



CALL FOR PARTICIPANTS

DIGITISATION OF MUSIC ACCELERATOR

Deadline September 3, 2021

WHO WE ARE

The Cultural and Creative Industries Innovation Fund (CIIF) was established in 2017 with an initial USD2.6 million in capitalisation from the Caribbean Development Bank. It is intended to be a multi-donor fund, which will support the development of the Creative Industries (CI) sector in the Caribbean. CIIF's goal is to enable the Region's cultural and creative industries to be globally competitive.

WHAT WE DO

CIIF provides grant funding for innovative projects within the CI sector. These projects should be focused on:

- Supporting the enabling environment for the development of CI;
- Improving the quality and dissemination of research in the CI sector;
- Enhancing or creating data intelligence or data collection methods in ways that can move the sector forward; and
- Enhancing the technical capacity of creative entrepreneurs.

Projects must demonstrate a significant measure of innovation, collaboration and sustainability.

ABOUT THIS ACCELERATOR

CIIF is seeking applications to the Accelerator programme from entrepreneurs in the music industry who possess or are managing a catalogue of Caribbean music and are looking to enhance their revenue streams via IP protection, digital download and streaming. The CIIF Music Accelerator is a 21-day training session packaged as three (3) modules and open to artists, performers, labels, publishers, producers and aggregators in any genre of the Caribbean music industry whose business is registered in any of the CARICOM member states.

- Module 1 will be delivered by the Caribbean Export Development Agency (CEDA), covering the Business of Music through an online training course and select business coaching opportunities at the end of the Accelerator.



- Module 2 is supported by Compete Caribbean and will include learning content that covers Copyright, Licensing, Revenue Streams in the Music Business and the ACCS Database
- Module 3 will be delivered by CIIF in collaboration with the Barbados Investment and Development Corporation (BIDC), covering current industry topics including the following:
 - Historic Overview (The Evolution of Caribbean Music – “From Vinyl to Digital”)
 - Digital Download and Streaming (The Right Partners, Techniques to Improve Digital Sales, Meta data Creation)
 - Business development (Legal Perspectives, e-Commerce, Merchandising)
 - Marketing and Promotion (Reach, Engagement, Monetization and Audience)

HOW MUCH FUNDING WILL CIIF PROVIDE?

CIIF is providing up to US\$50,000 in funding for this accelerator programme. CIIF and Accelerator partner BIDC will select forty (40) participants for this programme. Of the selected participants, twenty (20) participants from among the nineteen Borrowing Member Countries (BMCs) of the Caribbean Development Bank will be eligible for a small grant of US\$1,000 each upon successful completion of the programme, while other participants may benefit from other support and resource from our project partners.

Each participant will also be expected to complete a development plan for their business as a part of the training programme. The top performing participant will be selected to receive a Prize Grant of US\$10,000 based on completion of all modules and submission of a business development plan.

WHO IS ELIGIBLE TO APPLY?

We are seeking applications for participation from artists, musicians, performers, labels, producers, authors/composers, publishers or managers of music rights at the established* and export-ready* levels in the music industry. Interested participants should possess or manage a catalogue of Caribbean music and be looking to enhance their revenue streams via digital download and streaming. **Applicants with a focus on or market potential for the African region including creative collaborations, content licensing and pre-existing business leads are encouraged to apply.**

Established* participants will have a registered and operating company, own or manage a catalogue of a minimum of 10 songs or own, co-own or manage the master rights to those songs and be a member of a Regional or international Collective Management Organisation (CMO). **Export-ready*** participants will have a registered and operating company, own or manage a catalogue of a minimum of 15 songs or own, co-own or manage the master rights to those songs and be a member of a Regional or international CMO.

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producers and aggregators in any genre of the Caribbean music industry whose business is registered in any of the CARICOM member states.

NB: Applicants must be in a position to provide proof of rights ownership or catalogue management and be available to attend a 21-day online training seminar beginning in August 2021

APPLY

Potential applicants are invited to complete the [Online Application Form](#) by **11:59pm AST September 3rd, 2021**. Applicants must be in a position to provide proof of rights ownership or catalogue management upon request. The first module of online training commences **September 27th, 2021**.

Application queries can be directed to mdiagne@bidc.org.

WHEN WILL PARTICIPANTS BE SELECTED?

Selection of participants will be completed by **September 24th, 2021**.