

PRODUCTION PROGRAM

EVALUATION GRID

Criteria	Assessment considerations	Weight	
		<\$2.5M	≥\$2.5M
Creative Elements	Creative quality and originality of the script/rough cut; cinematic potential; director’s vision; elements that speak to Canadian experiences and audiences; engagement with relevant communities, if applicable In the case of an audio-visual treaty coproduction, consideration will be given to the project’s potential for capacity-building	50	40
Track Record of the Key Creative Personnel (Producer(s), Director, Screenwriter)	Relevant experience and expertise; capacity to execute vision of the proposed project; performance of previous projects (critical acclaim, audience engagement, visibility, etc.)	20	20
Project Viability	Project readiness; financial viability; confirmed financing; confirmed market interest (≥\$2.5M); feasibility of the production schedule and budget	10	20
Cultural Impact and Audience Reach Potential	Plan to target and reach the intended audience (festival and theatrical) and to make the project stand out in the current feature film landscape; potential to reach and speak to underrepresented communities, if applicable. ≥\$2.5M: potential for commercial audience reach; track record of attached distributors, broadcasters, and sales agents	20	20
	Total	100	100

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. To that effect, Telefilm may notably prioritize projects whose key creatives (director and/or screenwriter and/or producer) self-identify as Racialized Persons (including, but not limited to, Black and People of Colour), Indigenous, Women, and Members of Official Language Minority Communities.

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