INTERACTIVE DEVELOPMENT APPLICATION CALL

Northern Ireland Screen is launching a call for applications for Northern Ireland based companies to develop interactive projects. The priority will be video games however applications for immersive, AR and XR projects can also be considered. Applications should be for single projects rather than slates.

Development is expected to take place over a three-month period between May-July 2025 with the intention that companies will have the final deliverables ready with an intention of attending a trade showcase event such as Gamescom, EGX, Develop: Brighton or another market opportunity that the company has identified.

Northern Ireland Screen will have an indie booth at Gamescom 2025 and our annual London Showcase will be in April 2026; both are opportunities that companies can apply to receive delegation support to attend. The opportunity to showcase a prototype is highly competitive, companies will be selected on the strength of their pitch materials and game concept as well as their business plan including route to market.

The scheme is currently open for applications with a deadline of **Friday 18th April 2025.**

WHO CAN APPLY?

The scheme is open to Northern Ireland based interactive development companies which were registered before January 2025 with Companies House. Companies should have a substantive base in Northern Ireland which includes long term premises, Northern Ireland resident staff and equipment in Northern Ireland to develop the project.

All applicant companies must be legally incorporated. Local authorities, educational establishments and community groups are not eligible to apply. Applications from new companies will not be eligible.

Priority will be given to applications which identify that the majority (if not all) of the creative team are Northern Ireland residents. It is expected that the majority of the work will be carried out in Northern Ireland.

Projects can either be original IP or service work projects as long as the company has the contractual right to develop the project in place before submitting an application.

HOW MUCH CAN YOU APPLY FOR?

Companies can apply for up to £25,000 based on a budget of £30,000. The balance of £5,000 can be either a cash or in-kind contribution from the Company.

In-kind contributions can include:

- Voluntary labour (time or services 'donated' should be additional and not part of the persons' normal job).
- Donated equipment.
- Services donated from other companies or organisations.
- Use of premises or office space for the project.

NORTHERN IRELAND SPEND

Northern Ireland Screen requires every funded development project to detail the level of Northern Ireland spend both at application stage and then at final report stage.

Direct Northern Ireland spend is all expenditure on Northern Ireland resident contributors and crew and companies with a substantive base in Northern Ireland. 'Resident' means primary residence for tax purposes.

Any in kind costs cannot be included in the Northern Ireland spend figure. Only cash costs can be included. For development projects, the expectation is that the level of Northern Ireland spend will be at least that of the level of award unless there is strong rationale for a lower amount.

KEY PARAMETERS OF THE SCHEME

Max Award: £25,000

Development Period: 1st May - 31st July 2025

Delivery by: 5th August 2025

March 2025
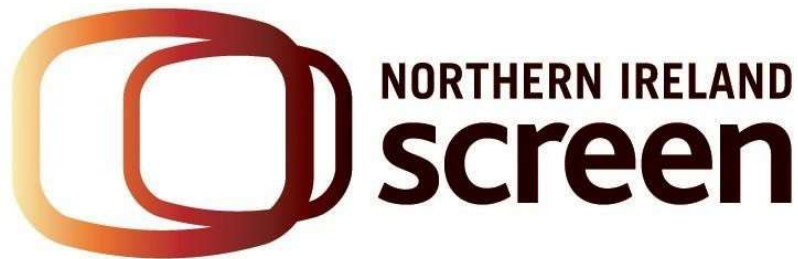
REQUIRED DELIVERABLES

- A fully playable vertical slice of the game

- 2-3 minutes of gameplay footage

- At least 10 print quality stills

- Pitch deck

- A developed and refined marketing plan including details on a clear route to market, targeted publishers/platforms and the business model for the Project

- Closing reports on templates provided by Northern Ireland Screen. This will include a vouching report and back up invoices and bank statements to evidence all costs.

KEY BUDGET NOTES

- Maximum budget is £30,000

- Budget should cover costs required to develop the Project over a 3-month period (May-July 2025)

- It is expected that the majority of the budget will be for personnel costs however up to 10% can be included towards overhead costs

- Costs should be included in relation to attendance for the key market that the project is targeted at.

KEY ASSESSMENT CRITERIA

- The quality of the proposed pitch document and any concept art for the Project;

- The level of engagement with Northern Ireland resident creative talent;

- The strength and track record of the creative team;

- The track record and viability of the company;

- The focus of the project on the national and international market in the context of current market demands;

- The creative quality of the project;

- The viability of the budget.

APPLICATION

Please contact Rebekah Farmer, Funding Executive, (rebekah.farmer@northernirelandscreen.co.uk) to receive a link to the online application system. Alongside the general supporting documentation (see below), the following item is also required:

- **A pitch document that includes:**

  o A concise summary of the project

  o Game Synopsis – a detailed description of the game's story, setting, and main characters

  o Unique Selling Proposition (USP) - what makes your game unique and why it stands out from others

  o Gameplay Mechanics - an overview of how the game is played, including core mechanics and features

  o Target Audience - information about who the game is intended for and why it will appeal to them

  o Visuals and Art Style (if available) – any concept art, screenshots, or other visuals that showcase the game's visual style

  o Monetization Strategy - how you plan to make money from the game, such as through sales, in-game purchases, or subscriptions and which markets you will be targeting

  o Development timeline - a realistic plan for the game's development, including key milestones and financial requirements

General Supporting Documentation required includes:

- CVs for the key creative talent listed on the application form

- A full budget including for this stage of development. Northern Ireland spend elements should be clearly marked on it

- Milestone Schedule

- Memorandum and Articles of Association and Certificate of Incorporation for the applicant company

- Latest set of company accounts (audited if applicable).

All applicants must complete an online application form. Please ensure that all supporting documentation is submitted either online with your application or via email to Rebekah.

Failure to provide the requested supporting documentation will result in your application being eliminated from the Interactive Development call.

TIME FRAME

All applications including **ALL** supporting documentation must be received by midday on **Friday 18th April 2025.** All applications will be assessed with decisions intended to be made by the end of April 2025. Any applications that are missing required information will be deemed ineligible.

March 2025