



CALL FOR ENTREPRENEURS

LE PETIT BASSIN ACCELERATION PROGRAM

In order to support cultural and creative entrepreneurs in the acceleration of their growth and allow them to quickly test their proof of concept in real-time experimental spaces, La Piscine is launching its third edition of its free 4-month acceleration program, **Le Petit Bassin!**

This **free 4-month acceleration program** is designed around 2 principles:

- Each edition is based on a theme within which various challenges will be presented by La Piscine's corporate partner for cultural and creative entrepreneurs to address;

and

- Experimental spaces will be made available by La Piscine's corporate partner for the selected entrepreneurs to test their proof of concept in real conditions in response to the theme.

A THIRD COHORT ON " NEW COMMUNITIES "

For this third call for entrepreneurs, La Piscine has partnered **with Radio-Canada** and is seeking **digital proposals for creative and cultural initiatives** that will help the public broadcaster **engage with new communities**. The goal is to better understand their aspirations, develop a close connection with them, and potentially build collaborative relationships.

The proposals will enable Radio-Canada **to facilitate the inclusion of diverse talent** throughout Radio-Canada, **to find and effectively reach communities** with high engagement potential and **to promote audience outreach and engagement** through new sharing and innovation dynamics.

WHO IS ELIGIBLE TO SUBMIT THEIR CANDIDACY ?

To reflect the diversity of talents and proposals from digital creative and cultural entrepreneurs, this call for proposals is open to :

For-profit digital creative and cultural companies in existence between 1 and 5 years who have validated real traction in the market for their Proof of Concept (POC).



Non-profit organizations without limit as to existence but that can demonstrate an innovative proposal that will allow for the growth of the organization

PARTNERS

Program Partner

Theme Partner

Strategic Partner





THE CHALLENGES

1/ FACILITATE THE INCLUSION OF DIVERSE TALENT THROUGHOUT RADIO-CANADA

Radio-Canada continues to pursue its diversity inclusion program, which applies both to its talent and its services/programming. To build on these inclusion efforts, the public broadcaster wants **to explore new ways of promoting diversity at all levels of the organization.**

We are therefore seeking entrepreneurs capable of addressing at least one of the following questions: How can we develop solutions to help us better connect with diverse experts and their professional networks? How can we determine, understand and better reflect the job expectations and realities of diverse Canadians? How can we bring more diverse talent onto the Radio-Canada team by developing approaches to reach them more effectively in their communities?

2/ FIND AND EFFECTIVELY REACH COMMUNITIES WITH HIGH ENGAGEMENT POTENTIAL

In keeping with its mission, Radio-Canada wants to reflect Canada and its regions to national and regional audiences. To do that even better, the public broadcaster wants **to explore how AI tools can be used** to enable active listening, detailed needs gathering, and contextualization of data (both qualitative and quantitative). Radio-Canada also aims **to discover new audience segments** with high engagement potential **and tailor its service offering** to those communities.

We are therefore seeking companies capable of addressing at least one of the following questions: How can we integrate multiple, meaningful data sources in order to detect and confirm weak signals? How can we find and capture data that existing data capture systems and methods are unable to detect? How can we identify engagement criteria for communities that are not part of Radio-Canada's existing audience? How can we interpret the data currently gathered and make it more accessible so that actionable recommendations can be made for the existing media platforms?

3/ PROMOTE AUDIENCE OUTREACH AND ENGAGEMENT THROUGH NEW SHARING AND INNOVATION DYNAMICS

Radio-Canada wants to get closer to its audiences **to strengthen their engagement and sense of belonging.** More than ever it will **create audience-centric, audience-driven, tailored content** and relevant experiences that connect Canadians to their communities, their country and the rest of the world.

We are therefore seeking entrepreneurs capable of addressing at least one of the following questions: How can we engage audiences and get them to take part in unique, original, collaborative experiences? How can these collaborative experiences be facilitated across the country? How can these collaborative experiences be used to capture trends? How can a diverse range of opinions be reflected and respected in those collaborative spaces?



EXPERIMENTAL SPACES

For this call for entrepreneurs, the startups will have to express what experimentation context will be the most suitable to test their proof of concept. Find below several references describing communities, expertises and projects of Radio-Canada to inspire relevant testing grounds:

- The **strategy** and **the five strategic priorities** of Radio-Canada: [click here](#)
- The blog **presenting the initiatives and projects of Radio-Canada**: [click here](#)
- The Radio-Canada's **diversity and inclusion initiatives**: [click here](#), [click here](#)
- **Digital products** developed by Radio-Canada : [click here](#)

WHAT IS OFFERED TO ENTREPRENEURS

- A **free four-month** acceleration program (from October 2019 to February 2020)
- Over **80 hours of coaching and accompaniment**
 - Training workshops and sessions to put work into practice and consolidate growth;
 - A dedicated coach that will be assigned to each of the selected companies and organizations at the beginning of the program;
 - Industry experts that will speak to key subjects (intellectual property, growth strategy, financing, rapid prototyping techniques, leadership and team management, etc.);
- Working sessions **in collaboration with the partners' teams** to ensure a coherence between the prototypes being developed and the partners' challenges and opportunities;
- **Spaces** to test its Proof of Concept (POC);
- The possibility of **concluding a partnership agreement** with the program theme partner if tests of the POC show promise, at the entire discretion of the partner;
- Participation in Petit Bassin **networking events**.

PROFILES OF CANDIDATES SOUGHT

The call for candidates is open to all entrepreneurs working in the cultural and creative industries that meet the following criteria:

- Is a **for-profit company** or **non-profit organization** incorporated under provincial or federal law;
- **Young for-profit companies existing between 1 and 5 years**, or **non-profit organizations** that can demonstrate an innovative proposal that would allow the organization to grow;
- Possess a **tangible and viable Proof of Concept (POC)** that has been proven and has had traction with at least one significant client;
- Has **the capability to test the POC** in the proposed experimental spaces provided by Radio-Canada;
- Has **the capacity to deliver a final product** if the partners are interested in further development;
- Possess **the full rights to use intellectual property** related to the POC;
- **Engages its decision-making team** for the full duration of the program and participation in the related activities between October 2019 and February 2020.



SELECTION CRITERIA

The selection of candidates will be made based on the following criteria:

- The proposal responds **to one or more of the challenges**;
- The POC can be **easily tested and experimented** with and in a safe way in the experimental spaces;
- **The innovative character** of the proposal in relation to the opportunities delineated by Radio-Canada;
- **The ethics** of the company or organization in the production and deployment of its Proof of Concept;
- **The realistic nature** of the proposal and the credibility of the team to experiment rapidly;
- A clear opportunity **to consolidate the growth** of the company or non-profit organization (organizational or business development);
- **Capacity of the team to engage** in the experimentation of its proof of concept for the full duration of the program.

DEADLINE OF SUBMISSIONS: SEPTEMBER 12TH 2019, MIDNIGHT EDT

SUBMISSIONS CAN ONLY BE MADE ONLINE AT [HTTP://PETITBASSIN.LAPISCINE.CO/EN](http://PETITBASSIN.LAPISCINE.CO/EN)

10 Companies and non-profits will **be pre-selected on September 18th 2019**. They will be invited to pitch their proposal to a jury of experts **on September 25th 2019**. The 5 Companies and non-profits selected to participate in the program will **begin the program on October 16th 2019**.

Note: The use of the masculine gender is used without discrimination in order to simplify the text

**SUBMIT YOUR CANDIDACY BEFORE SEPTEMBER 12TH 2019, MIDNIGHT EDT, AT
PETITBASSIN.LAPISCINE.CO/EN**

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