



DIGITAL STREAM CHECKLIST

The documents listed must be uploaded in order for the application to be considered complete. Any documents submitted following the deadline will not be included in the project analysis which is presented to the Board of Directors for the funding decision.

DOCUMENTS:	REQUIRED?
1. Detailed Digital Content plan including: <ul style="list-style-type: none"> a. Description of the digital content; b. How the digital content helps to support the audiovisual series; c. Information on the target audience, user experience, interactivity and replayability; d. Technical specifications (for websites, games, mobile apps, augmented reality or virtual reality applications); e. Information on safety protocols to ensure the safety of the child audience and users; f. Market opportunity and monetization structure (if applicable) 	Yes
2. Production schedule that includes high-level milestones and durations that support project feasibility	Yes
3. Any other creative materials available (i.e. for a companion web series or other audiovisual content, a sample script)	No
4. Document detailing how the digital content reflects Canadian diversity and inclusion (the content, the digital production team, etc.)	Yes
5. Evidence of Canadian legal identity (i.e. incorporation documents for production or parent company)	Yes
6. Proposed financial structure	Yes
7. Letter or licence(s) from Producer or an eligible platform indicating the intent to make the audiovisual program or series available to its intended Canadian audience	Yes
8. Evidence of financing secured to date, including any licences, investments, grants, and provincial and federal tax credit calculations if applicable.	No
9. A detailed Audience Development Plan (ADP) including a schedule and detailed budget. Audience Development Plan and Budget Templates can be found on the Rocket Fund website. If submitting the same ADP as the audiovisual stream application, ensure that it specifically addresses the digital content's audience.	Yes
10. If applying for digital content for a subsequent season of a series (i.e. Season 2 and beyond), a detailed report providing analytics and other measures of success from the previous season's associated digital content (i.e. number of users, views, impressions, shares, traffic to website, number of downloads, etc.)	Yes, if applicable
11. Current budget top sheet and detailed production budget that includes appropriate allocations for marketing and promotion, dated and signed	Yes
12. Current company profiles for Production Company, Co-Production Company and Parent Company(ies)	Yes
13. Digital Production Team List, along with any Key Creative bios/resumes (Key Creatives can include Producer, Executive Producer, Director (including Technical Director, Creative Director, Art Director and Interactive Director), Senior Programmer, Designer and Project Leader)	Yes

The Fund reserves the right to withhold evaluation of incomplete applications.

SHAW ROCKET FUND RESERVES THE RIGHT TO REQUIRE ADDITIONAL INFORMATION UPON REQUEST