including but not limited to: film and television, interactive media, visual arts, crafts, music, dance, and theatre)
- Committed to developing their professional creative career or venture
- With the relevant experience, skill sets and/or training needed to support a professional creative career or venture
- Able to commit the necessary time to complete the course work
- Who are coachable

Selection
Process

Within one week of the application closing date:

- Candidates for the program that are deemed to fit within the preferences noted above will be chosen from the applicant pool for consideration.
- Candidates will be interviewed by phone to gain a better understanding of their suitability for the course.
- Candidates will be chosen based on best fit for the course.
- Candidates will be notified regarding their acceptance into the program by email and asked to confirm their participation.

Key Dates

Key Dates: Regina	
Registration Opens	Aug. 31, 2016
Registration Closes	Feb. 2, 2017
Interviews, as required	Jan. 28 - Feb. 3, 2017
Notification of Success	Feb. 3, 2017
Pre-workshop Materials Available	Feb. 3, 2017
Participant Fees Due	Feb. 7, 2017
Workshop 1 Delivery	Feb. 11-12, 2017
Coaching 1 (online or phone)	Feb. 14-18, 2017
Workshop 2 Delivery	Mar. 4-5, 2017
Coaching 2 (online or phone)	Mar. 7-11, 2017
Workshop 3 Delivery	Mar. 25-26, 2017
Coaching 3 (online or phone)	Mar. 27-31, 2017

Course
Location

Saskatchewan Arts Board
1355 Broad Street
Regina SK

Course
Instructor

Lead Instructor: Phyllis Lodoen
Entrepreneurship Trainer and Coach
Phone: (306) 260-5622 in Saskatoon
E-mail: lodoen.p@gmail.com
Office Hours: Tuesday to Thursday, 10:00 a.m. to 4:00 p.m.

1. Pre-Workshop Activities: Participant Preparation

(Estimated time commitment: 6-8 hours)

One to two weeks in advance of the Workshop I, participants will receive presentation materials, including activities for early-stage engagement to maximize the value of the course. Participants will start the course having already identified a career or business opportunity; a description of the value they are offering: “the job to be done”; their potential customers (funders, end-users etc.); and a brief rationale as to why they believe their venture will be successful (2 pages).

2. Workshop I: Entrepreneurial Self-Assessment and Business Model Generation

(Estimated time commitment: 16 hours or 2 days)

In the first component of the course, participants will undertake an internal assessment of their capacity and readiness for entrepreneurship. Through the process of the business model canvas, entrepreneurial opportunities will be identified and assessed, and a business model developed.

Day 1:

- Coffee and Course Overview
- First Pitch, Marshmallow Activity
- Entrepreneurial Self-Assessment, Goal Setting
- Lunch
- An Introduction to the Business Model Canvas
- Case Study, Team Activity
- Business Model Development

Day 2:

- Coffee and Q&A
- Business Model Analysis: Customer Segments and Value Propositions
- Group Activity
- Lunch
- Activity: Business Model Development
- Business Model Summaries and Presentations
- Between-Workshop Activities Overview and Wrap-up

Workshop I Outcomes: Participants will have improved understanding of themselves as entrepreneur and their career as a business by the end of this section. They will leave this stage of the course with:

- articulated commercial goals, opportunities and challenges
- a business model draft ready for testing.

3. Between-Workshop Activities: Business Model Refinement and Experimentation

(Estimated time commitment: 4-6 hours)

Participants will begin to test assumptions in their business model draft. They will also schedule their first half-hour coaching sessions during this section of the course.

4. Workshop II: Marketing and Financial Strategies

(Estimated time commitment: 16 hours or 2 days)

This workshop builds on the business model developed during Workshop I, focusing on the marketing, financial and legal skills needed to build a strong, sustainable venture.

Course
Outline
(continued)

Day 1: Market Assessment, Plans and Promotions

- Coffee and Q&A
- Assessing Your Market and Competition
- Activity: SWOT Analysis
- Guest Speaker
- Lunch
- Promotional Tools
- Activity: Draft a Marketing Plan
- Coffee, Networking and Wrap-up

Day 2: Financial Strategies and Legal Matters

- Coffee and Q & A
- Making the Numbers Make Sense: Assumptions, sales forecasts and cash flow projections
- Activity: Draft Financial Plan
- Lunch
- Financial Management: Planning, Bookkeeping and Tax Tips
- Guest Speaker
- Coffee, Networking and Wrap-up

Workshop II Outcomes: Participants will have improved understanding of how to market their work, manage their profits wisely, and protect themselves and their creative products. They will leave this stage of the course with:

- A drafted marketing plan
- A drafted financial plan
- An understanding of the legalities involved in protecting their work and their ventures.

5. Between-Workshop Activities: Business Model Refinement and Experimentation
(Estimated time commitment: 4-6 hours)

Participants will re-evaluate their business model draft based on newly acquired marketing and financial knowledge. They will also schedule their second half-hour coaching sessions during this section of the course.

6. Workshop III: Making Your Pitch, Grant Proposals and Funding Applications
(Estimated time commitment: 16 hours or 2 days)

This workshop ensures participants have the tools they need to move forward with their plans. It focuses on short- and long-term planning and financing their business activities.

Day 1: Taking Action, Making Your Pitch

- Coffee and Q&A
- Business Start-up Tools
- Guest Speaker
- Short- and Long-term Action Plans
- Activity: Draft 3- and 12-month action plans
- Lunch
- Making a Pitch: Essence and Impact
- Guest Speaker
- Activity: Pitch Presentations
- Networking and Wrap-up

Course
Outline
(continued)

Day 2: Grant Proposals and Funding Applications

- Coffee and Connecting
- Before You Start: Your Goals and Objectives
- The Right Resources at the Right Time: Finding the Funds that Fit
- Know Yourself and Your Funder: What You Want; What They Offer
- From Project Plan to Pitch: Drafting Your Narrative
- Lunch
- Funding Plans that Fit: Building a Budget to Match Your Project
- Drafting the Proposal: Clear, Concise and to the Point
- Checks and Balances: Review, Edit, Perfect and Submit
- Group Activity: Sitting on the Panel
- Following Up: Records, Procedures and Reporting
- Guest Speaker

Workshop III Outcomes: Participants will have a roadmap for launching or growing their venture, as well as an understanding of how to access grants and financing options. They will leave this stage of the course with a 3-month and 1-year action plan.

Course
Fee

The course fee is **\$200** (*non-refundable*), payable to the Saskatchewan Arts Board, and is due **February 7, 2017**.

*Note: The fee may be paid in two installments, by prior approval.
Contact Karen Henders in advance to discuss this option.*

Feedback and
Evaluation

Course participants will be asked to provide feedback on the content, the instruction methods, the guest speakers and the coaches. Evaluation forms will be utilized, but we also encourage ongoing input in class.

Course
Etiquette

- **Workshops start at 8:30 a.m. and end at 4:30 p.m. each day. Please be on time for the class, and expect to stay for the full day.**
- Respect each other. If someone else is talking, don't interrupt. We can learn from each other.
- Participation in classroom activities is essential to your success in the program.
- Please bring your own lunches and snacks. Coffee, tea and juice will be provided.
- Please do not wear cologne or perfume to the class.
- Don't be afraid to ask questions! The only "stupid" question is the one that wasn't asked.
- Enjoy this experience!



ARTS ENTREPRENEURSHIP & BUSINESS DEVELOPMENT COURSE

APPLICATION FORM

Submission Closing Date: February 2, 2017

Confidentiality of Information

The personal and confidential information that is provided in an application is collected, used and disclosed in accordance with the provisions of the Freedom of Information and Protection of Privacy Act and the Personal Information Protection and Electronic Documents Act. This information is required to process the application. Personal and confidential information disclosed in the application will only be shared, as necessary, with employees of the Saskatchewan Arts Board, Course Instructors and Guest Speakers, and Creative Saskatchewan. If the applicant is selected to participate in the Arts Entrepreneurship & Business Development Course, their name and community will be made known publicly. The Saskatchewan Arts Board will respond appropriately to any inquiries regarding the privacy policies and procedures, including requests to access the applicant's personal information.

COMPLETE THIS FORM IN BLACK INK OR TYPE.

PART 1: APPLICATION INFORMATION	
This application is for the AEBDC course at Regina, SK; January 28 to March 31, 2017.	
PART 2: APPLICANT INFORMATION	
Applicant Legal Name:	
Business or Artist Name (if applicable):	
Mailing Address (include Street and No.):	
Phone:	E-mail:
Website:	

PART 3: CREATIVE VENTURE INFORMATION

In what sector is your creative venture (*including but not limited to: film and television, interactive media, visual arts, crafts, music, dance, and theatre*)?

Describe your creative venture:

Is the creative venture currently operating?

Yes No

If Yes, when did you start your creative venture (*date*)?

If No, when do you intend to launch your creative venture (*date*)?

Where do you currently operate?

What is the ownership structure of your business?

Sole Proprietorship Partnership Other _____

Describe the top two goals of your creative venture in the next year:

1)

2)

Describe the top two goals of your creative venture in the next three years:

1)

2)

Describe the top two challenges of your creative venture:

1)

2)

Describe the top two desired outcomes of your participation in the course:

1)

2)

Describe your experience and training relative to this creative venture:

Is there anything else you would like to tell us about you or your creative venture?

PART 4: RELEASE OF INFORMATION TO THE MEDIA

The Saskatchewan Arts Board is frequently approached by members of the media or elected officials for contact information on AEDBC participants. Please check beside the options below to authorize the release of this information. If the options are not checked, your contact information will not be provided to members of the media and/or elected officials.

- I authorize the Arts Board to provide my phone number and/or email address to members of the media in response to inquiries about my participation in AEDBC.**
- I authorize the Arts Board to provide my mailing address to elected officials – e.g. Members of the Saskatchewan Legislative Assembly (MLAs) and Saskatchewan Members of Parliament (MPs) – if this information is requested for the specific purpose of writing me a congratulatory letter for participating in the AEDBC.**

PART 5: COMMUNICATION OF ARTS BOARD INFORMATION

The Saskatchewan Arts Board frequently communicates information regarding the agency's programs and activities. Please check beside the statement below to authorize the Arts Board to include you in its communications. If the statement is not checked, your contact information will not be included.

- I authorize the Arts Board to include my name, e-mail address and mailing address so as to provide me with information distributed by the agency.**

PART 6: DECLARATION

I, the undersigned:

- **Declare I have been a Saskatchewan resident for a minimum of one year**
- **Understand**
 - **Officials from the Saskatchewan Arts Board**
 - **May request additional information beyond that included in this application**
 - **Will share information disclosed in this application with course instructors, guest speakers, and Creative Saskatchewan**
 - **This application does not guarantee my enrollment in the AEBDC**
 - **If my application to participate in the AEBDC is accepted, I am required to pay to the Arts Board a non-refundable course fee of \$200 by the required date**
- **Authorize the Saskatchewan Arts Board to contact me at any time regarding any matter related to this application and/or, if accepted to participate in the AEBDC, any conditions affiliated with that participation**
- **Authorize the Saskatchewan Arts Board to publicly release my name and community with respect to my participation in the AEBDC**

The Saskatchewan Arts Board is required to report to the public on its program activities and the funds it disburses.
- **Agree to direct all questions concerning the results of this application to the Saskatchewan Arts Board**
- **Certify the statements and information contained on this form and in this application are accurate and complete.**

Signature

Name (*print clearly*)

Date