

COOP
145



Project Proposal

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Message From The Board

Studio 145 Cooperative promotes the visibility and accessibility of resources to Canadian artists from underrepresented communities, namely those who identify as creating world, urban, or contemporary art. With this in mind, it is easy to notice the lack of infrastructure within our cities' arts and entertainment sector. Additionally, due to the spike in gun violence within the Greater Toronto Area (D'Amore, 2019), we aim to establish Coop 145 as a means for youth seeking alternative and creative outlets to express themselves.

Since the beginning of our operation, Coop 145 has provided a shared space for artists to create vast amounts of content, connections, and opportunities, solidifying a network of creatives in the Peel and Halton region. Being that most aspiring creatives lack the financial stability and resources; we aim to rectify this problem by creating programs that equip youth with the tools and skills needed to develop and refine their craft. Being a cooperative, our members have an open channel of communication with us, to help us deliver the best solutions to our community's problems.

Our intention is to facilitate accessibility into the arts and entertainment industry. The cooperative is most successful when we can help our members make conscious and strategic connections. The studio is a safe space where members are free to learn from one another, and are encouraged to share their wealth of knowledge. We work to engage our members with collaborative projects that highlight the many talents in our community. We want our members to be able to leverage their skills and transition into thriving entrepreneurs.

Message From The Board (Cont.)

With the support of the OCA and the Trillium Foundation, we intend to facilitate the development of an arts and entertainment incubator. This funding will promote the visibility of and accessibility to resources for creative entrepreneurs whose work has been underrepresented in their communities. With additional resources and financial support, we will be able to assist our community and reach these objectives by offering a safe and professional space, with the necessary equipment and resources to ensure our mutual success.



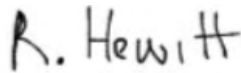
Gregory McFarlane
Director of Creative Operations



Ernest Adusei
Director of Business Affairs



Tyreek Phillips
Director of Programming



Ricardo Hewitt
Director of Operations



Dexray Robinson
Director of Marketing



About The Coop

Our vision as a producer cooperative is to compete with industry giants by accumulating and sharing resources. Coop 145 will operate as an infrastructure that houses both creatives and business professionals within the arts & entertainment industry. The goal is to bridge the gap between creatives and industry professionals within our cooperative ecosystem. By creating our own network of shared resources, we enable our members to reach higher and further than before. As members, we will build a legacy accomplishing goals that surpass our own individual success, in order to solidify our equity as a community. In turn we will provide members with a network that acknowledges and practices the intention of building up Canadian arts and entertainment, through educational programming and developmental services.

The co-op exists to serve our members. Our purpose is to provide professional services and produce edifying content that supports our members and consumers operating in the arts and entertainment industry. We will organize members that have the desire to acquire knowledge, network, and promote our industry with principled business practices. We aim to create and curate high-quality content to support creatives and business professionals using platforms, educational curriculum, and member services.

As a cooperative we have the unique position to hire members based on project needs and product or service offerings. Our employees will provide operational support to Coop 145 while the board of directors oversees the operation as a whole creating new business objectives that support growth. As a cooperative we will offer patronage shares to create a profit sharing program to help scale members' endeavors within the community.



About The Coop (Cont.)

By operating through our brick & mortar studios, digital platforms, and members; we will build the infrastructure that houses our services, products, and educational curriculum. Through services such as audio recording, live rehearsals, photography, videography, and more, we fund the cooperative's initiatives. These services will be provided to general consumers as well as the cooperative's members. While providing these services we will promote the benefit of having an open and inclusive membership platform to gain more members, enabling us to reinforce the current services we have, as well as expand on new & unexplored avenues.

The educational platforms & content we wish to provide will be offered for free as well as paid-for by consumers and members depending on production circumstances like, the platform given or if the curriculum is taught by veteran educators and accomplished industry professionals. With programs for creatives and industry professionals like the "Introduction to Entertainment Business", we will provide education to support our members, and local communities. The content will also be recorded for publishing, to educate all in the Canadian arts & entertainment industry. By partnering with our members to produce content we will boost our presence in the Canadian arts & entertainment industry.

As our network expands, so will the services we can offer, helping us establish our competitive position within the industry. We will give complete access to our network to accommodate members and consumers with different services, educational content, as well as our media production platforms, in turn, providing consistent growth of our membership base. With this business model, we believe that members will enhance the reach of the cooperative leading to new members, and an expansive network.



Founders



Gregory McFarlane
Director of Creative Operations



Ernest Adusei
Director of Business Affairs



Tyreek Phillips
Director of Programming



Dexray Robinson
Director of Marketing



Ricardo Hewitt
Director of Operations



Andrew Coley
Faculty Management



Carray Hammond
Project Management



Rushaun Martin
Project Management



Rori Franklin
Recruitment



Rohan Chambers
Web Producer



Raymond Williams
Project Management



Our Team

Marketing

Primary Objective:

Manage and Create Marketing Plans

Secondary Objective:

Analyze and Report Marketing Data

Product and Service Development

Primary Objective:

Products and Sales

Secondary Objective:

Onboarding New Resources

E-Commerce

Primary Objective:

Implement and Manage Objective on E-Commerce Platform

Secondary Objective:

Customer Outreach and Support

Creative Directors

Primary Objective:

Consulting and Project Management

Secondary Objective:

Customer Outreach and Support

Digital Media

Primary Objective:

Create and Manage Projects for Coop145

Secondary Objective:

Create and Maintain Brand Image

Social Media

Primary Objective:

Execute Marketing Objectives via Social Media

Secondary Objective:

Maintain Brand Identity



Our Team (Cont.)

Programming and Curriculum

Primary Objective:

Create and Manage Programming and Curriculum/ Establish Resources for Gov't Funding

Secondary Objective:

Update and Maintain Programming

Business Affairs

Primary Objective:

Build and Maintain Project Infrastructure

Secondary Objective:

Support Revenue Generating Activities

Content Production

Primary Objective:

Create and Manage Content for Projects

Secondary Objective:

Monetize Content Created and Produced by Coop145



Prospective Project 1:

Community Incubator Space





Community Incubator Space

Our physical studio space is a massive part of how we facilitate the work we do within our community. From running workshops, to recording sessions, to photoshoots, the space in which we operate breeds creativity and collaboration. At 1457 square feet, with 4 rooms, a foyer, a garage, and a washroom, Unit #32, 145 Traders Blvd E. is an ideal space for our cooperative to facilitate our work.

Owning our space will allow us to invest more into our services and equipment used by our members. It is imperative that we push for ownership of our space to reassure our members - with confidence - that we will be there for them as long as they need us. This space is equipped with a loading bay that can fit most vehicles, allowing us to showcase almost anything. This place can be outfitted as a professional broadcasting space for film, podcasting, television, and other media. Eventually, our space could be rented out to other productions, or used by our members at a discounted price. Through a renovation, the garage could also be used as a learning space for conferences and workshops.

The infrastructure we are building leads to the development of marginalized communities while nurturing their creativity. Offering equitable access to these resources is a defining principle of Coop 145.

By owning our space, we would save \$19200 annually. We would use these savings to reinvest into our community.



Community Incubator Space (Cont.)

We are currently leasing this space and would like to transition to ownership through a mortgage. Our current annual rent is \$10200 and our annual property tax is \$2948.58, along with the cost of maintenance. We also rent equipment which is essential to the functionality of the co-op. Accrued, equipment rental costs \$9000 annually. Ownership of our studio and equipment would allow our collective to focus on maintenance and asset management within the space, as well as creating opportunities within our community.

With the support of the OCA, Trillium Foundation, and our members, we have an opportunity to finance the purchase of the property through a capital raise. We are aiming for a mortgage of 25% or less of the asking price, which is \$450k. In addition, we are looking to finance the purchase of equipment and softwares offered at Coop 145, which including annual subscriptions accrues to \$65,289.116 or ~\$65,500.

We have included a few images of the studio space, as well as a list the equipment we are looking to finance.

Software Cost Breakdown

Annual Digital Software

- **Wix subscription annually:** \$553.25 after taxes
- **Adobe Studios** (\$789.91 before tax - \$892.560 after tax annually)
- Photoshop
- Illustrator
- InDesign
- Adobe XD
- Lightroom
- Acrobat Pro
- Animate
- Dreamweaver
- Premiere Pro
- Premiere Rush
- After Effects
- Dimension
- Audition
- InCopy
- Lightroom Classic
- Media Encoder
- Character Animator
- Prelude
- Fuse
- Bridge

Digital Software

- **Pro-tools Pro** (\$3,379.00 before tax - \$3,818.27 after tax)
- **Logic Pro X** (\$199.99 before tax - \$225.99 after tax)
- **Ableton 10 Live Suite** (\$986.81 before tax - \$1,115.096 after tax)
- **Fruity Loops Studio** (\$349.00 before tax - \$394.37 after tax)
- **Antares autotune** (\$199.99)
- **Steinberg Cubase Pro 11** (\$749.99 before tax - \$847.50 after tax)

Equipment Cost Breakdown

Computers

- **APPLE Mac Pro Computer** (\$6,299 before tax - \$7117.87 after tax)

Pre-Amps

- **Universal Audio 610 Pre-amp** (\$1,479.00 before tax - \$1671.27 after tax)
- **Great River MP-2NV Dual Channel Pre-amp** (\$2,991.00 before tax - \$3,379.83 after tax)
- **Focusrite ISA 828 8 Channel Pre-amp** (\$3,499.00 before tax - \$3953.87)
- **API 3124 4 Channel Pre-amp** (\$2,949.00 before tax - \$3,332.37 after tax)

Compressors

- **Rupert Neve portico 5043 Compressor / Limiter Duo** (\$1,696.17 before tax - \$1,916.67 after tax)
- **Chameleon Labs 7802 Stereo Tube Compressor** (\$1012.97 before tax - 1,144.66 after tax)

Speakers

- **Headphones and Headphone amps** (\$1,250 before tax - \$1,412.50 after tax)
- **Presonus Monitor** - \$200 after tax
- **Yamaha NS10 monitors** (\$1,736.39 before tax - \$1962.12 after tax)
- **Yamaha P2200** (\$619.11 before tax - \$699.60 after tax)

Equipment Cost Breakdown (Cont.)

Microphones

- **Neumann U 87** (\$4,216.00 before tax - \$4764.08 after tax)
- **Royer 121 Ribbon Mic** (1,759.00 before tax - 1,987.67 after tax)
- **2 x Coles 4050 Ribbon Mics** (\$3,195.00 before tax - \$3,610.35 after tax)
- **M160 Ribbon Mic** (\$939.00 before tax - \$1061.07 after tax)
- **2 x Sennheiser MD 421** (\$449.95 before tax - \$508.44 after tax)
- **2 x Shure KSM 44** (\$1,349.00 before tax - \$1524.37 after tax)
- **Shure SM7b** (\$535.00 before tax - \$604.55 after tax)
- **Shure SM 57's** (\$535.00 before tax - \$604.55 after tax)
- **Shure Beta 57's** (\$189.00 before tax - \$213.57 after tax)
- **Shure SM 58's** (\$149.00 before tax - \$168.37 after tax)
- **Shure Beta 58's** (\$219.00 before tax - \$247.47 after tax)

Misc.

- **Universal Audio 6176 Vintage Channel Strip** (\$3,599.00 before tax - \$4066.87 after tax)
- **Lynx Aurora 16 Converter** (\$3,239.00 before tax - 3,660.07 after tax)
- **3 x Mic Stands** (\$125 after tax)
- **Snake** (\$1,400 before tax - 1,582.00 after tax)
- **Big Knob** - \$400 after tax
- **7 x Digiflex CXX-C4 Cables** (\$90 after tax)

145 Traders BVLD Walkthrough

Foyer



Foyer



145 Traders BVLD Walkthrough

Lounge



Lounge



145 Traders BVLD Walkthrough

Mixing Room



Mixing Room



145 Traders BVLD Walkthrough

Live Room



Live Room



145 Traders BVLD Walkthrough

Garage (Currently Storage Room)



Garage (Currently Storage Room)





Prospective Project 2:

Programming and Curriculum Expansion





Programming and Curriculum Expansion

Coop 145 is a cooperative platform that allows our community to apply their practical and creative knowledge in a professional setting, fostering a natural transition from passion to career. The aim of Coop 145 is to communicate and facilitate the expectations, needs, goals and opportunities that can improve local community engagement as a whole. It is our focus to nurture the passions of hardworking and enthusiastic individuals that will become future pillars within their communities. These collections of individuals will be given the opportunity to expand their skills, knowledge and experience in creative directing, digital media, music business, and more through our “Introduction to Entertainment Business“ workshop series. In the future, through consensus and based on community interest, workshop participants will be able to achieve course certifications and career path options through the Coop 145 “Continued Education” certification program.



Goals and Expectations

Participants will have to register through our web portal and will be selected through a first come first serve system. Once registered participants will begin their journey through Coop 145 with an orientation, after which they will be able to engage within the workshop series. It is encouraged for participants to maintain relationships within networks they've fostered, and seize opportunities by utilizing our resources and support systems.

Although individual participants will have different personal goals for their passions, expectations are largely the same: take initiative, keep communication channels open, maintain a professional atmosphere, ask questions, and have fun. Each participant will co-create alongside their fellow community members to execute their team's primary and secondary objectives. During their time, they will receive mentorship through a variety of industry professionals within our network. At Studio 145 Cooperative it is important to maximize the impact of each participant's experience within the organization as well as maximizing opportunities for their success within the community.



Purpose

The Coop 145 “Introduction to Entertainment Business“ workshop series, aims to stimulate the community by fostering local creatives into creative entrepreneurs. Through weekly mentorship and education, creatives will gain the opportunity to pursue passion projects and transform accumulated skills into streams of revenue. This series will provide foundational knowledge which can be applied to and increase individual engagement within Coop 145 related community projects and ultimately their own local communities.

Objective

Coop 145 workshop series will give its participants mentorship, resources, experiences, tools, and education, which ultimately leads to an opportunity to co-create within a series of extra curricular projects. In addition, participants will have the ability to further their education through a Coop 145 certification program that covers topics such as, but is not limited to: Marketing, Business Affairs, Product & Service Development, Programming & Curriculum, Cooperative Business Structures, and Web Development.

Impact

By cultivating a community of creatives, Coop 145 has the opportunity to reasonably acquire an understanding of what educational programming our community members require to support their future endeavours. Through our “Continued Education“ certification program, Studio 145 Cooperative aims to continually support our communities by fostering entrepreneurial resilience through speaker-led courses, cumulative projects, collaborative exercises and hands-on educational content related to the entertainment industry. Ultimately, the goal is to encourage the growth and support of local businesses and professionals operating within our communities by recognizing and accrediting them for their educational achievements.

Proposed Annual Budget

Educators \$240k

- \$50/hr
- 400 hours curriculum offered
- 3 educators a workshop
- 1 Educator per room
- 4 workshops a week

Media Personnel \$60k

- \$50/hr
- 400 hours media offered
- 1 videographer a workshop
- 1 photographer a workshop
- 1 journalist a workshop

Miscellaneous \$16400

- Travel per diems
- Food
- Accommodations
- Promotional material and advertising

Industry Professionals \$9600

- \$200/hr
- 48 hours industry curriculum offered
- 12 Industry Professionals
- 1 guest speaker a month/workshop

Brick and Mortar \$24k

- \$60/hr
- 400 in studio hours offered



Next Steps

- Utilizing community workshops to gain a consensus of what educational programs our members would like to engage with.
- Delivering a variety of certification programs and career path options allowing individuals to continue their education and be recognized and accredited for their achievements.
- Reinforce and expand the network of creative entrepreneurs within our local communities.

As we continue to strengthen our networks and accumulate resources, we aim to offer our participants opportunities for foundational success by introducing our “Continued Education” course certification and career path programming. The “Introduction to Entertainment Business” workshop series will allow participants to gain a basic understanding of the entertainment industry while providing us feedback on related topics that they are interested in learning. A community consensus will be done through public forum, community engagement, surveys, and questionnaires, thus allowing our community members to communicate their educational goals and express how Coop 145 can facilitate their success. Once a participant has become a trained professional or possesses the necessary skills, Coop 145 has the opportunity to nurture local economic and community needs by reinforcing the workforce through ventures and partnerships proposed by our business network.



Local Impact and Community Success



Community Workshops

Coop 145 provides entrepreneurial education, services and resources for individuals based in Peel and Halton region that work in the arts and entertainment industry. We organize members of the aforementioned industries that have the desire to acquire knowledge, network, and create equity with principled business practices and necessary tools needed to ideate, facilitate and/or enhance their creative projects.

Our intention is to bridge the gaps of entry into the arts and entertainment industry for all those interested. The cooperative is only successful when we help our members make the conscious and strategic connections so they are able to leverage their skills to lead to economic prosperity.

Audio Production Workshop

- 23 Workshop Session
- 25 participants
- 138 in Studio hours offered
- 5d 18hrs Studio Access

Songwriting Workshop

- 35 Workshop Session
- 210 participants
- 840 in Studio hours offered
- 35d Studio Access

Executive Production Workshop

- 6 Workshop Session
- 9 participants
- 27 in Studio hours offered
- 1d 3hrs Studio Access

Workspace Workshop

- 46 Workshop Session
- 20 participants
- 230 in Studio hours offered
- 9d 14hrs Studio Access

Collective Initiatives

Since 2018, Studio 145 has worked hard to engage with our community, and in particular our members. We have worked alongside numerous talents amongst our members that have shown exceptional skill, determination, and work ethic. Since 2020, we have been offering in-kind donations to these exceptional members, highlighting their potential and giving them a chance to succeed in our industry. These in-kind donations span over 14 unique participants, 15 unique community projects, and over 186 studio sessions.

Community Servitude

As a growing pillar in the community, it is integral that Coop 145 provides quality products and service offerings to scale our members and customer's endeavours. Through services such as audio recording, live rehearsals, photography, videography, and more, we aim to deliver a memorable customer experience. To date, Coop 145 has served 1485 hours to our members and patrons of the community; spanning over 482 studio sessions.

Pre-Production Services

- 6 Songwriting Sessions
- 14 in Studio hours served
- 0.5d 2hrs Studio Access

Brick and Mortar Services

- 7 Live Rehearsal Sessions
- 17 in Studio hours served
- 0.5d 5hrs Studio Access

Audio Production Services

- 460 Recording Sessions
- 1418 in Studio hours served
- 59d 2hrs Studio Access

Visual Production Services

- 9 Photography Sessions
- 36 in Studio hours served
- 1d 12hrs Studio Access

Artist Testimonial - Michelle Shantel



“My experience at Coop 145 has been fantastic! Every visit I always feel welcomed, comfortable and safe. As a photographer it’s been a great work space for me! The members of Coop 145 and I have grown close to each other; They’re like a second family now. I look forward to continue growing with the studio and the members. This is definitely something great for our community and I’m glad to be a part of it.”

Student Testimonial - Aarav Bhatt



The co-op was honestly an overall amazing experience, I met a lot of new people: artists, engineers, producers, a & r's and more. I learned a lot more about the actual business in music and that was super super interesting. It definitely gave me another career possibility and it was very intriguing to learn about. Summing up my favorite moments from the co-op is very hard to do as almost everyday was amazing, different things went on each day and different people walked in and out of the studio. But, if I had to sum up my

most memorable moments at the co-op, it would have to be the one Tuesday writing camp where all those different artists came and it was fully stacked, and every sunday writing camp. My reasons for choosing these days are simple, they were the most social days and definitely the days I learned the most, in every aspect. Amazing experience, amazing people and amazing facilities!

Artist Testimonial - Knza



“ I was introduced to coop 145 about three months ago by a close friend of mine. One thing that stood out for me was how comfortable and welcomed the staff made me feel. I was so impressed by the energy that I signed up for the writers camp the following week. Once again I was pleased by the effortless interactions with peers and staff, and the pace and workflow of the camp. Since then I’ve made some valuable connections through Coop 145 and have also enrolled in variety of programs and services they offer.

I think this is a safe space for creatives to grow and develop their skills and an overall great foundation of support.

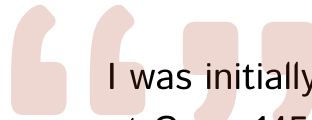
Student Testimonial - Adam Code



I am so happy to have discovered the co-op. Before this experience, I was struggling to find work that resonated with me, especially in a pandemic. I was trying to apply for work for a student cooperative term through the University of Waterloo, and was struggling to find employment. I am a passionate artist, but also someone who cares deeply about my community. Studio 145 Coop has given me the space and the tools to apply myself, and truly make changes in my community - from my university, to my colleagues in the arts.

Every day that I get to work with artists for artists is a dream come true. I always feel heard, recognized, and respected, and I couldn't ask for a better team to work with. Eternally grateful.

Artist Testimonial - Nalecia



I was initially referred to use the services at Coop 145 for my upcoming projects. Once introduced to the vision of the facility, it resonated with me and I immediately wanted to be a part of the team. I'm very thankful to have met such a group of passionate, talented, hardworking, educated and dedicated individuals full of good morals. I am currently working as a Graphic Designer and I have found my music family.

Artist Testimonial - Leo Lotus



“

Being a part of the co-op has been very exciting. From learning the ins and outs of the music industry to reworking on my craft has been a great experience for me. I was well versed in my own music and some parts of the industry but joining the co-op has opened more doors for me as well. The connections I am creating are amazing - from the different artist, song writers, producers, engineers and A&Rs. All these people have shown me there is more than just being an artist - and I'm learning how to transform myself into a business as well.

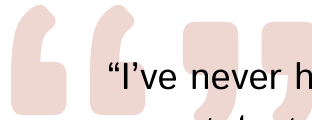
Artist Testimonial - Gabby Harvey



“

I walked into Coop 145 for the first time no less than a month ago. It was by far one of the most welcoming studios I had ever gone to. It's nerve wracking (to say the least) walking into sessions as a woman by yourself where you don't know anyone, especially in this industry; but the energy and warmth that I was welcomed with was amazing. It's been my go to ever since. The whole team is incredibly talented and the vibes are unmatched.

Artist Testimonial - Kenicke



“I’ve never had a place where I could meet more talented people and get more stuff done than the coop, so here I am.”

Question: “What’s it been like coming to the writing camp and the coop?”

Answer: “Talent, everywhere - good vibes, everywhere.”

Artist Testimonial - Tymaz



Question: “What is it like working in the coop?”

Answer: “Met a lot of people, networked. It’s a good experience so I keep coming back.”

Question: “Would you recommend the coop?”

Answer: “Yes...They give you a real look on how things really work. And they care and want to develop you.”



Program Overview

Cooperative Education Program (CoEP)



CoEP

The CoEP will outline and cover three major aspects that an artist will have to manage during their career. Each workshop will focus on building essential soft and hard skills such as marketing, creative design, and business management; these skills will help participants excel in their craft. They will be evaluated based on quizzes (150 marks), and homework (150 marks) to acquire an overall mark out of 300 marks.

Workshops

- **Music Business Management:** 11hr workshop focusing on Marketing, Branding and Consultation. Coordinated by: Tyreek Phillips (5 hours) & Dexray Robinson (6 hours)
- **Audio Engineering:** 21hr workshop focusing on Recording, Mixing, Mastering, Production and Studio Design. Coordinated by: Adrianos Proniaris (13 hours) & Gregory McFarlane (8 hours)
- **Generating Revenue:** 18hr workshop focusing on Project Planning, Distribution, Merchandising, Acquiring Grants, Loans and Partnerships. Coordinated by: Tyreek Phillips (12 hours) & Dexray Robinson (6 hours)

Skills Acquired

Hard Skills

- Creating your brand as an Independent Artist
- Marketing your brand as an Independent Artist
- Understanding and using analytics to boost marketing towards your brand
- Understanding how to properly distribute your music as an Independent Artist
- Understanding how to manage your business as an Independent Artist
- An understanding in audio recording
- An understanding of audio mixing
- An understanding in audio mastering
- An understanding of audio production
- An understanding in setting up a Studio
- An understanding of event planning
- An understanding of music distribution
- An understanding of music merchandise
- An understanding of acquiring grants
- An understanding of acquiring partnerships

Soft Skills

- Critical Thinking
- Written Communication Skills
- Organization
- Self Management
- Responsibility
- Professionalism
- Creative Design
- Attention to detail
- Project management

Future Pillars - CoEP

Cooperative education is a learning experience that allows students to apply their practical curricular knowledge in real workplace environments. It is our focus to foster the passions of hardworking and enthusiastic individuals looking to improve their skills in marketing, creative directing, product and service development, digital media design, e-commerce solutions, social media relations, business affairs and content production.

Goals and Expectations

We are looking to on-board individuals who are willing to work collaboratively and independently on a number of projects of their choosing. As the majority of student co-op placements are on a four month work-term, it is important to maximize the impact of each student's experience within the organization. Alumni are encouraged to foster organic long term relationships during their work placement to create a network of business professionals and creatives that they can leverage in the future.

Although individual students will have different personal goals for their work term, expectations are largely the same: take initiative, keep communication channels open, maintain a professional atmosphere, ask questions, and have fun. Each student will work alongside their fellow co workers to execute their team's primary and secondary objectives. During their time, they will receive mentorship through their chosen department to help them become contributing members to the organization. Interns will begin their work term with an orientation, after which they will be able to choose their team.

Goals and Expectations (Cont.)

Following the first iteration, as a cumulative assignment, students will have an opportunity to create a venture proposal. This proposal is intended to be an opportunity for the individual to pitch a passion project, and cultivate an entrepreneurial venture - with the support and/or collaboration of Studio 145 Cooperative. The proposal is meant to highlight ways to monetize the individual's skills using the knowledge learnt at Coop 145. A partnership with the co-op is not mandatory, but it is encouraged for students to maintain relationships within networks they've fostered and seize opportunities by utilizing our resources and support systems.

Personnel Requirements

- 8 Team leads/ supervisors
- 1-on-1 coaching for 3 months from interdepartmental teams
- 1-on-1 coaching from interdepartmental teams to develop a passion project proposal

CoEP Timeline

3 month 1-on-1 coaching and hands on experience

- Day 1 orientation
 - Introduction to co-op and facilities
 - Introduction to team leads
- 12 weeks Department placement/rotation
 - Marketing
 - Creative Direction
 - Product and Service Development
 - Digital Media
 - E-Commerce
 - Social Media
 - Programming and Curriculum
 - Business Affairs

1 month 1-on-1 coaching to develop passion project proposal

- Marketing
- Product and Service Development
- Business Affairs

3 page Retrospective report outlining

- Experiences within the coop
- Highlights of tasks and teams worked on, goals that were met, Industry and network connections
- Memorable moments
- suggested program improvements
- Mentor and coaching feedback



Additional Resources





Primary Services

Pre-Production Services

- Songwriting - Verse
- Songwriting - Hooks/Chorus

Post-Production Services

- Podcast Revision - Minor
- Podcast Revision - Major
- Mixing - Song
- Mixing - Podcast
- Song Revision - Minor
- Song Revision - Major

Production Services

- Audio Recording
- Podcast Recording

Live Services

- Rehearsal

Secondary, Tertiary, and Future Services

Secondary Services

- Photography
- Videography
- Marketing - Social Media
- Marketing - Pre-Campaign Development
- Marketing - Campaign
- Content writing

Future Services

- Set Design
- Merchandising
- Commercial Jingles
- Custom Jewelry Design
- Fashion Design
- Digital Investment
- RealEstate Investments
- Health, Dental & Life Insurance

Potential Partnerships

- OCA - Ontario Coop Association
- CMC - Cooperatives and Mutuals Canada
- Soundscan Studios
- Manifesto
- University of Waterloo - WaterlooWorks
- OBJX Studios
- Loud Army
- Ontario Arts Council
- Arts Council of Canada
- FACTOR
- Untitled and United

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