

Video Games Business Development Program

Frequently Asked Questions

1. When are applications due?

Applications are due **September 28, 2026, at 4:00 PT**. Incomplete applications or applications received after this date and time cannot be reviewed.

2. What is the origin of this fund and why does it target “mid-level and experienced” companies specifically?

Creative BC and CMF came together with a shared objective to create new domestic funding opportunities that enable B.C.-based video game companies to maintain control of decision-making and shape their own success. This pilot program is aimed at mid-level and experienced companies based on the expectation that companies and video game makers with a significant track record of production in the province are best positioned to achieve that success. Creative BC and CMF staff consulted with a range of industry experts to determine the criteria for applicant qualification.

3. Based on the criteria listed in the Guidelines, my studio doesn’t qualify as “mid-level to experienced.” Are there other funding programs I’m eligible for?

Creative BC and the CMF support projects at various stages and companies at all levels of experience through a range of programs.

Information about the CMF’s Interactive Digital Media programs can be found [here](#).

Information about Creative BC’s Video Games Early Stage Growth program can be found [here](#).

4. Is this only for B.C.-based companies?

The purpose of this fund is to promote the growth of the video game industry in B.C. through support for B.C. companies developing their own creative IP. To be eligible, companies must be incorporated in B.C., headquartered in B.C., and owned by B.C. residents. In addition, 75% of the costs must be incurred in the province. A consideration in the evaluation criteria is the potential for positive impact on the B.C. video game sector as a whole.

5. My company doesn’t own the IP for all the games we create. Are we still eligible?

Work for hire or other similar contract game development cannot be included in your count towards titles for eligibility. However, it can be referenced in your company background and experience documentation, as it speaks to your overall ability to deliver and contribute to the growth of the gaming industry in B.C.

6. My company produces more than just video games. Are we still eligible?

While it may be the case that you sell other products or services, the core of your business needs to be the production of video games based on IP you own and control or have optioned.

This focus should be clearly reflected in your funding request, specifically the Business Development Plan where you explain how you plan to use this funding, should you receive it.

7. What are you looking for in the Business Development Plan?

This plan needs to demonstrate how the requested funding will make a measurable difference to your current activities, whether it be significantly accelerating timelines or increasing the scale, quality, or reach of the work. In it, you need to a) provide the specifics of the funding request and b) demonstrate the overall proficiency of the studio. In addition to the funding details, the plan should also cover company track record, previous performance, vision and growth plan, market analysis and target audience goals, and plans for fostering talent and diversity.

8. Can I use the funds for both company-related costs and project-related costs?

The fund is designed to accommodate a variety of funding requests tailored to the applicant's specific needs. It can be used for company-related costs, or project-related costs, or a combination of the two. As long as the costs meet the criteria outlined in the Eligible Costs section of the Guidelines, they qualify.

9. Does the money need to be re-paid?

The funding is provided in the form of non-recoupable or non-repayable contribution, with no requirement that Creative BC or CMF be reimbursed, except potentially in specific instances of default or sale. Recipients are, however, required to provide reporting on their progress and outcomes, as stipulated in the funding agreement.

10. Is there a timeline to spend the funds?

Recipients have 12 months to use the funding, with potential for extensions in extenuating circumstances.

11. I still have questions, who can I talk to?

We are here to help! Please contact:

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