

Call for Projects – Interactive Media

The «Call for Projects – Interactive Media» is a pilot funding scheme by Pro Helvetia aimed at fostering the development, production and distribution of interactive digital content made in Switzerland. The scheme is part of the Arts Council's «Coordinated promotion of design and interactive digital media («Culture and Business»）」 due to run until 2020. The budget of this call for projects amounts to a total of CHF 300,000.

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The call is aimed primarily at projects involving video games, augmented reality, virtual reality or interactive comics, as well as any other form of digital content that requires a high level of interaction from the user.

Projects selected are characterised by their originality, formal and artistic quality, feasibility, degree of innovation and marketability.

With this call for projects, Pro Helvetia will allocate three categories of support based on the stage of the project. The categories of support are the following: pre-production grant, production grant and post-production grant.

General conditions for participation

The «Call for Projects – Interactive Media» addresses independent, interactive content developed for computers, smartphones, tablets, game consoles and other comparable interfaces. The following criteria must be fulfilled:

- The main project managers are of Swiss nationality or resident in Switzerland.
- The project must be realised according to professional standards.
- Project owners may submit a project up to seven years after completing their studies or seven years after setting up their company (date of incorporation not earlier than 1st January 2012).
- Projects set up in a university context are eligible for funding if the project owners hold a clear majority share of the copyrights and user rights and are no longer enrolled at the university.
- The project must develop an original concept. Follow-up developments of an original project already realised and distributed by the project owner are also eligible for support.
- The project must be innovative in terms of creativity and technology.

Additional conditions for a production grant and post-production grant

- The project must be submitted by a legal entity (single-member company, private limited company, joint stock company, cooperative, foundation, association, etc.).
- All copyrights and user rights must be in possession of the project owner.

Restrictions

Pro Helvetia provides no contributions towards the following:

- Infrastructure and equipment costs
- salaries
- Commissioned work or projects in connection with an advertising campaign
- Pedagogic or therapeutic content
- Projects for promotional purposes
- Projects that degrade women, men or members of a specific community, or that generally denigrate human dignity
- Projects that glorify violence
- Projects of pornographic nature
- Purely technological, utilitarian projects with no recognisable content 360° VR projects without a high degree of interactivity

Selection of projects

The allocation of grants is decided by a jury according to the criteria of conceptual originality, formal quality, feasibility and professionalism. The selection is based on the dossiers submitted by the applicants in each grant category.

Pro Helvetia reserves the right to allocate projects to a different grant category.

The Jury Interactive Media is expected to take place in mid-May 2019, the project owners will be contacted in writing by mid-June 2019 at the latest.

Contract

Following a favourable decision by the jury, Pro Helvetia concludes a written contract with the successful applicant defining a schedule for the principal stages of development and production, as well as the modalities of grant payment. The contract is negotiated individually with the applicant concerned based on the given project situation. The target is always the project's success and the acquisition of skills in line with the progression of the project.

Project submission

- The application deadline for all support measures is 1 March 2019 (included).
- No grants are awarded retroactively. Projects are not allowed to be finished until the jury decision (end of May 2019).
- Pro Helvetia accepts applications exclusively via myprohelvetia.ch.
- As a rule, all documentation must be submitted in English. If the applicant has no command of English, he/she must submit the documents in German, French or Italian and add a project summary with a maximum length of 1 DIN A4 page. The latter will be translated into English by Pro Helvetia for the benefit of the jury.
- Only one project can be submitted in each of the four grant categories.
- If a project is rejected, it may be re-submitted only once in the same category.
- The dossiers must be submitted in full, incomplete dossiers will not be submitted to the jury!

Information

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Grant categories and application dossiers

1. Pre-production grant

This support is intended to help the development of a prototype, demo or pilot. It is awarded on the basis of a presentation dossier and, if possible, an initial prototype. A pre-production grant is limited to a maximum of CHF 20,000.

Dossier contents

Completed application form with the following attachments in English:

- A prototype, demo or pilot;
- A trailer presenting the project (maximum 2 minutes);
- A project presentation dossier (only one PDF file with a maximum of 20 pages) consisting of:
 - a description of the project (type: game design document)
 - the CVs of the main contributors
 - a development, production and marketing plan for the project
- A budget and financing plan for the entire project (form to be downloaded via myprohelvetia.ch)

2. Production grant / «matching grant»

This support is intended to help the production of a project. It is awarded on the basis of an advanced prototype, an advanced demo or a terminated pilot as well as of an associated dossier and an oral presentation («pitch»).

This support takes the form of a matching grant. Its allocation is conditional on the self-financing of the project by the depositary (equity capital) or on the prior acquisition by the depositary of confirmed third-party financing (for example private investment, crowdfunding campaign, publishing contract, co-production contract or any other relevant source of financing).

Level of the support: equivalent to the amount of self-financing or third-party funding obtained, but up to a maximum of CHF 50,000.

Dossier contents

Completed application form with the following attachments in English:

- A prototype, demo or pilot;
- A trailer presenting the project (maximum 2 minutes);
- A project presentation dossier (only one PDF file with a maximum of 25 pages) consisting of:
 - a description of the project (type: game design document)
 - the CVs of the main contributors
 - a complete business plan including a budget and a financing plan (form to be downloaded via myprohelvetia.ch), a production plan and a marketing strategy ;
- A document guaranteeing self-financing or third-party financing.

The jury pre-selects the applications that meet the formal criteria. Owners of the pre-selected projects will then be invited to present their project orally to the jury. The parties concerned will be informed of the detailed conditions in advance.

3. Post-production grant

This support is intended to help the distribution of a project that has already been or which is currently being produced. It is awarded on the basis of an advanced prototype and a description of the planned distribution strategy.

The grant is limited to a maximum of CHF 20,000.

Dossier contents

Completed application form with the following attachments in English:

- A prototype
- A trailer presenting the project (maximum 2 minutes)
- A presentation of the distribution strategy (only one PDF file with a maximum of 15 A4 pages)
- A budget and financing plan for the entire project (form to be downloaded via myprohelvetia.ch)