

## NON-DRAMATIC EQUITY INVESTMENT PROGRAM ASSESSMENT GRID

1. Demonstrated probability of recoupment and profit potential:	Potential Points
<ul style="list-style-type: none"> <li>Projected surplus of return on SaskFilm investment</li> </ul>	1
<ul style="list-style-type: none"> <li>The distributor attached has significant experience in this genre</li> </ul>	1
<ul style="list-style-type: none"> <li>The producer has a track record of recoupment with SaskFilm</li> </ul>	0 – 3% = 0 4 – 9% = 1 10 – 14% = 2 15%+ = 3 3 max.
<ul style="list-style-type: none"> <li>The producer has contributed to production volumes in the province of Saskatchewan (average over three years)</li> </ul>	0 – 5% = 0 6 – 10% = 1 11 – 15% = 2 16%+ = 3 3 max.
<ul style="list-style-type: none"> <li>The application includes a detailed marketing plan that provides evidence of the project appeal to the international market</li> </ul>	1
<ul style="list-style-type: none"> <li>The anticipated revenues of the project coincide with current market projections</li> </ul>	1
<ul style="list-style-type: none"> <li>The application clearly defines the target audience and provides evidence of the project appeal to that audience</li> </ul>	1
<b>Total</b>	<b>11</b>

2. Economic and cultural benefit to the province of Saskatchewan:	Potential Points
<ul style="list-style-type: none"> <li>The project will be shot in Saskatchewan</li> </ul>	1
<ul style="list-style-type: none"> <li>The level of Saskatchewan spend</li> </ul>	0 – 30% = 0 31 – 45% = 1 46 – 75% = 2 76%+ = 3 3 max.
<ul style="list-style-type: none"> <li>The director is a Saskatchewan resident</li> </ul>	1
<ul style="list-style-type: none"> <li>The writer is a Saskatchewan resident</li> </ul>	1
<b>Total</b>	<b>6</b>

<b>3. Job creation potential within Saskatchewan, including training and career laddering opportunities for the Saskatchewan freelance/self-employed community:</b>	<b>Potential Points</b>
▪ A training opportunity has been offered	1
▪ The quality of the training plan	2
▪ A career laddering opportunity has been offered	1
▪ The quality of the career laddering plan	2
<b>Total</b>	<b>6</b>

<b>4. The feasibility of the production budget:</b>	<b>Potential Points</b>
▪ The production budget is complete and reflects industry standards	2
<b>Total</b>	<b>2</b>

<b>5. Production financing including support from the marketplace and leverage of funds from the private sector and from outside Saskatchewan:</b>	<b>Potential Points</b>				
▪ The level of financing confirmed <table style="float: right; margin-left: 20px;"> <tr><td>0 – 30% = 0</td></tr> <tr><td>31 – 45% = 1</td></tr> <tr><td>46 – 75% = 2</td></tr> <tr><td>76%+ = 3</td></tr> </table>	0 – 30% = 0	31 – 45% = 1	46 – 75% = 2	76%+ = 3	3 max.
0 – 30% = 0					
31 – 45% = 1					
46 – 75% = 2					
76%+ = 3					
▪ The level of non-Saskatchewan financing proposed <table style="float: right; margin-left: 20px;"> <tr><td>0 – 30% = 0</td></tr> <tr><td>31 – 45% = 1</td></tr> <tr><td>46 – 75% = 2</td></tr> <tr><td>76%+ = 3</td></tr> </table>	0 – 30% = 0	31 – 45% = 1	46 – 75% = 2	76%+ = 3	3 max.
0 – 30% = 0					
31 – 45% = 1					
46 – 75% = 2					
76%+ = 3					
▪ The level of broadcaster license fees confirmed <table style="float: right; margin-left: 20px;"> <tr><td>0 – 30% = 0</td></tr> <tr><td>31 – 45% = 1</td></tr> <tr><td>46 – 75% = 2</td></tr> <tr><td>76%+ = 3</td></tr> </table>	0 – 30% = 0	31 – 45% = 1	46 – 75% = 2	76%+ = 3	3 max.
0 – 30% = 0					
31 – 45% = 1					
46 – 75% = 2					
76%+ = 3					
<b>Total</b>	<b>9</b>				

<b>6. Experience of producer, director and key creative team:</b>	<b>Potential Points</b>
▪ The producer has lead-produced more than two projects of the same scope	2
▪ The director has directed more than two projects of the same scope	2
▪ The director has received major awards or nominations for the direction of projects of the same scope	1
▪ The editor has received awards or nominations for projects undertaken that are of the same scope	1
<b>Total</b>	<b>6</b>

<b>7. The quality and originality of the creative materials:</b>	<b>Potential Points</b>
<ul style="list-style-type: none"> <li>▪ The content is thoroughly presented with evidence that sufficient research has been undertaken</li> </ul>	2
<ul style="list-style-type: none"> <li>▪ The application provides adequate information on how the creative will be implemented</li> </ul>	2
<ul style="list-style-type: none"> <li>▪ The story is original OR if not, an original concept and approach to the creative has been described that will render the story unique</li> </ul>	2
<b>Total</b>	<b>6</b>
<b>Total Points Tally</b>	<b>46</b>