



CREATIVE LAB

SUBMISSION PACKET

Creative Lab
Broadband (Web Series) Accelerator Program
November 4, 2014 to November 7, 2014

Sponsored by

State of Hawaii, Creative Industries Division,
Department of Business & Economic Development (DBEDT);
Hawaii International Film Festival

Founders

State of Hawaii, Creative Industries Division/DBEDT
Hawaii International Film Festival



Creativelab808@gmail.com

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OVERVIEW:

Creative Lab is an immersive year-round program to accelerate global export of Hawaii's creative content and creative products to strengthen our creative entrepreneur's capacity for success.

Co-founded in 2012 by the Hawaii State [Department of Business, Economic Development, and Tourism](#) (DBEDT)'s Creative Industries Division and the Hawaii International Film Festival (HIFF), Creative Lab and Creative Lab at HIFF provide a rich environment for creative collaboration and building new business relationships with a global audience.

Creative Lab represents a key facet of DBEDT's HI Growth Initiative and is developing an ecosystem of connectivity to increase export, attract investment and build the states' creative entrepreneurial capacity.

Led by the Creative Industries Division and industry partners including the [Writers Guild of America](#), [Producers Guild of America](#), Hawaii Academy of Recording Arts, The Hawaii International Film Festival and [Screen Actors Guild/AFTRA](#), Creative Lab aims to further the professional development of creative entrepreneurs and increase the growth of commercially viable content for acquisition/distribution.

MISSION:

The mission of the **Creative Lab Broadband (Web-Series) Accelerator (CL BA)** is to identify creative entrepreneurs (writer/directors/actors/producers) and provide up to twelve participants each year an opportunity to deepen their relationship with their craft, increase opportunities for investment in their products and provide them with mentoring and coaching on the business of creating content, producing it, marketing and monetizing it, accelerating their next steps in their professional careers.

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EXECUTION:

Step 1 – Provide up to six participants with a Broadband Accelerator program that will offer them individual creative notes on their stories in order to develop their material, and coach them on the latest business practices in the entertainment industry.

Step 2 – Provide up to six participants with a 360-degree view on the business of entertainment, with which they will create a plan for taking the next steps in their careers and their projects.

Step 3 – Encourage the up to six participants to continue their participation in each other’s careers extending beyond the CL BA.

Step 4 – Provide up to six participants with a 12-month coaching program with the CL Executive Director, which will consist of a monthly group call to address any issue and/or concerns that have come up since the CL BA.

Step 5 – Select one participant who will be flown to Los Angeles, and participate in an immersive program that will include meetings with industry experts, and experience the business of producing content for the Internet.

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PROGRAM GUIDELINES

APPLICATION & SUBMISSION PROCESS:

Potential Participants must provide CL BA with the following material:

- a. Curriculum Vitae/Resume/Bio: Participants are asked to provide CL BA with a document that gives a thorough understanding of the individual's education, career, and major accomplishments.
- b. A two-page synopsis of the project that participants are choosing to bring into the CL BA.
- c. A copy of the script of the project that they are choosing to bring to the CL BA.
- d. Links to produced version of the works that may be viewed online.
- e. Participants must submit an application and signed release form together with the submitted material.
- f. Participants must submit proof of WGA script registration or copyright registration for their material. Material may be registered at www.wga.org or www.copyright.gov.
- g. Application Fee and Program Fees - WAIVED.

Note: Please be advised that all material must be submitted in PDF format and sent to creativelab808@gmail.com. Any material that is submitted which does not follow proper format and/or contains an unacceptable number of typographical errors will be automatically rejected.

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PROGRAM GUIDELINES - IMPORTANT DATES & SCHEDULE:

<u>Item</u>	<u>Date Due</u>
Call for Entries:	August 4, 2014 to August 29, 2014
Review of Submissions	
- Phase 1:	September 1, 2014 to September 12, 2014
Semi-finalists Selected:	September 15, 2014
Review of Submissions	
- Phase 2:	September 15, 2014 to September 29, 2014
Finalists Announced:	October 1, 2014
CL Broadband Accelerator:	November 4, 2014 to November 7, 2014.*
CL Broadband Master Class:	November 4, 2014 - 7pm - 8pm (Public Event)
CL Writer Keynote Session:	November 5, 2014 - 7pm - 8pm (Public Event)
Immersive Program/Los Angeles	TBA - taking place in 2015.
Monthly Group Coaching Call	To be scheduled during program

***If traveling to Hawaii - Arrive in Honolulu on November 3, 2104.**

Creative Lab - Broadband Accelerator - Daily Schedule:

Tuesday to Friday: 9am - 5pm

Daily sessions will be split between group session with CL Executive Director, Coaches, potential guests, and assignments you may be asked to complete and turn in the following day. Do not plan things in the evening that are not CL BA related. All sessions will take place at The Modern Honolulu Hotel, Honolulu, Hawaii.

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PROGRAM GUIDELINES - SELECTION PROCESS:

There is a four-step process in the assessment of potential participants:

Step 1 – Submission of Materials for Inclusion in Program: Participants are required to submit the following material for consideration:

- a. Curriculum Vitae/Resume/Bio: Participants are asked to provide CL BA with a document that gives a thorough understanding of the individual's education, career, and major accomplishments.
- b. A two-page synopsis of the project that participants are choosing to bring into the CL BA.
- c. A copy of the script of the project that participants are choosing to bring into the CL BA.
- d. Links to produced works that may be viewed online.
- e. Participants must submit an application and signed release form together with the submitted material.
- f. Participants must submit proof of WGA script registration or copyright registration for their material. Material may be registered at www.wga.org or www.copyright.gov.
- g. Application Fee and Program Fees - WAIVED.

This material will be reviewed and assessed by CL Executive Director and partners. Up to twelve semi-finalists may be chosen from the submissions.

Step 2 – CL Executive Director will contact the semi-finalists and schedule an interview on the phone. Participants who will not be advancing into the next round will be informed.

The interview with each of the semi-finalists will address the following:

- a. The passion and commitment that potential participants possess in taking their career to the next level.
- b. The passion and commitment that potential participants possess in succeeding in the CL BA and their ability to receive comments, direction, and critiques.
- c. The passion and commitment that potential participants possess for helping others in the program to achieve their goals, and be vibrant participants in this community.

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Step 3 - CL BA Director forwards the semi-finalists project information to CL BA Coaches and sponsors. They will weigh in on the semi-finalists, and will aid the Executive Director of CL and staff in choosing up to six finalists for the program.

Step 4 - CL Executive Director informs semi-finalists as to which on them have been chosen to participate in the 2014 CL BA. Up to six finalists will be selected.

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RELEASE FORM

To Whom It May Concern:

I am submitting to Creative Lab this release form ("Release") in connection with my participation in the Creative Lab Broadband Accelerator ("Program"). I hereby represent, warrant and agree that:

1. I am executing this Release as a condition of my participation in the Program. I acknowledge that I have received and read the document entitled Creative Lab Broadband Accelerator Guidelines ("Program Guidelines.")

Concurrently with the submission of this Release, I am submitting a completed application form ("Application"). I hereby represent and warrant that the information I have supplied in the Application is true and correct to the best of my knowledge and that I have otherwise complied with all requirements for participation in the Program as set forth in the Program Guidelines.

2. As part of my participation in the Program, I intend to submit to Creative Lab one piece of literary and/or video material (the "Literary Material"). In connection with my submission of the Literary Material, I acknowledge and agree that:

- (a) Creative Lab is not undertaking any obligation other than as set forth in the Program Guidelines.
- (b) Neither my submission of the Literary Material, my entering into this Release, nor my participation in the Program shall establish any express or implied confidential relationship between Creative Lab and me with respect to the Literary Material or otherwise.
- (c) No contract or obligation of any kind is assumed by Creative Lab by reason of my submission of the Literary Material or my participation in the Program. I expressly consent to the dissemination and distribution of the Literary Material consistent with the Program Guidelines, including without limitation to the individuals selected to participate as Program administrators, coaches, instructors, judges, co-sponsors and partners.

3. I am the sole author and owner of all Literary Material and have the full right and authority to submit the Literary Material to Creative Lab upon the

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terms and conditions stated herein. The Literary Material is original with me, and not currently under option to any third party, and the submission hereunder of the Literary Material will not violate any law or any right of any person or entity. I agree to hold Creative Lab, and all Program administrators, coaches, instructors, judges, co-sponsors and partners harmless for the any liability or damages resulting from my breach of the representations and warranties contained in this paragraph.

4. I understand that Creative Lab and persons or entities affiliated or connected with Creative Lab or the Program (each, a "Creative Lab Entity") may have access to and/or may create or have created stories, ideas, and materials that may be similar or identical to the Literary Material in theme, idea, plot, format or other respects. I also recognize that many stories and ideas are similar and that often different stories and ideas relate to one or more common underlying themes. I acknowledge and agree that there may be stories, ideas, and/or materials contained in the Literary Material that are not novel or original, are not fixed in tangible form, and/or were not originated by me, and/or because other persons (who may include, without limitation, other participants in the Program) have submitted or developed similar or identical stories, ideas, and/or materials and in such cases any Creative Lab Entity may determine, in its sole discretion, that it has an independent legal right to use any such stories, ideas, and/or materials. Accordingly, I agree that I will not be entitled to any compensation because of the use by any Creative Lab Entity of any stories, ideas or materials that are similar or identical to the Literary Material, except as set forth in the next paragraph.

5. If any Creative Lab Entity uses, without my permission and in violation of my rights under U.S. Copyright Law, any portion(s) of the Literary Material that is/are expressed in sufficient detail that they are protected under U.S. Copyright Law, my remedy shall be limited to an award of money which shall not exceed the fair market value, as of the date of the unauthorized use, of the nonexclusive right to use similar material for a similar use. In no event shall I be entitled to any other or additional compensation or remedy. I hereby waive any right to seek injunctive or other equitable relief in connection with any claim that I may bring that any Creative Lab Entity may have used any portion of the Literary Material in violation of my rights as set forth in this paragraph. I acknowledge and agree that the foregoing means I may not enjoin or interfere with the development, production, distribution, advertising, promotion or other exploitation of any work in connection with any such claim that I may have.

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6. I have retained at least one copy of the Literary Material and I understand that the Literary Material will not be returned to me for any reason. I understand that Creative Lab accepts no liability whatsoever for the damage to, non-return, or loss of the Literary Material.

7. I have read, understood and complied with this Release, the Application and Program Guidelines, which are incorporated herein by this reference. No oral representations of any kind have been made to me, and this Release, together with the Program Guidelines and Application, contain the entire understanding between Creative Lab and me with respect to the Literary Material and the Program, and supersedes any prior or contemporaneous understandings, correspondence or other documents. Should any provision or part of any provision of this Release be deemed void or unenforceable, such provision or part thereof shall be deemed omitted, and this Release with such provision or part thereof omitted shall remain in full force and effect. I acknowledge and agree that any modifications to or waivers of any of the provisions of this Release must be expressly approved by Creative Lab in writing.

8. If the Literary Material is submitted by more than one person, then all such persons will sign this Release, the words "I", "my", "me" and the like throughout this Release shall refer to all such persons, and this Release will be binding jointly and severally upon all such persons. This Release shall be construed and enforced pursuant to the laws of the State of Hawaii with respect to contracts negotiated, entered and performed entirely within the State of Hawaii. Any litigation in connection with this Release shall be conducted exclusively before a federal or state court of competent jurisdiction located in the State of Hawaii, County of Honolulu. Creative Lab and I each hereby waive any objection and submit to the in personam jurisdiction and venue of such court.

Sincerely,

Signature: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone (home): _____

Phone (other): _____

ACCEPTED AND APPROVED:
Creative Lab, Executive Director

By _____

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DELIVERABLES

Participants in the Creative Lab Broadband Accelerator Program must be committed to fulfill the following in order to be considered:

1. Complete all submissions materials as requested and on time.
2. Participate in the program as it is designed.
3. Attend each day of the program as described in the schedule.
4. Complete any assignments as requested and on time.
5. Complete a plan of action as requested during program.
6. Participate in all 12 monthly group-coaching calls.
7. Participate in Facebook group created for participants in the program.
8. Submit a written monthly status update report prior to each monthly call.
9. Create a one-year action plan at the end of the 12-month program.
10. Be coachable.
11. Be in communication with Executive Director and coaches as requested.
12. Be committed to your success and the success of your fellow participants.

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**Creative Lab
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November 4 to 7, 2014
The Modern Hotel
Honolulu, Hawaii**

Program Application

Applicant Information

Name: _____ Date: _____
Last First M.I.

Address: _____
Street Address Apartment/Unit #

City State ZIP Code

Phone: _____ Email _____

Project Title: _____

Project
Distribution:* _____

* (YouTube, Hulu, Hulu+, Netflix, Amazon, Yahoo!, AOL, etc...)

Certification and Signature

I certify that I have read the Guidelines, registered my material, and that I have read and signed the Release Form. All requested materials are attached with my application.

Sign: _____ Date: _____

*For any questions, comments and/or concerns, please contact Creative Lab via email –
creativelab808@gmail.com*