

Video Games Early Stage Growth Program Evaluation Matrix

ASSESSMENT CRITERIA	POINTS
Company - Company vision, growth plan, and capacity to execute (15) - Management team composition and experience (10) - Policies and practices promoting equity, diversity, and inclusion (3) - Representation of members of systemically excluded groups in company leadership as key decision makers (2)	30
Business Development Plan - Clarity of funding request details (objectives, needs, and expected outcomes) (10) - 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)	30
Product Quality - 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
TOTAL POINTS	100