

Video Games Business Development Program Evaluation Matrix

ASSESSMENT CRITERIA	POINTS
COMPANY • Experience and track record (15) • 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)	/40
BUSINESS DEVELOPMENT PLAN • 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 sector in B.C. (5)	/40
REVENUES AND FINANCE • 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
TOTAL POINTS	/100