Proof of Concept
2019

screenqld.com.au

Proof of Concept

The Babadook, *Saw*, *Whiplash*, *Broad City* and *Insecure* are just a few examples of feature films and television series launched from short form proofs of concept.

Screen Queensland's (SQ) Proof of Concept initiative invites applications for standalone scripted short films or short series that act as a **proof of concept** for a full-length feature film, broadcast or digital series.

SQ encourages applications for bold, creative and global ideas across all scripted genres and screen platforms. Proofs of concept should be complete narratives that are able to be experienced as standalone works while also demonstrating the potential of an extended idea through story, character, world or theme (or more than one of these things).

Projects should demonstrate a clear pathway to market, for example this could include competing in landmark film festivals, securing the attachment of a distributor/broadcaster to your long-form project and/or significant growth of an online audience. Successful applicants must deliver their proof of concept short/series within 6-12 months of approval.

Up to $100,000 is available per successful project. This will support creative teams to find and build first audiences for their ideas and secure market attachments. Screen Queensland's investment is 110% recoupable on the first day of principal photography for the longer-form project.

Screen Queensland will provide feedback throughout the creation and release of your short/series and may require you to partake in development, production and post production workshops and consultations throughout the process.

What can I apply for?

Production, post-production, marketing and audience-building costs associated with your proof of concept short film/series. You may also apply for development costs to take your project from proof of concept to its longer form if this is appropriate to your project and target audience/market.

Who can apply?

The initiative is open to Queensland creatives, preferably teams made up of a producer, writer and director. Development, production and post-production must occur in Queensland, the IP must be owned by a Queensland resident and the majority of the budget must be spent in Queensland on Queensland elements. Collaboration with interstate and international talent is possible however preference will be given to projects where Queenslanders occupy all key creative and crew positions.

All key creatives and crew must <u>not</u>:
- be full time undergraduate or masters students. This application may not contribute to the coursework or research of any study the applicant is undertaking
- propose a project designed for the education, training, advertising, marketing, tourism or media sector

- be employed by a Government Screen Agency
- be employed by a broadcaster
- be involved with any projects in default with SQ
- seek retrospective funding.

In addition to meeting the requirements of this funding program, all applicants must adhere to the Screen Queensland Terms of Trade available at www.screenqld.com.au

Assessment Criteria

- **Idea** – What is the quality of the short and longer-form idea and its execution? Is it a viable proposal?
- **Audience & Market** – Will it find a significant global audience in its short and longer-form? How likely is this project to secure market attachment?
- **Talent** – How promising is the talent? Do the team have the skills necessary to deliver the project?
- **Benefits to Queensland** – What impact will this have on Queensland talent and the Queensland screen sector more broadly?

What documents do I need to provide?
Applicants are invited to submit a written proposal that includes:
- Loglines and one paragraph synopses for the short proof of concept and long-form project
- Short proof of concept screenplay/s. Applicants are highly encouraged to submit a polished screenplay. Where a screenplay is not drafted, the writer must provide a detailed treatment and a screenwriting sample (at least 10 pages). Proof of concept short/series seeking completion funding should also include a rough cut.
- Budget
- Finance Plan
- An Audience & Market Plan that addresses:
  - Who the audience is for your short proof of concept film/series and how you will reach them. For short films, include a festival strategy. For online series, describe how you will grow your existing audience
  - Who the market partners you aim to attach with this proof of concept are and what your strategy is for securing these partners
  - How you plan to finance the long-form feature film or series.
- A Development Plan that details:
  - The history of the project including if it has been pitched to market
  - How the longer-form project connects to the proof of concept
  - What the next steps are to develop your longer-form project.
- CVs for all team members
- Link to director's reel and examples of previous work

How do I apply?

1. Read the guidelines and SQ's terms of trade, paying close attention to the eligibility and assessment criteria
2. Apply online at https://screenqueensland.smartygrants.com.au by 5pm Friday 29 June 2019. Late applications will not be assessed. You will receive a notification email within 30 minutes of applying. Please note it is the applicant's responsibility to contact SQ if this email is not received. Incomplete applications will not be assessed.
3. SQ may contact you to provide further details, documentation or participate in an interview. Applicants will be notified of the outcome of their application in August 2019.

What do I do if I've read this and want to talk it through?

Contact the Screen Queensland Content Team content@screenqld.com.au or 07 3248 0500