

**Support for Eligible Music Companies**

**Business Development Plan**

**2023-2024**

The Business Development component is intended to support the costs of outward-facing development projects that are incremental to and expand the existing business of the company.

**A project is a temporary endeavour undertaken to create a unique product, service, or result.** Thetemporary nature of projects indicates that **a project has a definite beginning and end**.

Projects are different from operations. Operations are ongoing endeavours that produce repetitive outputs, with resources assigned to do basically the same set of tasks. **Proposals for operations or initiatives that are considered normal course of business will be rejected.**

Your plan may include multiple projects. There are 8 questions for each project. **Copy and paste the 8 questions into this one document for each project within your 2023-2024 Business Development Plan.**

For more information on eligible and ineligible expenses, please refer to the [Program and Component Guidelines.](https://factorportalprod.blob.core.windows.net/portal/Documents/Updates/FACTOR_Support_for_Eligible_Music_Companies_Program_Guidelines.pdf)

If you have any questions or require assistance, contact your Project Coordinator.

**Resources**

[Program & Component Guidelines: Support for Eligible Music Companies](https://factorportalprod.blob.core.windows.net/portal/Documents/Updates/FACTOR_Support_for_Eligible_Music_Companies_Program_Guidelines.pdf)

[Business Policies](https://factorportalprod.blob.core.windows.net/portal/Documents/Updates/FACTOR_Business_Policies.pdf)

[Employee Time Allocation Form](https://factorportalprod.blob.core.windows.net/portal/Documents/Updates/FACTOR_Employee_Time_Allocation_Form.docx)

Applicant Name: [ENTER HERE]

FACTOR Project Number: [ENTER HERE]

**Copy and paste questions 1 through 8 for any additional projects.**

1. **Project Title: [ENTER HERE]**
2. **Description**

Describe your Business Development project.

[ENTER RESPONSE HERE]

1. **Objective**

Explain the goal(s) of the project, and describe how it will grow, enhance, or expand the existing scope and capacity of your business.

[ENTER RESPONSE HERE]

1. **Timeline**

Start Date: [ENTER RESPONSE HERE]

End Date: [ENTER RESPONSE HERE]

Milestones or Phases – briefly list dates related to milestones or phases of your project.

[ENTER RESPONSE HERE]

1. **Activities and Tasks**

A project is made up of activities or tasks required to meet the objective. List the high-level activities, tasks, or steps of the project. Use the same language or expense descriptions in your application budget.

[ENTER RESPONSE HERE]

1. **Staffing**

If you are claiming staffing expenses, please describe in detail:

* How the expenses relate to this project;
* Who will do the work, providing names and titles where possible. Indicate whether that person is employed by the company at the time of application;
* How the salary relates to the project’s implementation, and how this differs from regular staffing costs; and
* What the nature of the work will be, and how much of their time it will take.

[ENTER RESPONSE HERE]

1. **Subscriptions**

If you are claiming database subscription costs for any of the business activities (e.g. Luminate, Music Connect, BuzzAngle, Mediabase, DBS, PollStar), describe how they are **directly relevant to the project's successful implementation**.

[ENTER RESPONSE HERE]

Total cost of subscriptions for this project: [ENTER RESPONSE HERE]

Percentage of subscription costs claimed to FACTOR for this project: [ENTER RESPONSE HERE]

1. **Deliverables**

Describe the unique product, service, or result you expect to be delivered by the project end date. Explain how you will determine if the project is successfully completed, and how the results will be measured.

[ENTER RESPONSE HERE]