

Interactive Media Projects: Call for Projects

The Interactive Media Call is a pilot funding scheme launched by the Swiss Arts Council Pro Helvetia to support the development, production and promotion of interactive digital contents in Switzerland. The scheme is part of the 2016–2020 focus programme «New Cooperation models – Culture & Economy». The total budget for the call is CHF 250 000.-

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The call focuses on computer games, virtual and augmented reality, interactive comics and any other type of digital content requiring a high degree of interaction. This is the case when user action has a major impact on content.

The supported projects will possess originality, formal and design quality, feasibility, a high degree of innovation and potential marketability.

The call consists of three types of support, each oriented towards a different project stage: Pre-production, production and post-production.

General conditions of participation:

The Interactive Media Call is aimed at independent interactive content designed for computers, mobile phones, tablets, game consoles, virtual reality headsets or similar devices. Applicants must meet the following criteria:

- The principal project applicants must be Swiss nationals or residents of Switzerland.
- Project execution must satisfy professional standards.
- Applicants may submit projects up to seven years after graduation or within the first seven years of establishing a company (latest date of establishment: 1 January 2012).
- Projects developed within a higher education context are eligible for funding provided the applicant owns copyright and rights of use and is no longer studying.
- The project must be based on an independent, innovative concept – applicants may also seek funding for project follow-ups or further developments of projects already carried out and disseminated.
- The project must possess a high degree of innovation, both from a creative and from a technological point of view.

Additional conditions for production and post-production funding:

- The project must be submitted by a legal entity (simple partnership, general partnership, public limited company, limited liability company, cooperative, foundation, association).
- Copyright and the rights of use must belong to the applicant.

Exclusion criteria

Pro Helvetia does not support:

- Infrastructure costs
- Contract work and projects part of an advertising campaign
- Contents pursuing an educational or a therapeutic objective
- Projects for promotional purposes
- Projects depicting members of one sex or a particular group in a degrading manner or which violate human dignity
- Projects glorifying violence
- Projects of a pornographic nature
- Purely technological, utilitarian projects lacking recognisable content
- 360° VR projects lacking a high degree of interactivity

Selection process

A jury of experts will decide on the awarding of grants; decisive criteria include conceptual originality, formal quality, feasibility and professionalism. Selection is based on the application dossiers submitted specifically for one of the three funding stages. Pro Helvetia reserves the right to assign submitted projects to a different funding stage.

The Interactive Media jury is expected to convene at the end of October 2019. Project applicants will receive written notification of funding decisions at the latest by the end of November 2019.

Contract

Pro Helvetia concludes a written contract with the selected projects managers. Contracts are required to set out a project schedule specifying the most important development and production steps as well as the modalities for the disbursement of funding. Contracts are negotiated individually with the successful applicant(s) according to the specific circumstances of the project. The key objectives of fundings are successful project realisation and in-project skills development.

Project submission

- The submission deadline for all funding stages is 1 September 2019 (inclusive of that date).
- No funding will be awarded retroactively. Applicants are not allowed to have completed their project by the time of the jury's decision (end of October 2019)
- Applications must be submitted exclusively via myprohelvetia.ch.

- As a matter of principle, all documents must be submitted in English. Applicant without a sufficient knowledge of English are required to include a one-page project summary in their German, French or Italian dossier. The summary will be translated into English by Pro Helvetia for the attention of the jury.
- Applicants may submit no more than one project per funding stage at a time.
- Rejected projects may be submitted at most twice for the same funding stage.
- **Only complete dossiers will be forwarded to the jury!**

Enquiries

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Funding stages and application dossiers

1. Pre-production funding

This type of funding supports the development of interactive content. Awards are based on the submitted presentation dossier and on a first prototype or demo version.
Maximum funding: CHF 20 000.-

Application dossier

Fully completed application form including the following supporting documents in English:

1. Prototype or demo version
2. Project trailer (max. 2 mins)
3. Game Design Document (a single PDF file, max. 20 pages), consisting of:
 - Project description including visuals, CVs of key project members
 - Market analysis (including target group analysis)
 - Plan for the development, production and commercialisation of the project
4. Budget and complete financial plan (form to be completed online at myprohelvetia.ch)

2. Production support / complementary funding («Matching Grant»)

This type of funding is awarded for the production phase. Awards are based on an advanced prototype, an advanced demo version or a completed pilot as well as the submitted presentation dossier and an oral presentation («pitch»).

Support is disbursed as complementary funding («Matching Grant»). The award requires the applicant either to self-finance the project (personal funds) or to have secured third-party funding (e.g. private investment, crowdfunding campaign, publishing contract, co-production contract).

The amount of funding granted corresponds to the amount of equity or third-party funding (max. CHF 50 000.-)

Application dossier

Fully completed application form including the following supporting documents in English:

- Vertical slice & demo prototype
- Project trailer (max. 2 mins)
- Game Design Document (a single PDF file, max. 25 pages), including:
 - Project description including visuals
 - Track record of key project members and the studio's long-term strategy (Mission Statement)
 - Complete business plan including budget and financial plan (form to be completed online at myprohelvetia.ch), production and commercialisation plan, market positioning (incl. target group analysis, pricing, user experience testing, etc.), communication and distribution strategy
- Evidence of personal or third-party funding

Applicants who meet the participation conditions will be invited to an oral presentation before the jury (The exact conditions will be communicated in advance).

3. Post-production support

This type of funding is awarded to support marketing activities or transfer or recently completed projects. Awarding is based on an advanced prototype and a description of the envisaged dissemination strategy.

Maximum funding: CHF 20 000.-

Application dossier

Fully completed application form including the following supporting documents in English:

1. Current version of the project
2. Project trailer (max. 2 mins)
3. Dissemination strategy (a single PDF file, max. 15 A4 pages), including:
 - Description of dissemination strategy
 - Current sales/download figures
 - Price expectations
 - Reviews
 - Studio's track record
4. Budget and complete financial plan (form to be completed online at myprohelvetia.ch)