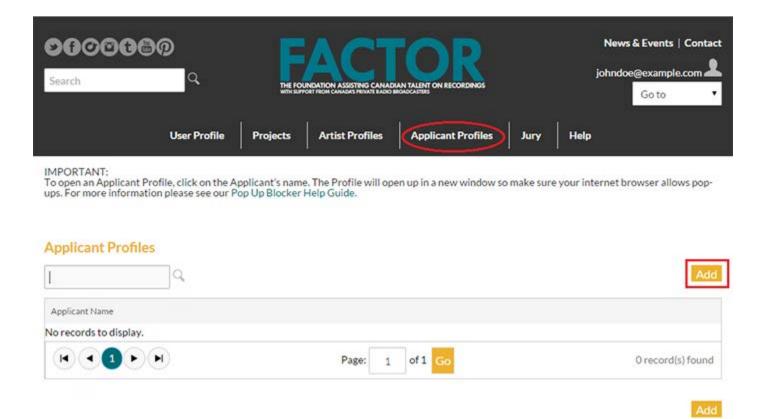


Applicant Profile Tutorial

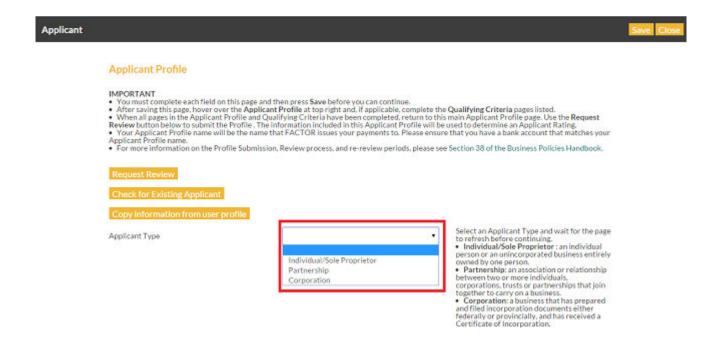
You'll need an approved applicant profile to apply to FACTOR if you are:

- an artist applying on your own behalf;
- a songwriter;
- a corporation or non-profit association applying to the Collective Initiatives program;
- a music company engaged in any of the following music business activities:
 - o artist management, record label, music distributor, music publisher.

To begin, navigate to the Applicant Profile tab on the FACTOR dashboard.



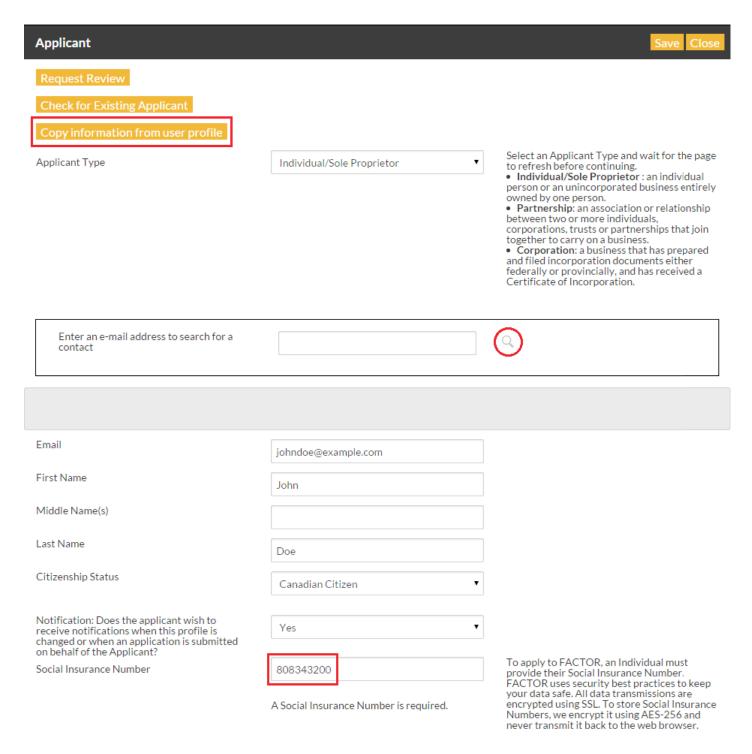
The applicant profile contains information on yourself or your company. It is used to submit an application, and to accept funding if your application is successful. The individual, partnership, or corporation named in the applicant profile will be legally and financially responsible for any project that is funded by FACTOR – including any tax implications. The user who is logged in when the applicant profile is created will become the Applicant Administrator by default.



Determine what type of applicant profile you'll require. There are three options:

- Individual/Sole Proprietor. Select this option if you are:
 - o An individual person running your own business;
 - A solo artist;
 - o The designated member of a band or ensemble who will be responsible for any FACTOR projects;
 - o A registered sole proprietor.
- Partnership.
- **Corporation**. Select this option if you are creating the applicant profile on behalf of:
 - o a company that is incorporated in Canada with a CRA Business Number (BN). You will also be prompted to upload additional documentation. Please see Business Policies Sec. 10 Company Documentation.

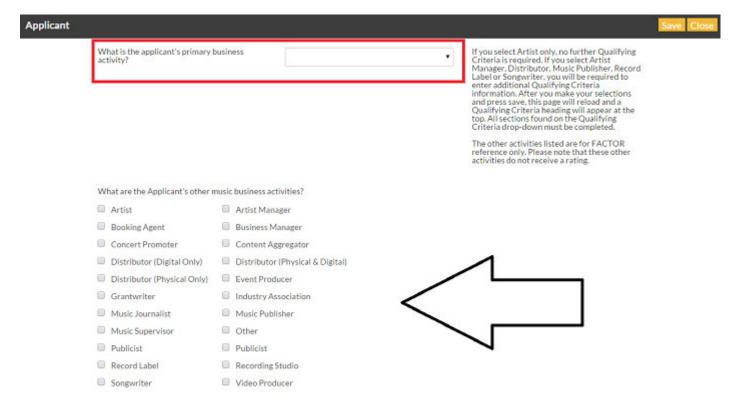
If you are an individual/sole proprietor:



If your applicant profile name will be the same as your user profile name, you can search for your email address and copy the existing information into the fields below.

Otherwise, complete all the required fields. The Social Insurance Number field is a protected field that will not be visible once data has been saved. You must supply either a SIN (for individuals) or a CRA Business Number (for registered sole proprietorships) in order to continue.

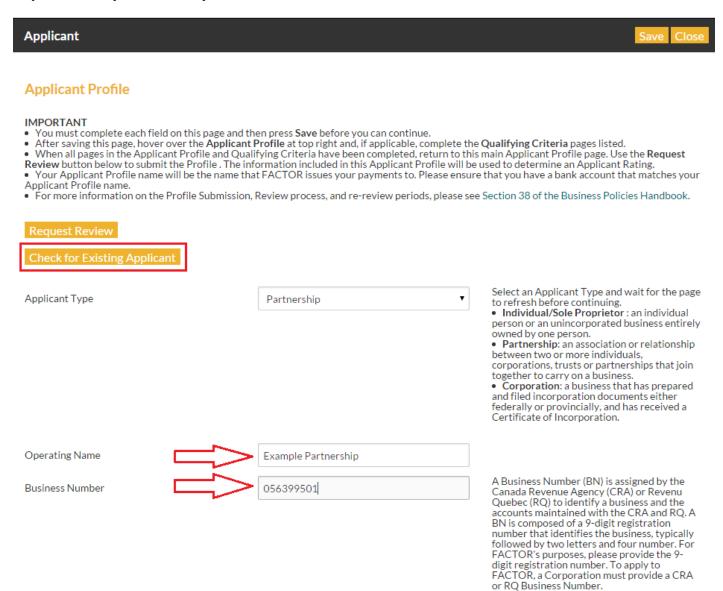
Once you enter a response to the question "Do you have a CRA Business Number?" the form will refresh. Complete any remaining fields.



If you are an artist applying on your own behalf, select "Artist" as your primary business activity. Save your progress. You can now click on the Request Review button. A Project Coordinator will verify your information, and assign a default rating of Approved. Once you have an approved applicant profile and a rated artist profile, you will be able to apply to the Demo, Juried Sound Recording, Live Performance, Marketing & Promotion for Non-FACTOR-Funded Sound Recordings, and Video programs provided you meet the eligibility criteria for these programs.

Depending on which additional business activities you select, there will be additional pages below the Qualifying Criteria dropdown menu that you will need to complete. Please see Qualifying Criteria section of this document for assistance with these pages. The information you provide will be assessed against your peers when your profile is reviewed and rated.

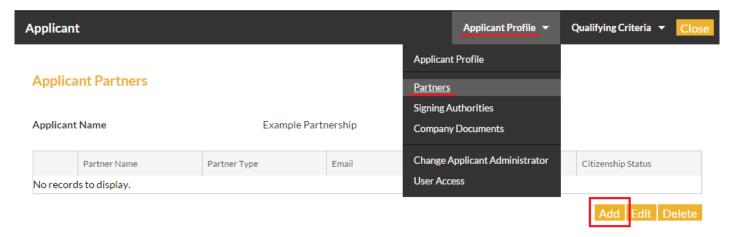
If you are a partnership:



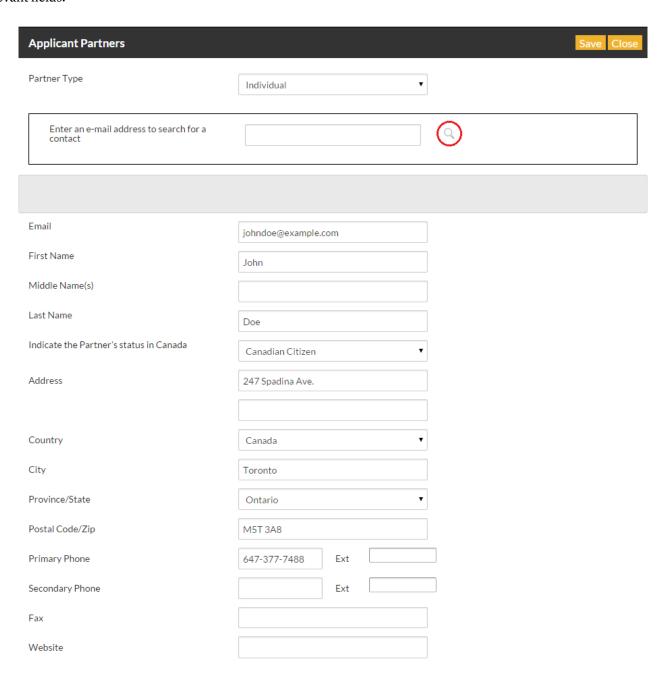
As a partnership you will need to provide a CRA Business Number. If you do not have one, you cannot apply to FACTOR as a partnership. Complete all mandatory fields, including selecting your business activities. Depending on which additional business activities you select, there will be additional pages below the Qualifying Criteria dropdown menu that you will need to complete. Please see {Qualifying Criteria section of this document} for assistance with these pages.

Save your progress. If you have not filled in a required field or if an entry is invalid, a red error message will appear at the top of the page. You will need to resolve these issues before you can proceed. When you have saved successfully, you'll see that the options under the Applicant Profile and the Qualifying Criteria dropdown menus will have changed.

Navigate to the Partners option under the Applicant Profile dropdown menu.



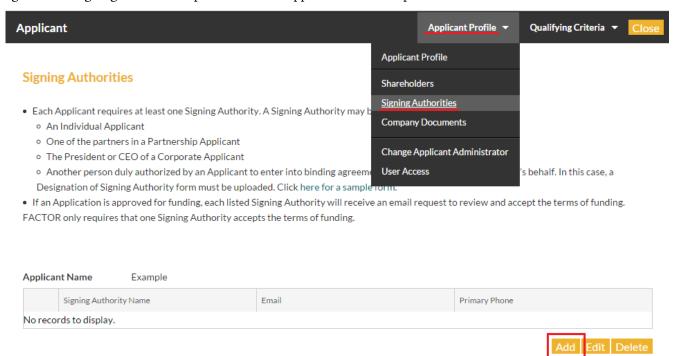
Click the Add button to launch a new pop-up window. Partners can be individuals or companies. If the partner has an existing user profile, you can search for the email address registered with FACTOR and use that information to autopopulate the relevant fields.



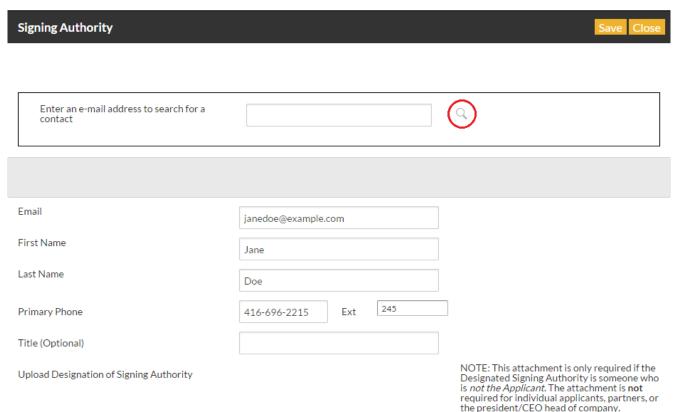
If the partner does not have an existing user profile, they should create one before you complete this step. See our User Profile Tutorial for assistance.

When you are done, you can save and close the window. Repeat these steps to add all partners.

Navigate to the Signing Authorities option under the Applicant Profile dropdown menu.



Default signing authorities (for instance, the individual named in the applicant profile, or the listed partners of the company, or the President/CEO/head of the company) will automatically appear in this table. If you wish to add any additional individuals who can legally transact on behalf of the applicant, do by clicking the Add button. A new popup window will launch.

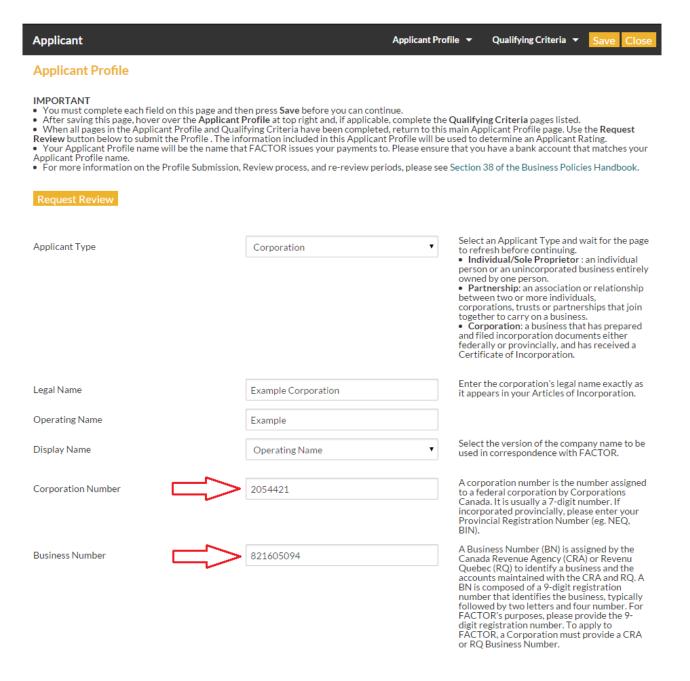


Any user you wish to add should have an existing user profile with FACTOR. If they are an existing user, use the form to search by email address and press Search Contacts. If the user you wish to add does not have an existing user profile, they should create one before you complete this step. See our User Profile Tutorial for assistance. Use the form to autofill the fields below.

You will need to upload a document indicating designation of signing authority for all signing authorities that are not the person or company named in the applicant profile, or a named partner or CEO. Click on the paperclip icon to launch the upload window.

Save your progress.

If you selected additional business activities in the previous section, you will need to complete the pages under the Qualifying Criteria dropdown menu. Please see Qualifying Criteria section of this document for assistance with these pages. The information you provide will be assessed against your peers when your profile is reviewed.

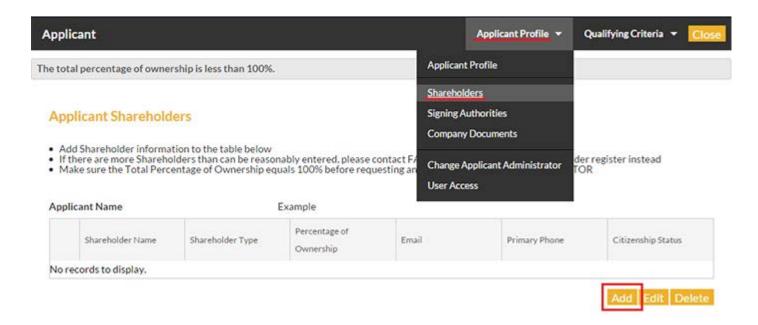


If you are a corporation:

If you are a registered corporation, you will need to provide your CRA business number. You cannot apply to FACTOR as a partnership. Enter your operating name, corporation name, and CRA business number. If the President/CEO or head of the company has a FACTOR user profile, you can search for the email address to complete the relevant fields. If not, you will need to provide this information on their behalf. Complete all the required fields, and click save.

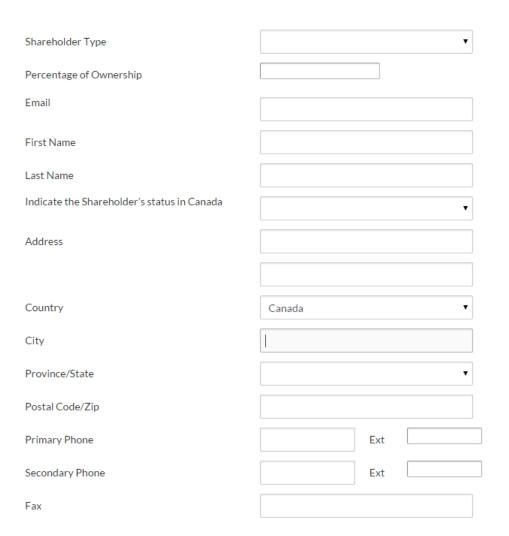
Continue to complete all mandatory fields, including selecting your business activities. Depending on which additional business activities you select, there will be additional pages below the Qualifying Criteria dropdown menu that you will need to complete. Please see Qualifying Criteria section of this document for assistance with these pages.

Save your progress. If you have not filled in a required field or if an entry is invalid, a red error message will appear at the top of the page. You will need to resolve these issues before you can proceed. When you have saved successfully, you'll see that the options under the Applicant Profile and the Qualifying Criteria dropdown menus will have changed, based on the information you have submitted. There will be additional options below the Applicant Profile dropdown menu.



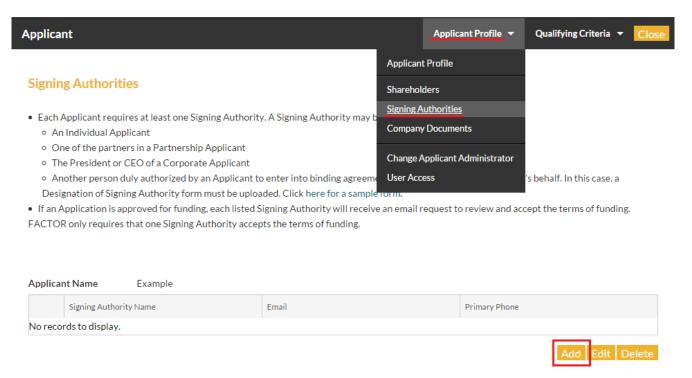
As a corporate applicant, you are required to enter all information pertaining to the company shareholders and the corporate documentation must be uploaded.



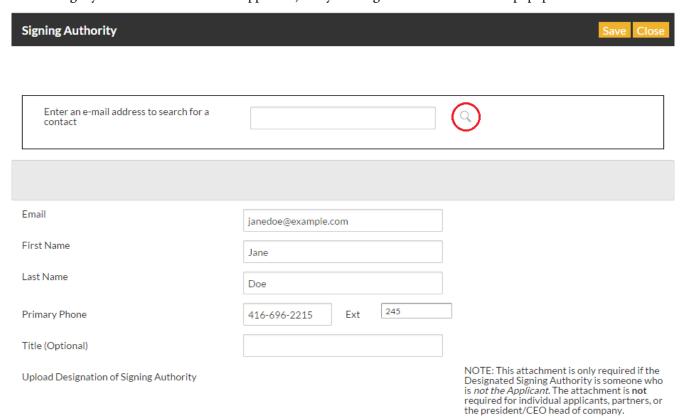


Select Shareholders from the Applicant Profile dropdown menu. Click the Add button to launch a new window. You will need to enter the name, relevant information, citizenship and percentage of the corporation held by each shareholder. Repeat this step for all shareholders. (Shareholders information is for FACTOR-reference only. Shareholders are not notified of any business related to the profile or applications submitted by the applicant.)

Once all shareholders are entered, the total percentage of ownership must equal 100%. Save your progress.

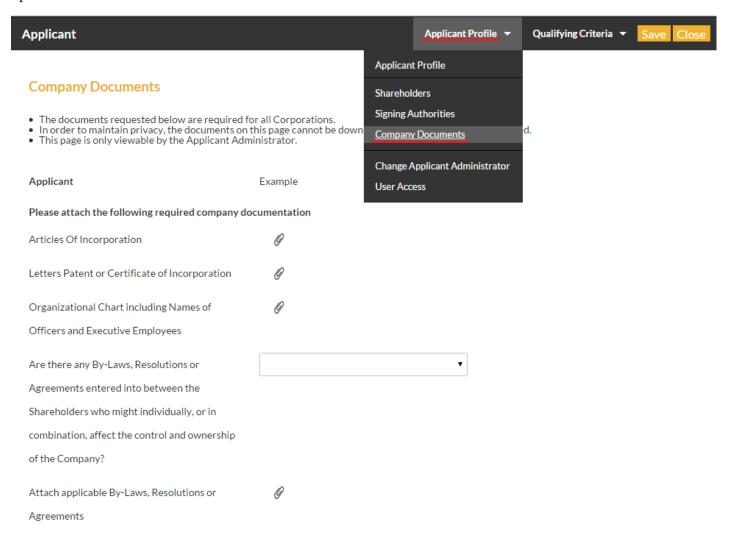


Next, navigate to the Signing Authorities option under the Applicant Profile dropdown menu. Default signing authorities (for instance, the individual named in the applicant profile, the listed partners of the company, the President/CEO/head of the company) will automatically appear in this table. If you wish to add any additional individuals who can legally transact on behalf of the applicant, do by clicking the Add button. A new popup window will launch.



Any user you wish to add should have an existing user profile with FACTOR. If they are an existing user, use the form to search by email address and press Search Contacts. If the user you wish to add does not have an existing user profile, they should create one before you complete this step. See our User Profile Tutorial for assistance. Use the form to autofill the fields below.

You will need to upload a document indicating designation of signing authority for all signing authorities that are not the person or company named in the applicant profile, or a named partner or CEO. Click on the paperclip icon to launch the upload window.



Save your progress.

Click on the Company Documents option under the Applicant Profile dropdown menu. You will need upload copies of the following required documents:

- Articles of Incorporation,
- Letters of Patent or Certificate of Incorporation,
- Organizational Chart including names of officers and executive employees.

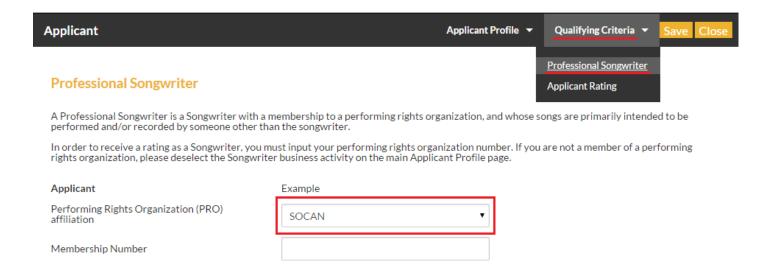
If there are any by-laws, resolutions, or agreements that may affect the control or ownership of the company, you'll need to upload those here. If these are not relevant to your business, select No from the drop down menu.

Save your progress.

If you selected additional business activities in the previous section, you will need to complete the pages under the Qualifying Criteria dropdown menu. Please see the next section for assistance with these pages.

Qualifying Criteria for Music Companies

If you selected Artist Manager, Distributor, Publisher or Record Label, or Songwriter (or any combination of these), you will have additional pages to complete under the Qualifying Criteria dropdown menu. Scroll to the appropriate section below for instructions on how to complete this portion of the applicant profile.



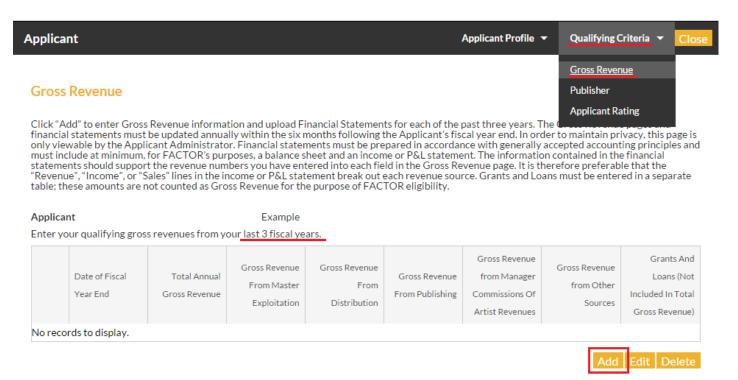
If you have selected Songwriter as a business activity:

You'll be prompted to state which performing rights organization (PRO) you are affiliated with and provide your membership number.

If you have selected Record Label as a business activity:

You'll see that Gross Revenue and Record Label appear under the Qualifying Criteria dropdown menu.

Under the Gross Revenue option, upload your year-end financial statements for the past 3 fiscal years, or for all the years that the business has been in operation (if less than 3 years).



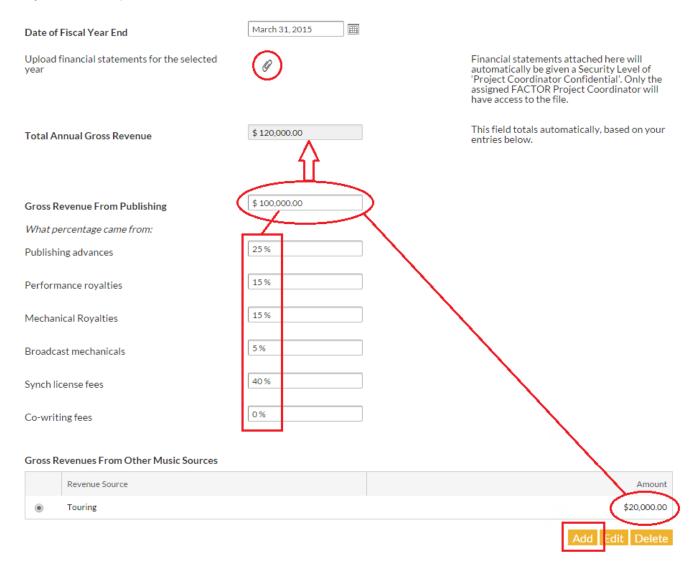
To add gross revenue, press the Add button. Enter the end date of the fiscal year that corresponds to the financial statements that you will upload, then click the paperclip icon to launch the upload window. (All financial information remains system-confidential. It will only ever be viewed by your assigned Project Coordinator, in order to assign a music company rating.)



Enter the dollar amount of Gross Revenues (not net revenues) for each **bolded category** below. Where requested, enter a percentage in each *italicized subcategory* to indicate where the revenue was generated. NOTE: Each *italicized subcategory* must total 100%. Gross Revenue means all revenue without deductions of any kind.

For Record Labels, Gross Revenue from Master Exploitation means all revenue credited to the label after deduction by distributor of its distribution fees, but without further deductions of any kind (a.k.a. "Label's Gross Revenues").

Note: Public funding such as grants and loans from FACTOR and other funding organizations should not be included in the number you report. Please separate that sum out, and include it in the table below titled "Gross Revenue from Other Music Sources".

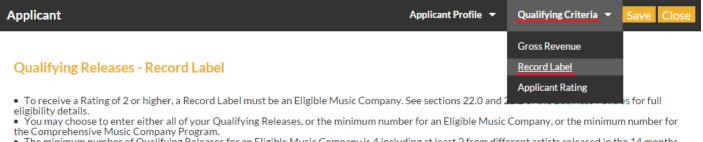


You will enter the gross revenue you earned in the appropriate field. Then, estimate what percentage of the gross total came from each of the suggested revenue streams below. These streams will change depending on which business activities were selected in the previous portion of the applicant profile. If your business has income streams that don't appear on this page, add them under the Gross Revenues from Other Music Sources section below. You will need to create a new record for each income stream.

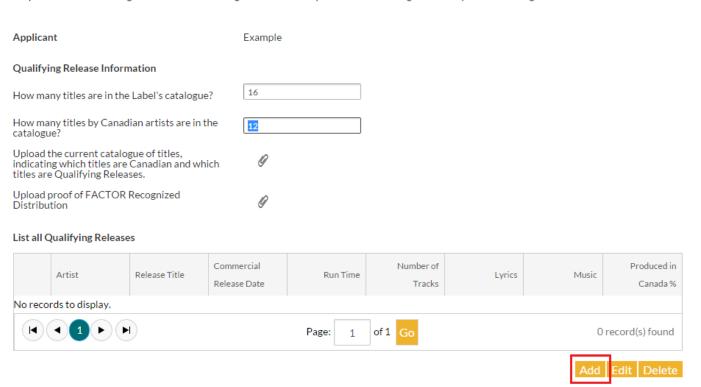
In order to save and continue, all of the percentages assigned to your revenue streams must equal 100%. If you're having difficulty saving, check the math on this page.

Once you're done, save the form and close the window. The information provided will populate the table on the Gross Revenues page.

You must keep this section of your applicant profile up to date by uploading your financial statements and gross revenue information within 6 months of your fiscal year end. Failure to keep this information current may result in a drop in your music company rating during the semi and annual review periods.



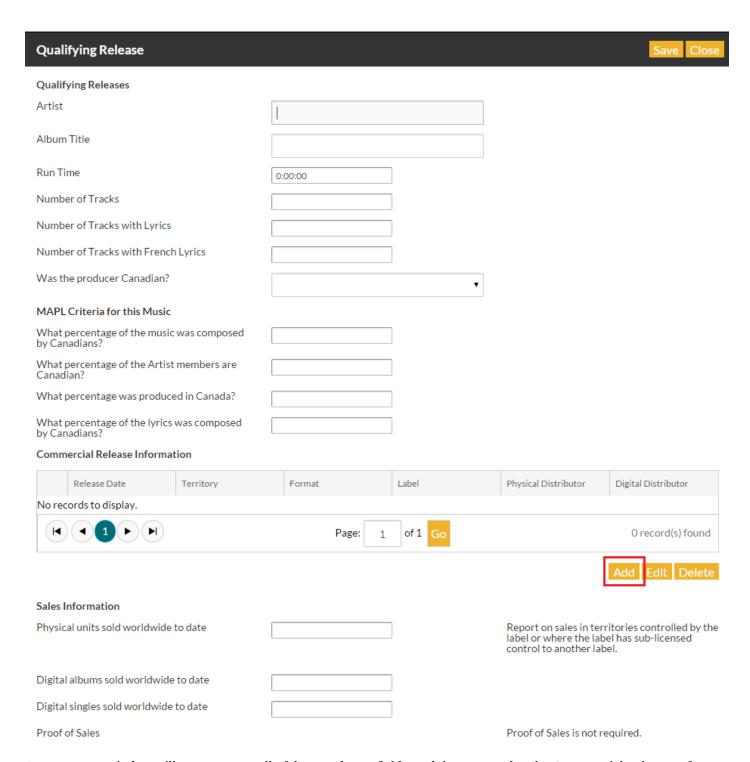
- The minimum number of Qualifying Releases for an Eligible Music Company is 4 including at least 2 from different artists released in the 14 months
 prior to April 1, 2015.
- The minimum number of Qualifying Releases for an Eligible Music Company to be considered for the Comprehensive Music Company Program is 5
- within the past five years, including at least 2 from different artists released in the 14 months prior to April 1, 2015.
- Space within each rating level is limited. Meeting the minimum requirements does not guarantee a particular rating.



Next, navigate to Record Label under the Qualifying Criteria dropdown menu. On this page you will enter information about the label's releases, including the number of Canadian releases, and the number of qualifying releases (see our Business Policies for more on qualifying releases).

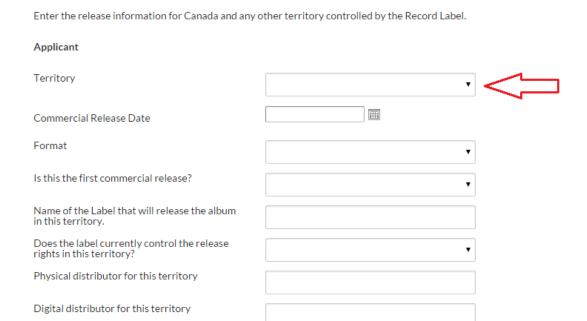
You will also be asked to upload proof of FACTOR-eligible distributors. (Click to see the current list of FACTOR-Recognized Distributors.)

Next, add each qualifying release as a new record in the table below.



A new pop-up window will appear. Enter all of the mandatory fields, and then proceed to the Commercial Release Information table. Click to add commercial release data for each separate territory (if the album was released in multiple territories).





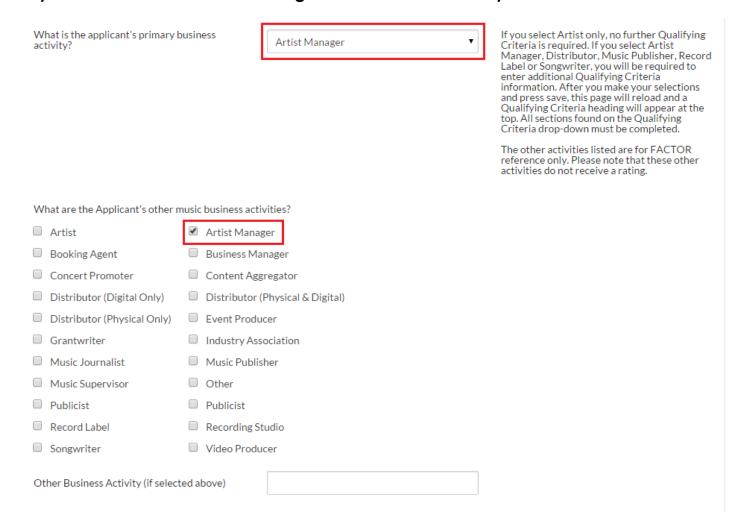
Save your progress.

Lastly, you will need to enter sales data for the album, and upload proofs of sales in support of these numbers. For all attachments, you will have the ability to upload multiple files but, where possible, please consolidate each document into a single, properly labeled file for an easier uploading experience.

Note that without accurate information about your qualifying releases in this section, you will be unable to apply for any activities to support that album through any FACTOR Programs. Contact your Project Coordinator or general.info@factor. ca for assistance.

All fields in this Qualifying Criteria section are mandatory, so make sure you fill it out in full.

If you have selected Artist Manager as a business activity:



You'll see that Gross Revenue and Artist Manager appear under the Qualifying Criteria dropdown menu.

Under the Gross Revenue option, upload your year-end financial statements for the past 3 fiscal years, or for all the years that the business has been in operation (if less than 3 years).



Click "Add" to enter Gross Revenue information and upload Financial Statements for each of the past three years. The financial statements must be updated annually within the six months following the Applicant's fiscal year end. In order to maintain privacy, this page is only viewable by the Applicant Administrator. Financial statements must be prepared in accordance with generally accepted accounting principles and must include at minimum, for FACTOR's purposes, a balance sheet and an income or P&L statement. The information contained in the financial statements should support the revenue numbers you have entered into each field in the Gross Revenue page. It is therefore preferable that the "Revenue", "Income", or "Sales" lines in the income or P&L statement break out each revenue source. Grants and Loans must be entered in a separate table; these amounts are not counted as Gross Revenue for the purpose of FACTOR eligibility.

Applicant Example

Enter your qualifying gross revenues from your last 3 fiscal years.

Date of Fiscal Year End	Total Annual Gross Revenue	Gross Revenue From Master Exploitation	Gross Revenue From Distribution	Gross Revenue From Publishing	Gross Revenue from Manager Commissions Of Artist Revenues	Gross Revenue from Other Sources	Grants And Loans (Not Included In Total Gross Revenue)
No records to display.							



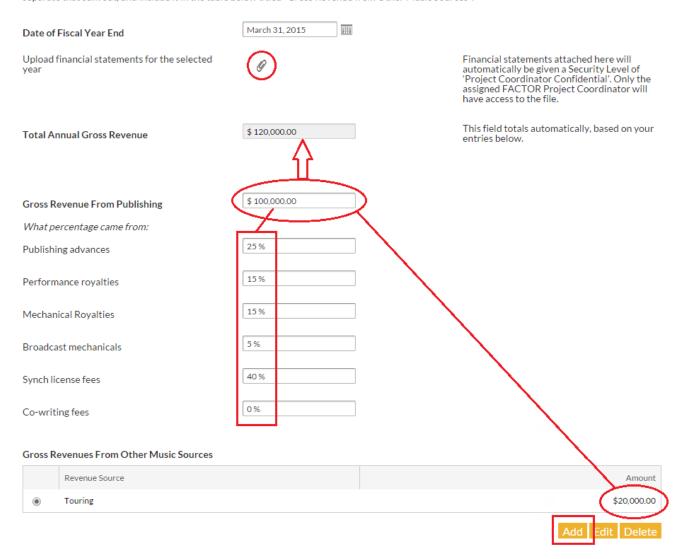
To add gross revenue, press the Add button. Enter the end date of the fiscal year that corresponds to the financial statements that you will upload, then click the paperclip icon to launch the upload window. (All financial information remains system-confidential. It will only ever be viewed by your assigned Project Coordinator, in order to assign a music company rating.)



Enter the dollar amount of Gross Revenues (not net revenues) for each **bolded category** below. Where requested, enter a percentage in each *italicized subcategory* to indicate where the revenue was generated. NOTE: **Each** *italicized subcategory* **must total 100%**. Gross Revenue means all revenue without deductions of any kind.

For Record Labels, Gross Revenue from Master Exploitation means all revenue credited to the label after deduction by distributor of its distribution fees, but without further deductions of any kind (a.k.a. "Label's Gross Revenues").

Note: Public funding such as grants and loans from FACTOR and other funding organizations should not be included in the number you report. Please separate that sum out, and include it in the table below titled "Gross Revenue from Other Music Sources".

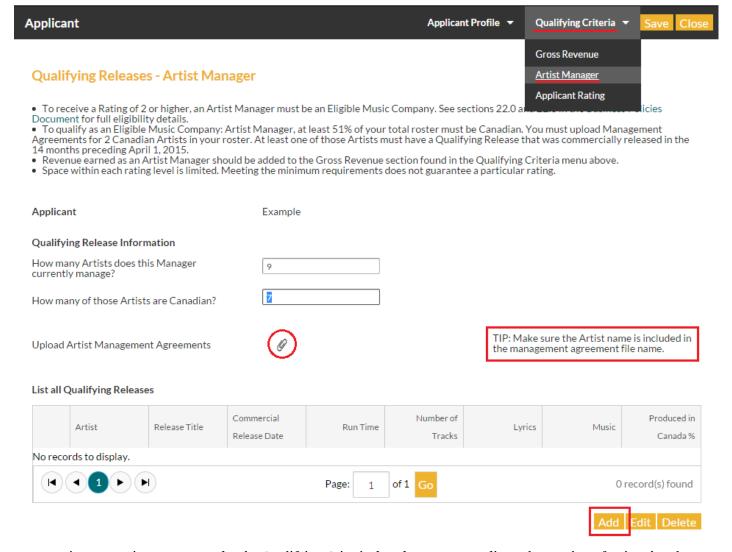


You will enter the gross revenue you earned in the appropriate field. Then, estimate what percentage of the gross total came from each of the suggested revenue streams below. These streams will change depending on which business activities were selected in the previous portion of the applicant profile. If your business has income streams that don't appear on this page, add them under the "Gross Revenues from Other Music Sources" section below. You will need to create a new record for each income stream.

In order to save and continue, all of the percentages assigned to your revenue streams must equal 100%. If you're having difficulty saving, check the math on this page.

Once you're done, save the form and close the window. The information provided will populate the table on the Gross Revenues page. (Note that artists' revenues are not included in the gross revenue calculation. FACTOR asks you to provide this data for statistical reasons only.)

You must keep this section of your applicant profile up to date by uploading your financial statements and gross revenue information within 6 months of your fiscal year end. Failure to keep this information current may result in a drop in your music company rating during the semi and annual review periods.



Next, navigate to Artist Manager under the Qualifying Criteria dropdown menu. Indicate the number of artists that the business represents as a manager, and how many of these artists are Canadian. You must upload any management agreements made between yourself and any artist for whom you will be applying for funding from FACTOR. Ensure that the correct artist's name appears in the file name for each agreement. Save your progress.

You will then enter the details regarding any qualifying releases in the table below. Select the Add Button at the bottom right-hand corner of the box.

Qualifying Release

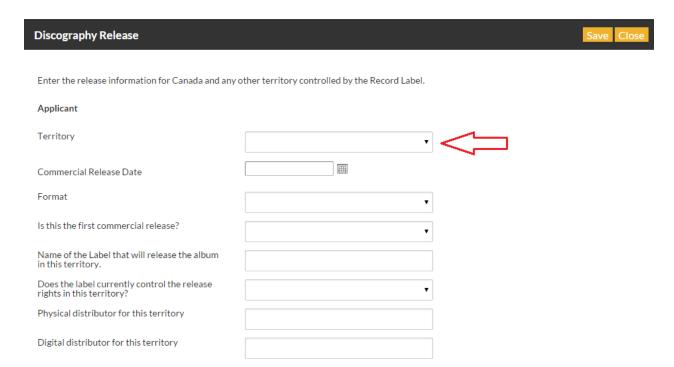


Only Qualifying Releases can be saved on this page. A Qualifying Release is a Commercially Released Qualifying Album. A Qualifying Album is an Album comprised of previously unreleased tracks that (a) is performed by a Canadian Artist; (b) conforms to Business Policies: MAPL Certification; AND (c) contains no more than 50% French-language tracks.

If you are a Jazz or Classical Record Label and would like to qualify with albums that do not meet FACTOR's MAPL certification, please contact FACTOR for more information.

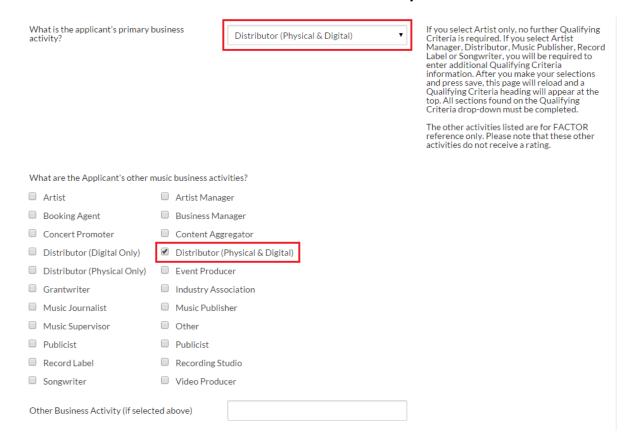
Applicant	Example	
Qualifying Releases		
Artist		
Album Title		
Date of first Commercial Release		
Run Time	0:00:00	
Number of Tracks		
Number of Tracks with Lyrics		
Number of Tracks with French Lyrics		
Was the producer Canadian?	•	
MAPL Criteria for this Music		
What percentage of the music was composed by Canadians?		
What percentage of the Artist members are Canadian?		
What percentage was produced in Canada?		
What percentage of the lyrics was composed by Canadians?		
Sales Information		
Physical units sold worldwide to date		Report on sales in territories controlled by th label or where the label has sub-licensed control to another label.
Digital albums sold worldwide to date		
Digital singles sold worldwide to date		

Create a new record for each qualifying release by an artist you manage by clicking on the Add button. (Note: there should be an artist management agreement uploaded for every artist that appears in the Qualifying Release table.)



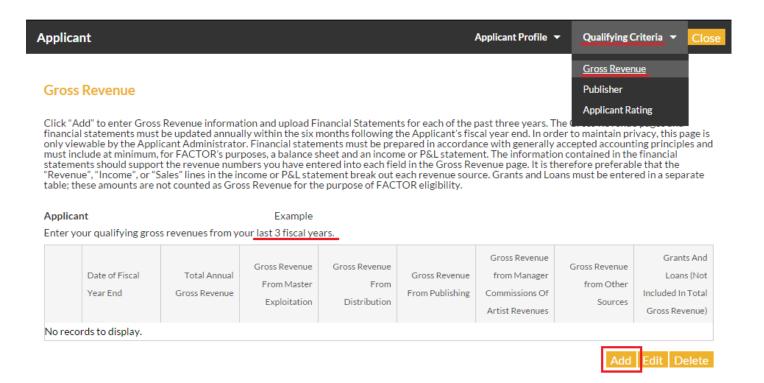
Complete all of the required fields, then save your progress and close the window when you are done. Remember that all fields in this Qualifying Criteria section are mandatory, so make sure you fill it out in full.

If you have selected Distributor as a business activity:



You'll see that Gross Revenue and Distributor appear under the Qualifying Criteria dropdown menu. Your business as a distributor can be for physical product, digital product, or both.

Under the Gross Revenue option, upload your year-end financial statements for the past 3 fiscal years, or for all the years that the business has been in operation (if less than 3 years).



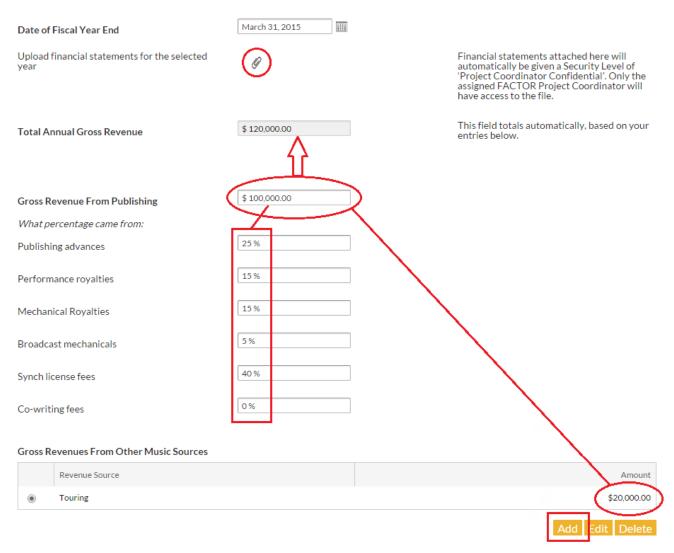
To add gross revenue, press the Add button. Enter the end date of the fiscal year that corresponds to the financial statements that you will upload, then click the paperclip icon to launch the upload window. (All financial information remains system-confidential. It will only ever be viewed by your assigned Project Coordinator, in order to assign a music company rating.)



Enter the dollar amount of Gross Revenues (not net revenues) for each **bolded category** below. Where requested, enter a percentage in each *italicized subcategory* to indicate where the revenue was generated. NOTE: **Each** *italicized subcategory* must total **100%**. Gross Revenue means all revenue without deductions of any kind.

For Record Labels, Gross Revenue from Master Exploitation means all revenue credited to the label after deduction by distributor of its distribution fees, but without further deductions of any kind (a.k.a. "Label's Gross Revenues").

Note: Public funding such as grants and loans from FACTOR and other funding organizations should not be included in the number you report. Please separate that sum out, and include it in the table below titled "Gross Revenue from Other Music Sources".

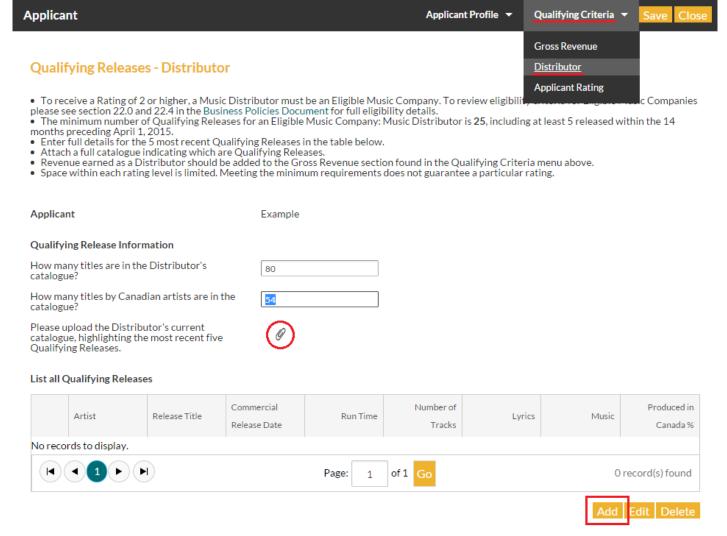


You will enter the gross revenue you earned in the appropriate field. Then, estimate what percentage of the gross total came from each of the suggested revenue streams below. These streams will change depending on which business activities were selected in the previous portion of the applicant profile. If your business has income streams that don't appear on this page, add them under the "Gross Revenues from Other Music Sources" section below. You will need to create a new record for each income stream.

In order to save and continue, all of the percentages assigned to your revenue streams must equal 100%. If you're having difficulty saving, check the math on this page.

Once you're done, save the form and close the window. The information provided will populate the table on the Gross Revenue page.

You must keep this section of your applicant profile up to date by uploading your financial statements and gross revenue information within 6 months of your fiscal year end. Failure to keep this information current may result in a drop in your music company rating during the semi and annual review periods.



Next, navigate to the Distributor option under the Qualifying Criteria dropdown menu. Indicate the number of titles the applicant has in their catalogue and how many of those are Canadian. Also, upload a document for the current catalogue, highlighting the 5 most recent qualifying releases. For each of the 5 most recent qualifying releases, you will need to complete the Qualifying Releases table below it. To fill out this form select the add button.

Qualifying Release



Only Qualifying Releases can be saved on this page. A Qualifying Release is a Commercially Released Qualifying Album. A Qualifying Album is an Album comprised of previously unreleased tracks that (a) is performed by a Canadian Artist; (b) conforms to Business Policies: MAPL Certification; AND (c) contains no more than 50% French-language tracks.

If you are a Jazz or Classical Record Label and would like to qualify with albums that do not meet FACTOR's MAPL certification, please contact FACTOR for more information.

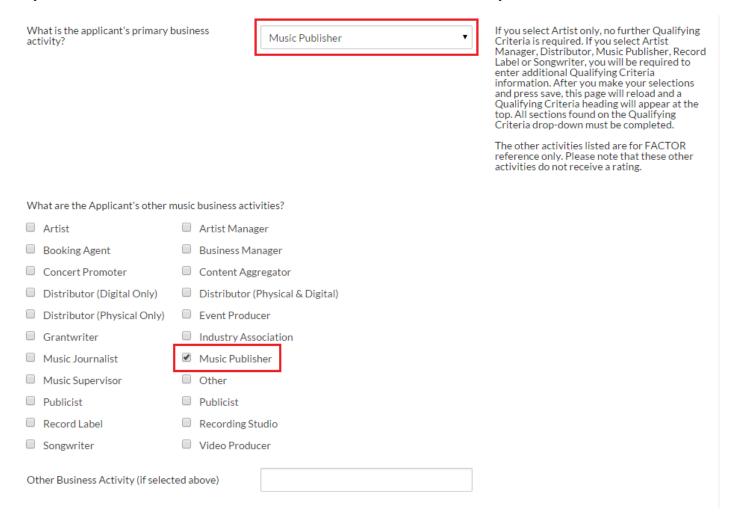
Applicant	Example
Qualifying Releases	
Artist	
Album Title	
Date of first Commercial Release	
Run Time	0:00:00
Number of Tracks	
Number of Tracks with Lyrics	
Number of Tracks with French Lyrics	
Was the producer Canadian?	•
MAPL Criteria for this Music	
What percentage of the music was composed by Canadians?	
What percentage of the Artist members are Canadian?	
What percentage was produced in Canada?	
What percentage of the lyrics was composed by Canadians?	

If the Applicant is intending to apply for business pertaining to a specific album that they represent, ensure that you've included that album in the Qualifying Releases table. Note that without accurate information about your qualifying releases in this section, you will be unable to apply for any activities to support that album through any FACTOR programs. Contact your Project Coordinator or general.info@factor.ca for assistance.

Be sure to press save before closing this window or tab. The qualifying releases page will refresh with the information added.

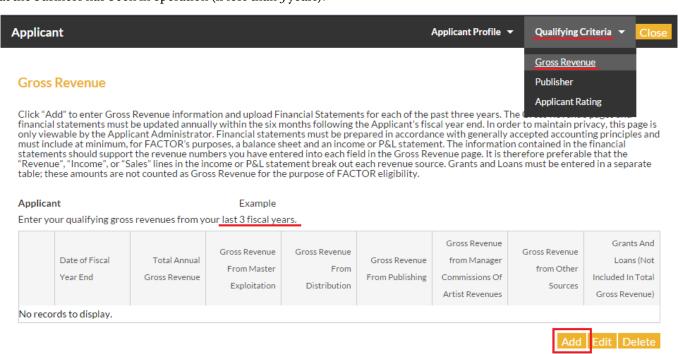
All fields in this Qualifying Criteria section are mandatory, so make sure you fill it out in full.

If you have selected Music Publisher as a business activity:



You'll see that Publisher and Gross Revenue appear under the Qualifying Criteria dropdown menu.

Under the Gross Revenue option, upload your year-end financial statements for the past 3 fiscal years, or for all the years that the business has been in operation (if less than 3 years).



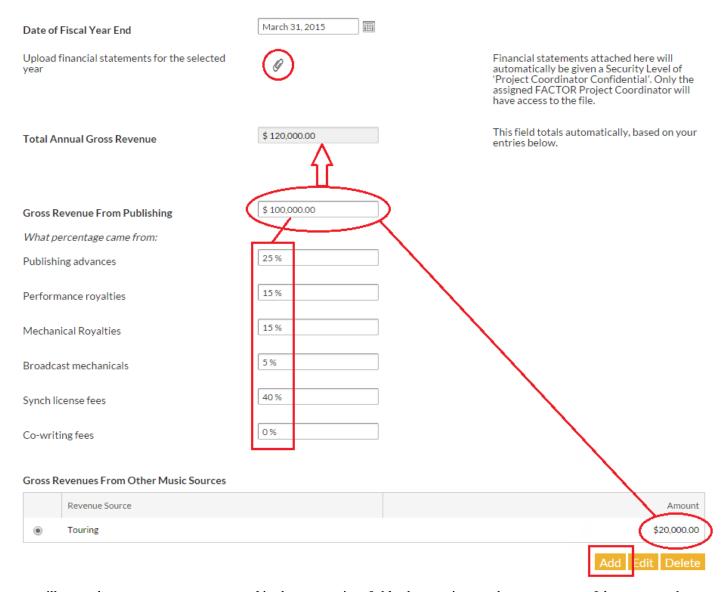
To add gross revenue, press the Add button. Enter the end date of the fiscal year that corresponds to the financial statements that you will upload, then click the paperclip icon to launch the upload window. (All financial information remains system-confidential. It will only ever be viewed by your assigned Project Coordinator, in order to assign a music company rating.)



Enter the dollar amount of Gross Revenues (not net revenues) for each **bolded category** below. Where requested, enter a percentage in each *italicized subcategory* to indicate where the revenue was generated. NOTE: **Each** *italicized subcategory* must total **100%**. Gross Revenue means all revenue without deductions of any kind.

For Record Labels, Gross Revenue from Master Exploitation means all revenue credited to the label after deduction by distributor of its distribution fees, but without further deductions of any kind (a.k.a. "Label's Gross Revenues").

Note: Public funding such as grants and loans from FACTOR and other funding organizations should not be included in the number you report. Please separate that sum out, and include it in the table below titled "Gross Revenue from Other Music Sources".



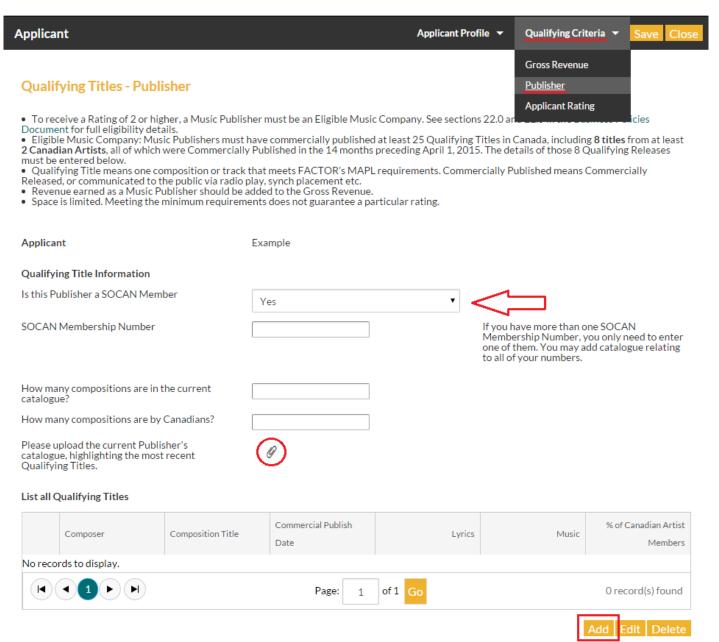
You will enter the gross revenue you earned in the appropriate field. Then, estimate what percentage of the gross total came from each of the suggested revenue streams below. These streams will change depending on which business activities were selected in the previous portion of the applicant profile. If your business has income streams that don't appear on this page, add them under the "Gross Revenues from Other Music Sources" section below. You will need to create a new record for each income stream.

In order to save and continue, all of the percentages assigned to your revenue streams must equal 100%. If you're having difficulty saving, check the math on this page.

Once you're done, save the form and close the window. The information provided will populate the table on the Gross Revenue page.

You must keep this section of your applicant profile up to date by uploading your financial statements and gross revenue information within 6 months of your fiscal year end. Failure to keep this information current may result in a drop in your music company rating during the semi and annual review periods.

Next, navigate to the Publisher option under the Qualifying Criteria dropdown menu.



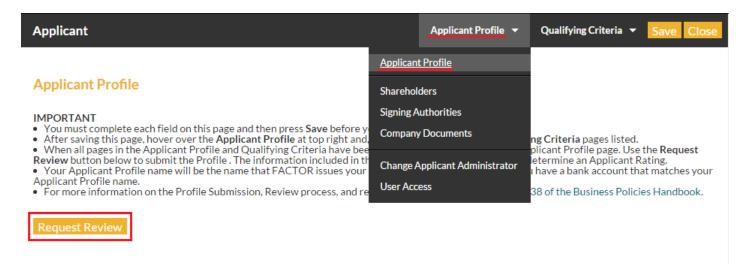
If you are a Publisher registered with SOCAN, enter your membership number. You will also need to enter the number of titles in your catalogue, indicating the number of Canadian titles. Next, open the upload window by clicking on the paperclip icon. You will upload a document of your catalogue with all qualifying titles highlighted.

Next, enter your qualifying titles in the table below. Click the Add button to create a new record for each title. You must enter a minimum of 8 qualifying titles from at least 2 different artists, released within the past 14 months. Review the information provided for each title, and be sure to save before closing the window or tab. The Qualifying Titles table will refresh with the new information.

All fields in this Qualifying Criteria section are mandatory, so make sure you fill it out in full.

To complete your profile:

When you are satisfied that you have completely filled out each page under the Applicant Profile and Qualifying Criteria dropdown menus, return to the landing page of the applicant profile and click on the Request Review button.



Your profile will now be submitted to your Project Coordinators who will review you the information that you have provided.

If you are an artist applying on your own behalf, you will receive notification when your applicant profile is approved.

If you entered any business activities and filled out the corresponding qualifying criteria, you will receive a rating that corresponds to the business in which you're engaged (Record Label, Artist Manager, Music Distributor, Music Publisher, or Songwriter). See the Ratings page on the FACTOR website for more information.