

Slate Development Assessment Criteria

(each project in slate to be assessed individually)

Assessment Criteria	Overall Points	Points details
Team	25	<p>Track record of applicant company</p> <p>Key creative team and personnel (experience and achievements)</p>
Feasibility	25	<p>Applicant Company's capacity to support one or more projects</p> <p>Development Schedule</p> <p>Budget analysis (appropriateness of budget to creative)</p> <p>Financing Plan, including any risk to be assumed by Applicant</p> <p>Technology (for production and delivery) if relevant</p>
Potential for Success	50	<p>Are the activities aligned to bring the project to the next phase of development, production or financing?</p> <p>Does the project align well with the strategies and objectives of the market partner?</p> <p>The level of support demonstrated by market partner to development</p> <p>Audience Potential – Knowledge of target market and competitive landscape</p> <p>Does the project(s) measure up to the performance of the Applicant Company?</p> <p>How will this project contribute to the Company's overall business development goals?</p>
TOTAL	100	