



FOCUS BOOTCAMP 2023

UP TO **12 NEW AND EMERGING SCREEN COMPANIES** IN SCOTLAND WILL PARTICIPATE IN FOCUS BOOTCAMP 2023 IN ORDER TO BUILD THEIR BUSINESS ACUMEN AND GAIN ACCESS TO TAILORED BUSINESS DEVELOPMENT SUPPORT & HIGH-LEVEL PROFESSIONAL EXPERTISE

DEADLINE FOR APPLICATIONS: Thursday 8th June 2023, 12 noon
submit completed application form via email to hello@filmcityfutures.com

Introduction

The FOCUS programme is offering a unique opportunity for new and emerging companies to take part in **FOCUS Bootcamp 2023**.

This is a **3-day programme followed by 1:1 consultancy sessions** to expand understanding of strategic business development processes, manage profitability on productions, and provide the tools, behaviours and techniques to develop and grow successful screen production companies.

Through a series of seminars, workshops and case studies, participant companies will develop their business development strategies, gain insights into the current screen landscape, learn how to maximise new and evolving opportunities for company growth, and engage in peer-to-peer learning, networking and support.

Programme Leads & Speakers

- **Jen Topping**
Jen has 20+ years of experience working for TV broadcasters, publishers and tech companies, including BBC, Channel 4 and Xbox. She works with clients across TV, film, digital and the arts. She helps them develop and implement plans to grow their businesses, improve and transform their operations, build talented teams and take advantage of online platforms to find new audiences and income streams.
- **Mark Raeburn**
Mark was Head of Programme Finance at Channel 4 for eight years, overseeing a budget of £700 million. He now supports a handful of select indies in both a financial and commercial capacity, including Minnow, Curious, and Salamander Media. Mark has also previously worked at Warner Brothers Distribution, Castle Rock International, Renowned Films and many other independent production companies.
- **Speakers** will include representatives from Business Gateway, Screen Scotland, broadcasters and from Scottish independent production companies – previous FOCUS Bootcamp speakers have included Black Camel Pictures, Firecrest Films, Synchronicity Films and Two Rivers Media.

Dates

- online via Zoom on **Thursday 22nd, Friday 23rd and Monday 26th June 2023 (in person at Film City Glasgow, tbc)**
- each participant company will have privileged access to 1 x 1:1 consultancy session with a Programme Lead (online via Zoom, dates & timings to be mutually agreed / confirmed)

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Topics

- **Company Strategy & Leadership**, including company structure, team management, leadership approaches, business strategy – mission, vision, values, personal brand, SWOTs, the importance of strategic thinking.
- **Finance**, including accounting, managing cash-flow, co-production deals, investment, tax / tax credits, and identifying and monetising company Intellectual Property (IP).
- **Commissioning, Sales & Distribution**, including mastering the TV market, establishing a development process, pitching to commissioners / funders, working the film markets, working with agents, and navigating the streamers.

As they progress through the programme, participant companies complete a worksheet to encourage thinking and development of the key ideas presented. This worksheet then forms the basis of their evolving company growth strategy and helps highlight areas of business opportunity and need. In the 1:1 consultancy sessions, Programme Leads will meet individually with participant companies to advise on actions and provide support to deliver a full **Company Business Development Strategy** incorporating creative, business & financial elements.

Outcomes

- Participant companies will work towards building a robust portfolio of company documentation and information that will help inform their **3-5 year company growth plans** and can be used for **raising funding and investment** e.g. preparing applications for business and content development funding such as C4 Emerging Indie Fund, BBC Small Indie Fund, Screen Scotland funding, BFI UKGSF International Business Development funding.
- Clear understanding of **current & future trends** in the Scottish, UK / global film, TV and animation sectors.
- Understanding of how to **operate successfully as a Scottish independent company** in an increasingly competitive and global market.
- Opportunities to **broaden networks of key industry contacts** and build **collaborative partnerships** with other FOCUS companies.

Long-term benefits

Participant companies become FOCUS alumni and gain priority access to FOCUS events and access to senior industry executives, along with the existing FOCUS cohort, through the FOCUS Consultancy Fund currently available until December 2023, to help deliver on their business growth strategies.

Fee

- **£180 (excl. VAT)** per participant company
payment is due on receipt of invoice and prior to the course start date

Testimonials from previous Bootcamp participants

- *Super useful, really helpful... with lots of info I had not even thought about...*
- *Excellent Bootcamp; it's helpful to take a step back and start with the big picture...*
- *Super helpful & interesting to hear current, real-life experience... with openness & honesty...*
- *Highly knowledgeable speakers, great sessions & a good mix of topics / approaches...*
- *In-depth, well presented, engaging...*



Application criteria

Want to apply to **FOCUS Bootcamp 2023**? To do so, your company must:

- be based in Scotland
- be a screen sector company producing film, TV and/or animation content for broadcast or distribution
- not have access to expert business development support in-house or via a parent company
- be willing to take part in monitoring and evaluation work
- be in a position to accept *de minimus* aid
- be incorporated (but your company doesn't need to be one year old)
- be a micro-business within the first 3 years of trading

Assessment criteria

Up to 12 participant companies will be accepted onto **FOCUS Bootcamp 2023**. Eligible applications will be assessed using the following criteria:

- a demonstrated commitment to growth and change
- a demonstrated ability to benefit from business development support
- a demonstrated appropriate ambition

Successful applicants will be required to sign a Participation Agreement/Non-Disclosure Agreement (NDA).

How to apply

- Download the application form [here](#)
- Complete the application form and email it to: hello@filmcityfutures.com no later than **12 noon on Thursday 8th June 2023**
- Click [here](#) to complete the online **Equalities Monitoring Form**

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