



**DEVELOPMENT PROGRAM
Evaluation Information
April 2011**

The following are some 'guiding principles' of what makes a proposal successful at obtaining a Bell Fund DEVELOPMENT grant:

1. The proposed new media project includes elements that need to be explored to ensure the viability of production.
2. There exists a very clear path and description of what exactly will be developed, specific deliverables and anticipated outcomes (ie; research, script development, prototype, etc.)
3. There exists a high probability that the successful completion of development will lead to an eligible Bell Fund Production Grant.

Other criteria to consider:

- Degree of broadcaster support, both for the TV and NM projects
- Will the schedule of development allow for production and launch with the first broadcast of the associated television program
- Track record of Producer
- Business plan (e.g.: financial structure, budget, etc.)
- Other financial partners contributing to the development activities (e.g.; cash contributions)

Evaluation Grid:

| | |
|---|-------------|
| 1. Content: excellence, deliverables, integration (TV and NM), legacy potential | /25 |
| 2. Business assessment, financial, budget, marketing analysis, business plan | /20 |
| 3. Feasibility: company's track record, potential to proceed to production | /25 |
| 4. Broadcaster support (TV and NM) | /10 |
| 5. Overall, intangibles | /20 |
| TOTAL | /100 |