

Video Games Early Stage Growth Program

Evaluation Matrix

ASSESSMENT CRITERIA	POINTS
<p>Company</p> <ul style="list-style-type: none"> • Company vision, growth plan, and capacity to execute (10) • Management team composition and experience (5) • Policies and practices promoting equity, diversity, and inclusion (3) • Representation of members of systemically excluded groups in company leadership as key decision makers (2) 	20
<p>Business Development Plan</p> <ul style="list-style-type: none"> • Clarity of funding request details (objectives, needs, and expected outcomes) (20) • Feasibility and probability of success (10) • Development and prioritization of B.C. resources (5) • Potential for positive impact on the development of the larger video game industry in B.C.(5) 	40
<p>Product Quality</p> <ul style="list-style-type: none"> • Originality of game(s) (15) • Creative potential and achievement - artistic, technical, game mechanic, community building, etc. (10) • Audience development and early market traction and potential (10) • Cultural relevance and incorporation of public interest or underrepresented perspectives, stories, or communities (5) 	40
<p>TOTAL POINTS</p>	100