



The Walt Disney Company Healthy Living Digital Project

Frequently Asked Questions (FAQs)

March 2015

Frequently Asked Questions

Please read this document along with the Disney Healthy Living Digital Project Fund Guidelines and, subject to entering into a non-disclosure agreement, the Disney Interactive Creative Brief.

1. How much funding is available?

The Project Fund totals £95,000.

Initially some £15,000 will be made available via three 'proof of concept' grants of £5,000 per successful application. This grant funding is non-repayable.

Following a competitive pitch process the intention is to select one of the 'proof of concept' projects for full product development, for which further investment of up to £80,000 is being made available. This substantive development funding will be awarded to the successful applicant on a revenue-share basis, meaning it is to be repaid if there are any revenues generated from the commercial exploitation of the selected project.

All funds are subject to the availability of funding and are discretionary. There is no guarantee that any applicant will be offered funding even if the applicant and project are eligible.

2. What is the application process and what are the timescales for applications?

The application process has two stages. Stage one involves filling in an online application form. Creative England and Disney will jointly select up to 3 applications from this stage to each receive a £5,000 grant to prepare a 'proof of concept' to be considered at Stage two of the process. Stage two involves a live pitch and Q&A to a judging panel who will make the final decision on which 'proof of concept' project is deserving of the up to £80,000 of substantive product development funding.

Stage One

Applicants can apply from Thursday 5 March 2015. There are four steps to doing so:

- Download and read the Non-Disclosure Agreement (NDA) carefully. Please indicate **your** acceptance by **signing and returning** a copy of the NDA to Johanna Bolhoven, Creative England (Pod 52), The Greenhouse, MediaCityUK, Salford M50 2EQ. You will then receive a copy of the Disney Interactive Creative Brief via email.
- Download the Disney Healthy Living Digital Project FAQs and read carefully together with the Disney Interactive Creative Brief.
- Fill in the online application form to tell us a bit about your organisation, your project idea, and how it will meet Disney's objectives. You will be expected to develop a more detailed pitch proposal if you are selected to pitch your idea to Disney at Stage Two.
- Submit your application online. Once you have registered online you can start your application, save your work and come back at any time to complete it. **The deadline for**

submitting your application is Monday 20 April 2015, and applicants will be notified of the outcome by Friday 1 May 2015.

Once we have received your application it will go through a formal eligibility and assessment process. This will be undertaken by Creative England with input from Disney who will consider, amongst other things:

- The viability and track record of the applicant company
- The quality of the creative elements
- Cost efficiency
- The viability of your business plan
- The likelihood of growth and jobs creation and the timeliness of these outcomes
- The market viability of the project and the likelihood of it proceeding to production
- The likely long-term economic impact of the project should it proceed to production and the fit with the strategic aims of the Disney Healthy Living Digital Project
- The commercial competence of the proposal and business experience of the applicant company

Successful applicants will each be awarded £5,000 grant funding to help undertake the work required to develop selected project proofs of concept. We will use the information you provide us in your application to make a decision and only three projects in the stage one application round will be selected to proceed to stage two.

Stage Two

Stage Two will involve a panel session held **week commencing Monday 22 June 2015** (date and location to be confirmed). Finalists can spend up to an hour with the Disney Interactive team to fine tune their **proposals** in advance of the pitching session and this will be organized by the Fund Manager as required.

Finalists be able to make a 10 minute presentation of their idea and take part in a Q&A session with the panel, including members of the Creative England senior executive team and the Walt Disney Company Interactive team.

The panel will select one winning project and the successful company will be notified in writing by Friday 3 July 2015.

3. Who can apply?

- a) The Fund is targeted at creative and digital businesses (SMEs) who wish to bring innovative concepts or prototype to success in response to the Disney Interactive Creative Brief.
- b) In line with the Regional Growth Fund objective, applicants must be based outside Greater London and includes the North East, North West, Yorkshire and Humber, West Midlands, East Midlands, South West, South East and East.
- c) The fund is targeted at companies with demonstrable high growth potential and with the commercial acumen to deliver profitable content which want to make a step change in their development.

4. What activities are supported?

- a) Priority will be given to projects which bring families together and inspire *any aspect* of healthy living.
- b) Proposals such as browser content / tool(s), mobile apps, games or the development of short form video, may all be eligible for funding.
- c) As Disney is committed to supporting families on the journey to live healthier lives, the applicant should consider how this digital component would be part of the broader programme.

5. Can I use any Disney characters in my proof of concept?

Yes, we are keen to see your suggestions / creative ideas, so you can use any Disney, Marvel or Star Wars character assets (as placeholders) to demonstrate this in your proof of concept. If your application is successful at stage two you will be granted a license to use approved Disney IP/Visual Assets to assist with the design process and in order to fully develop your project.

6. Will I own the IP?

If successful at stage two, and as may be required, the successful applicant will be granted a license to use approved Disney intellectual property/visual assets to assist with the product development process. All of the intellectual property in the developed project will vest in and be owned exclusively by the Walt Disney Company.

Please refer to the Disney Interactive Creative Brief for more information on agency responsibilities.

7. How do I apply?

- a) The application process begins with a simple online eligibility check and an invitation to complete an online application form to outline the proposal.

8. Who will assess my application?

- a) Your application will be initially be assessed by an internal panel, including the Fund manager, to ensure eligibility and suitability for the fund. This will result in a 'Long List' of applications which will be presented to the Walt Disney Company.
- b) Applications will be assessed by panel made up of internal and external members, including the Walt Disney Company and a shortlist of up to three proposals will be identified.
- c) The shortlisted applicants will be invited to present their developed proposals/prototypes to a panel made up of internal and external members, including the Walt Disney Company, week commencing **Monday 22 June**.
- d) The panel will potentially select one winning project for further investment, and the successful company will be notified in writing by **Friday 3 July**.

- e) The Creative England Investment Committee will make all decisions regarding the approval and rejection of applications. All decisions will be final.

9. What will the criteria for assessment be?

- a) The Investment Committee will be looking for strong, viable projects led by experienced and financially astute teams. A clear business proposition which responds to the Disney Interactive Creative Brief, projected activity/sales and the potential for growth and jobs creation will be essential for a successful bid.

10. If I have a question which is not answered here or in the Application Guidelines who should I contact?

- a) Please contact the Business Investment Team at Creative England via email at business@creativeengland.co.uk and we will respond to your enquiry as soon as possible.