

Video Games Business Development Program | Evaluation Matrix

ASSESSMENT CRITERIA	POINTS
<p>COMPANY</p> <ul style="list-style-type: none"> • Experience and track record (5) • Company Vision and Growth Plan (5) • Team expertise and capacity (5) • Quality and originality of the games being created (5) • Audience and market potential of the games (5) • Policies and practices promoting equity, diversity, and inclusion (3) • Representation of members of systemically excluded groups in company leadership (2) 	/30
<p>BUSINESS DEVELOPMENT PLAN</p> <ul style="list-style-type: none"> • Clarity of Funding Request details (objectives, needs, and expected outcomes) (35) • Feasibility and probability of success (5) • Development and prioritization of B.C. resources (5) • Potential for positive impact on the development of the larger video game sector in B.C. (5) 	/50
<p>REVENUES AND FINANCE</p> <ul style="list-style-type: none"> • Stability and financial health of the company (10) • Impact and commercial success of previous titles (5) • Third-party financing, sales or distribution deals secured for current projects in process (5) 	/20
<p>TOTAL POINTS</p>	/100