



THE ACTIVATOR SCREEN BUSINESS PROGRAMME

BRIDGING THE GAP BETWEEN CREATIVITY AND BUSINESS

Application Form (2025)

Revision 250403

Instructions:

- Please complete all sections in full.
- Each section has a maximum word count to ensure clarity and conciseness.
- Submit your application by Friday 16th May 2025 at 5pm NZST via email to applications@activatorscreen.com.

1. APPLICANT DETAILS

Full Name:

Business Name:

Business Website (if applicable):

Title/Occupation:

Email:

Phone Number:

Primary Business Location (City):

Years in Industry:

Primary Content Focus (tick all that apply):

Feature Film

TV

Online/Digital

Other:

I confirm that I am a New Zealand citizen or permanent resident living in New Zealand



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SCREEN BUSINESS
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Presented by

LIBERTINE
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Hinterland

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2. BUSINESS OVERVIEW

2.1 Business History (300 words max.)

Provide a brief history of your business, including founding, key achievements, and milestones.

2.2 Business Values & Vision (300 words max.)

Describe your business's core values, how they inform business strategy, and your long-term vision.

3. MARKET ANALYSIS & POSITIONING

3.1 Industry & Market Environment (600 words max.)

Describe the industry trends and challenges and how they may impact your business. Conduct a PEST analysis.

3.2 Competitive Positioning & SWOT Analysis (600 words max.)

Provide a SWOT analysis and explain how your business differentiates itself.

4. BUSINESS MODEL & REVENUE STRATEGY

4.1 Products & Services (600 words max.)

Describe the products and services that your business provides. Explain if you focus on a particular genre or format of content.

4.2 Revenue Strategy & Growth Goals (400 words max.)

Outline your revenue model, growth targets, and market expansion plans.

5. SLATE & PROJECT DEVELOPMENT

Development Slate (500 words max.)



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Describe your development slate and how it aligns with your business strategy.

6. PARTICIPATION IN THE ACTIVATOR SCREEN BUSINESS PROGRAMME

6.1 Programme Goals (400 words max.)

Explain why you want to participate in the Activator Screen Business programme, what skills you aim to develop, and how it aligns with your business's growth strategy.

6.2 Business Growth Plan (1,000 words max.)

Outline planned activities, key objectives, and how you plan to apply learnings from the programme.

7. DIVERSITY, EQUITY & INCLUSION

Explain how your business supports diverse voices and inclusive storytelling (300 words max.)

8. FUTURE VISION

Explain where you want your business to be in five years (300 words max.)

9. PROGRAMME CONTENT (Optional)

List any topics you would like the Activator Screen Business Programme to cover. (300 words max.)

SCHOLARSHIP (Optional)

Two scholarships are available for under-represented students and there are two general scholarships. If you wish to apply, please complete the [Scholarship Form](#) and include it with your application.

INTERVIEW AVAILABILITY

Applicants must be available for a Zoom interview on one of the following dates, please confirm your availability:

Tuesday 10th June 2025



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Wednesday 11th June 2025

PROGRAMME ATTENDANCE

Applicants must commit to the full five-month programme, please check the boxes below to confirm your availability to attend on a full-time basis all the programme's dates should your application be successful:

- Opening Night Event - Auckland: 9th July 2025
- 1st 2-Day Intensive Workshop – Auckland: 10th – 11th July 2025
- Sydney Market Visit (including 2nd 2-Day Intensive Workshop): 21st -25th July 2025
- 'US-Focused' Training - Online: 11th – 22nd August 2025
- London & Los Angeles Market Visits – 21st September – 3rd October 2025
- 3rd 2-Day Intensive Workshop – Auckland: 23rd – 24th October 2025
- Closing Night Event - Auckland: 24th October 2025

Applications will not be accepted if you cannot attend **ALL** dates.

Please also confirm that you can enter Australia, USA and the UK:

I confirm that I am not aware of any reason that may prevent my entry into Australia, USA or the UK.



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REPORTING & ACCOUNTABILITY AGREEMENT

Participants must commit to the following reporting obligations:

1. Pre-Programme Survey (Baseline assessment)
2. Participant Satisfaction Survey (Mid & post-programme feedback)
3. Participant Demographic Survey (Diversity & inclusion tracking)
4. Final Programme Report (Key learnings, industry connections, business outcomes)
5. 12-Month Follow-Up Report (Business expansion, funding secured, market engagement)
6. 24-Month Follow-Up Report (Long-term success metrics, industry impact)

I confirm that I understand and agree to these reporting requirements.

CONFIRMATION

I confirm that all the statements and information on this Application Form and in my supporting documents are correct and true.

SUPPORTING DOCUMENTS

Attach the following:

- Development Slate Overview using the [template](#) provided
- CVs and full filmography of Key Personnel
- Two years of Financial Statements for the years ending 31st March 2024 and 31st March 2025 (Profit & Loss and Balance Sheet) supplied by an accountant. Draft or interim financial statements for FY25 are acceptable. Financial Statements will be treated with the utmost confidentiality and will only be provided to and reviewed by 113 Partners.

Submission Details

Deadline: Friday 16th May 2025 at 5pm NZST

Submissions must be via email to: applications@activatorscreen.com

Refer to www.activatorscreen.com for additional programme details and the FAQs.



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