



## DEVELOPMENT PROGRAM Evaluation Information

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

1. The proposed digital media project includes elements that need to be explored to ensure the viability of production.
2. There exists a clear need for development, beyond traditional or typical development in order to demonstrate feasibility when applying for production.
3. There exists a very clear path and description of what exactly will be developed, specific deliverables and anticipated outcomes (ie; research, prototype, etc.)
4. There exists a high probability that by successfully 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 DM 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/Design – creative excellence, compelling content and concept, DM/TV integration, user engagement, originality	/15
2. Technology – production, deployment, programming/software sophistication	/5
3. Plans for research/testing – focus group/user testing, market analysis, research	/10
4. Feasibility – company's track record, key personnel, development to date	/5
5. Financial assessment – budget, financial structure, any cash contributions	/5
6. Degree of broadcaster support	/5
7. Other – overall assessment	/5
<b>TOTAL</b>	<b>/50</b>