CANADA MEDIA FUND   **FONDS DES MÉDIAS DU CANADA**

PROTOTYPING PROGRAM
GUIDELINES
2024-2025

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1.   GENERAL INFORMATION

Section 1 of the [IDM Content – Core Guidelines](#) shall apply to the Prototyping Program Guidelines, unless otherwise specified.

2.   PROTOTYPING PROGRAM – OVERVIEW

2.1   INTRODUCTION

Unless otherwise specified, in addition to the requirements set out in these Guidelines, Applicants must comply with:

   i)   The rules and requirements of the IDM Content – Core Guidelines, and
   ii)   The applicable policies and definitions in Appendix A and Appendix B, namely:
       a.   Appendix A: Section 7 (CMF Definitions)
       b.   Appendix B:
               i.   Chapter 1 (Default Policy),
              ii.   Chapter 2 (Accounting and Reporting Requirements),
             iii.   Chapter 3 (Producer's Fees and Corporate Overhead (PFCO) Policy), and
             iv.   Chapter 5 (Insurance Policy).

The Prototyping Program (the "**Program**") allocates funding to Canadian interactive digital media Projects at the early stages of building a product to demonstrate its intended functionalities and design. Specifically, this phase is for experimenting, testing and validating different concepts and hypotheses to arrive at a first functional prototype. For clarity, the product will require a further production phase in order to be published or sold and will not be finished at the end of the Prototyping phase.

This Program shall fund Projects through a selective process in which Eligible Projects are assessed according to an evaluation grid.

2.2   DEFINITIONS

Please see Appendix A section 7 for definitions of the following terms found in these Guidelines:

- Diverse Community
- Diverse Community (Key Personnel) Project
- Eligible IDM Positions
- Gender Balance (Key Personnel) Project

3.   PROTOTYPING PROGRAM - ELIGIBILITY

3.1   ELIGIBLE APPLICANTS

An Eligible Applicant to this Program must meet the criteria in section 3.1 of the IDM Content – Core Guidelines.

3.2   ELIGIBLE PROJECTS

An Eligible Project to this Program must meet:

- The criteria in Section 3.2 of the IDM Content – Core Guidelines; and
- Any applicable specific eligibility criteria noted in this section.

3.2.1   Prototyping Phase

This Program is specifically for the early stages of a Project that has developed a solid concept and design, but that would benefit from experimentation, testing or validation of different concepts and hypotheses, before proceeding to the Production phase. It should result in a functioning prototype build. For clarity, the Project will require a further production phase in order to be published or sold and will not be finished at the end of the Prototyping phase.

3.2.2   Miscellaneous Requirements

a) An Eligible Project must also comply with any applicable privacy laws and regulations.

b) A Project may only receive one (1) round of funding from this Program in its lifecycle.

c) A Project that has been refused funding from a particular Program activity (i.e., Prototyping or Production) two (2) or more times since 2010-2011 cannot apply again for CMF-funding for that same Program activity.

d) The CMF may commit to up to 50% of this Program's allocation for Applications submitted on the First Closing Date. The CMF will make the remainder of the allocation available for the Second Closing Date.

4. PROTOTYPING PROGRAM - CMF CONTRIBUTION

A CMF Contribution to an Eligible Project will follow:

- The criteria in section 4 of the [IDM Content – Core Guidelines](#); and
- Any applicable specific criteria noted in this section.

4.1 AMOUNT OF CONTRIBUTION

Successful Applicants receive funding in an amount appropriate to the needs of the Project subject to a Maximum Contribution of the lesser of 75% of the Project's Eligible Costs or $250,000.

4.2 ELIGIBLE COSTS

Eligible Costs must be costs directly related to the Project, including but not limited to:

- Research and preparation of content;
- Salaries and benefits/wages/contracts for Project team (Project management, business development, coding, design, system infrastructure, content development);
- Technology infrastructure (hardware and software);
- Expenses to put content online, including copyright clearance, documentation, design and development of the prototype, translation costs;
- Travel and accommodations;
- Project audit fees;
- Other technical and administrative expenses;
- Marketing and promotion; and/or
- Reasonable costs related to environmentally-sustainable activities, practices and personnel connected to the project.

# 5.	PROTOTYPING PROGRAM - EVALUATION PROCESS

Evaluation of an Eligible Project will follow:

- The criteria in section 5 of the IDM Content – Core Guidelines; and
- Any applicable specific criteria noted in this section.

This Program shall fund Projects through a selective and competitive process in which Eligible Projects are assessed according to the following evaluation grid.

Assessment Criteria	Weight
Team (13) ▪ Experience and achievements of the studio within the IDM industry. ▪ Professional experience and achievements of team members within the IDM industry. Team members shall include lead production, creative, technical and/or sales and marketing roles. ▪ Experience and track record of team members working with one another. ▪ Feasibility of the team assembled to carry out and deliver the project. ▪ Quality and degree to which the applicant and creative and production teams are well-positioned to create this project. "Well Positioned" is outlined in the CMF's Narrative Positioning Policy and can be addressed in the Narrative Positioning Statement. **Parity (2)** ▪ The Project qualifies as a Gender Balance (Key Personnel) Project i.e. 40% of the cumulative paid Eligible IDM Positions on the Team are held by individuals that identify as women. Refer to Appendix A for definitions of Eligible IDM Positions and Gender Balance (Key Personnel) Project. **Diversity (2)** ▪ The Project qualifies as a Diverse Community (Key Personnel) Project i.e. 40% of the cumulative paid Eligible IDM Positions on the Team are held by members of a Diverse Community. Refer to Appendix A for definitions of Eligible IDM Positions and Diverse Community (Key Personnel) Project.	**17**
Community and Sustainability **Community Engagement Plan (2)** ▪ The Applicant and team members commit to (i) concrete steps to create the content responsibly, thoughtfully and without harm, including community engagement steps, and/or personnel hires, and (ii) will provide a written report at the final costs stage confirming the work completed. **Sustainability Plan (2)** ▪ The Applicant and team members commit to (i) steps related to environmentally-sustainable activities, practices and/or personnel hires on this project, and (ii) will provide a written report at final costs stage confirming the work completed.	**4**

Originality, Creativity and Advancement
 	
▪ Originality, quality and relevance of content and form, and as applicable the narrative/story.
▪ Quality and sophistication of design elements and programming.
▪ Quality and distinctiveness of user experience and interactivity.
▪ Either:
     o *Innovation:* Development and/or integration of innovative technologies and/or novel and exciting approaches to content or narrative/story; **OR**
     o *Commercial Potential:* Marquee or distinctive elements that can maximize the revenue potential and audience reach.
     o As applicable, the evaluation of *innovation* or *commercial potential* can include the Project's potential to add to cultural significance – for example adding greater representation in voices from Diverse Communities or sharing new perspectives.
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Financial Viability ▪ Budget relevance and financial structure risk. ▪ Applicant's financial stability in relation to the size of the Project. ▪ Risk level assumed by the CMF and the applicant. ▪ Relevance of preliminary revenue model.	**14**

Strategic Positioning and Marketing
 	
Market Study
     ▪ Audience analysis.
     ▪ Market analysis.
     ▪ Positioning and competitive advantages.
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TOTAL	**100**