



**New Zealand  
FILM COMMISSION**



Te Tumu Whakaata Taonga

# **New Zealand Film Commission Interactive Development Fund – Guidelines for Applicants**

April 2019

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You are encouraged to read these guidelines carefully as they are intended to help you deliver the strongest application possible. Please also read the relevant information sheets on the website.

Please get in touch well before making a formal application, as we can offer helpful advice and guidance.

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## Introduction

The Zealand Film Commission's (NZFC) mission is to empower and attract distinctive and diverse screen productions for all audiences.

Creative talent are engaged with at all stages, from the development of exciting ideas, through to production.

## Interactive Development Fund overview

The Interactive Development Fund is designed to enable the development of interactive content with strong original story aspects and significant New Zealand creative and cultural outcomes.

It is envisioned that the fund will encourage collaboration between sectors, developing new skills and synergies. Through the development of new, innovative, interactive stories, it is intended that potential new markets and audiences are identified, developed and engaged.

## What is supported?

The fund supports concept development of original, narrative-focused interactive and games content delivered on any platform (including mobile, online, console as well as virtual reality and augmented reality).

Funding is provided to develop the concept, including creative material such as story and design, that may form the basis of a playable prototype suitable to access the appropriate marketplace to seek project financing.

The aim of this fund is to support the development of the original IP of the applicant, and it does not support projects that have been commissioned as service work for a third party or where a third party ultimately holds a controlling share of the rights.

The NZFC may consider the development of companion pieces or extensions to other existing, completed, original content for which the applicant has the rights. In this case, the application will be evaluated based on the strength of both the existing content **and** the proposed companion piece or extension when making a final decision.





## How much is available?

The NZFC will look to fund the concept development of a project up to a maximum of \$25,000. In exceptional circumstances the NZFC may consider funding up to a maximum of \$50,000 per project. However, the amount requested will need to be commensurate with the scope and nature of the work undertaken as well as the ambition and level of complexity of the project and the type of delivery platform and technology used. All funding will be treated as a non-recoupable grant.

It is expected that funding requested will be used towards the development of creative materials in various forms, such as a playable prototype to be paired with a pitch for appropriate investors (be that crowdfunding, public, or private investment).

## Who can apply?

Applicants can be either games companies or screen based companies who are looking to develop interactive works that have a story focus. The NZFC encourages relationship building across sectors.

The applicant must be:

- a New Zealand company;
- the originator or majority owner of the IP or the rights upon which the work is based; and
- able to demonstrate the capacity and level of expertise to be able to deliver the project.

Please note, if you have a project that received Interactive Development Funding in the previous round, you are ineligible to apply for this fund for the same or a different project until your previous project's reporting and delivery requirements have been met.

## How to apply

Apply through the online application portal at <https://funding.nzfilm.co.nz/>.

Allow time to complete your application.

Interactive Development Fund deadlines are on our [website](#).

It's important you provide as much information as you can to help the NZFC make a full and fair assessment. Late or incomplete applications will not be considered.





The information required in your application will be outlined in the next section.

The deadline for **Interactive Development Fund** applications is

**9am, Friday 3 May 2019**

*Late applications will not be considered for funding.*

## **Submission Material**

The NZFC will endeavour to support a diverse range of project types, styles and scales.

### **What to include**

1. Creative material
2. Budget and timeline
3. Key personnel

### **1. Creative material**

#### **Logline**

The logline is a statement, in 35 words or less, that reflects the intended experience, including the core narrative and/or setting, premise, and primary interactive activity.

#### **Synopsis**

The synopsis is a highly-condensed outline of no more than one page that clearly reflects the narrative spine of the story, the setting, and a concise description of the interactive features and/or gameplay. It must touch on its tone, genre, emotional journey and key characters.

#### **Video pitch**

Please provide a simple talk-to-camera 'video pitch' of no more than three minutes, where the key personnel present their vision for the project. This should include any detail on the target audience for the project and how they will interact with the content.





## **Any concept art, an Electronic Proof of Concept (EPOC) or other creative material (optional)**

You might also choose to submit samples of concept art, an Electronic Proof of Concept (EPOC), or any other creative material relevant to your application – though this is not a requirement.

If you choose to submit an EPOC, this would ideally be a playable prototype and/or an animated trailer that demonstrates the core story world, interactivity and/or game mechanic. The material submitted should give a clear understanding of the narrative aspects, a sense of the story world, and how the user interacts with it.

### **What is looked for in your creative material**

Creative material will be assessed against the following questions:

- Is the premise strong, distinct and original?
- Does the experience convey an emotional journey?
- How do the interactive mechanics engage the user and support the experience?
- Does this project have the potential to become something that is amazing, original, different, satisfying?
- Does it have the potential to be culturally significant?
- Does it have the potential to achieve critical acclaim?
- Does it have the potential to achieve commercial success, increasing audiences for New Zealand stories?

## **2. Budget and timeline**

### **Detailed development budget**

You must provide a budget breakdown for the development funding requested from the NZFC. The funding should be used to cover the actual and reasonable story development costs of your project. Your budget is where you set out what you expect these costs to be. Please remember that you cannot apply for funding to cover costs you have already incurred.

### **Proposed development timeline**

You must include a detailed concept development plan that should set out your proposed timeline including the start and finish dates of the development work you are seeking support for, and appropriate milestones.





## Forward plans

An idea about your plans for the project beyond development is required. An indication of the production timeline, investor marketing plans and release would be ideal. Some questions you could answer in this section include (but are not limited to):

- What is the anticipated overall cost of the project should it progress into production? How will the project be financed beyond the development phase?
- What is your proposed production schedule?
- How do you plan to market and distribute/publish/release the project?
- How will this project contribute to and/or help you build your business? Are there any plans to exploit IP such as technology, franchises, spinoffs, and merchandising as a result?

### What is looked for in your development budget and timeline

- Is the development budget realistic?
- Is the development timeline realistic and achievable?
- Are the forward plans for the project realistic and achievable?

## 3. Key personnel

### CVs or bios of key people

Please provide a CV (with LinkedIn or IMDB reference) and 200-word bio for key personnel mentioned in the application.

If you mention any individual as providing support or advice, you must demonstrate what they will bring to the project, how they intend to work with you, and provide their letter of interest or a copy of their notes.

### What is looked for in your key personnel

The potential and experience of the team as well as the creative idea.





## Assessment Process

Applications will be assessed by a panel of industry professionals and NZFC staff. The panel will make recommendations to the Head of Talent Development and the Chief Executive who will make a final decision.

## Successful applicants

Successful applicants will be required to enter into a funding agreement with the NZFC prior to receiving funding. This agreement will include the following funding conditions regarding concept development:

- the timeline and milestone requirements;
- a budget showing how the NZFC funding is to be spent, and a sense of the likely scale of the project;
- how the funding will be cash flowed;
- the approved key personnel attached;
- reporting requirements; and
- delivery requirements.

Funding payments will only be made after a fully executed contract is in place and a valid tax invoice has been received. Any work undertaken or commissioned by an approved applicant prior to a fully executed agreement being signed is the responsibility of the applicant and the NZFC will not be held liable for such work or costs.

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A final reminder that if you have any questions please contact our Talent Development team by email [talentdev@nzfilm.co.nz](mailto:talentdev@nzfilm.co.nz) or phone 0800 659 754.

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