

## DEVELOPMENT PROGRAM

### EVALUATION GRID

Criteria	Assessment considerations	Weight
Creative Elements	Creative quality and originality of the synopsis; strength and creative passion of the pitch; cinematic potential of the film; viability of the development plan; elements that speak to Canadian experiences and audiences; engagement with relevant communities, if applicable; and for packaging phase applications, the attached Director and market interest.	<b>60</b>
Track Record of the Key Creative Personnel (Producer(s), Screenwriter and Director (where applicable))	Capacity of the creative team to execute its vision for the project; relevant experience and expertise; performance of previous projects (critical acclaim, audience engagement, visibility, etc.)	<b>15</b>
Cultural Impact and Audience Potential	Potential for cultural and/or commercial success; potential to find an audience; whether the project speaks to a Canadian or international audience and/or an under-represented audience; the originality, creative vision and creative quality potential of the project to stand out in the current feature film landscape; and for projects dealing with the experiences of underrepresented communities, the project's potential to reach and speak to these communities.	<b>25</b>
	Total	<b>100</b>

**Note:** This Evaluation Grid applies to both language markets and to the Selective Stream, the Stream for Black and People of Colour and the Indigenous Stream.

**Portfolio Balance** Decision making will take into account Telefilm's objective to foster a diversity of voices in the industry, ensuring Telefilm funds a balanced portfolio of productions reflecting a variety of genres, budget and company sizes, regions across the country, and different viewpoints. Telefilm may notably prioritize projects whose key creatives (screenwriter and/or producer and/or director (when applicable)) self-identify as Black, People of Colour, Indigenous, Women, and members of Official Language Minority Communities.

For more information, please see the Development Program Guidelines and the Essential Information Guide on the Development Program [webpage](#).