

ASSEMBLER PROGRAMME

Northern Ireland Screen intends to provide funding through the Screen Fund to Northern Ireland based interactive content production companies to support early stage game development.

The key aims of the programme are to:

- Prepare game development teams for the process of getting early stage concepts into production;
- Develop games that are player centric, aligned to market opportunities and are commercially viable
- Increase the number of interactive content projects produced within Northern Ireland that show the potential to succeed in the global marketplace;
- Support a sustainable screen industry in Northern Ireland.

The Assembler Programme is a TWO stage development process. All applications including supporting documentation for **Stage 1** must be received by **Friday 28th July 2017**.

At the end of second stage of the development process it is envisaged that one project will be production ready. Northern Ireland Screen, at its sole discretion, may award up to £100,000 production funding in 2018-19 to a project that has successfully completed Stages 1 - 2 of the Assembler programme.

ASSEMBLER TIMELINE

Milestone	Award	Budget	No. Weeks	Start Date	Delivery date
Stage 1					
Development of pitch deck and playable prototype of core concepts	£9,000	£10,000	10 weeks	4th September 2017	10th November 2017
Publishers Review				Between 13th-22nd November 2017	
Stage 2					
Development of a vertical slice of the game that demonstrates core features, final visual representation and one complete area of the game	£15,000	£30,000	14 weeks	11th December 2017	19th March 2018
Publishers Review				Between 19th - 30th March 2018	

Publishers and distribution partners will be invited to each stage of the process to select projects that they see potential in and to feedback to developers. There will be no commitment to publish projects and partners can withdraw from the process at any time.

Following delivery at the end of Stage 1 all companies will be required to present their project to a panel of publishers and distribution partners. Those projects selected following this review session will be eligible to apply to Stage 2 of the Assembler Programme.

ELIGIBILITY:

The programme is aimed at:

- Northern Ireland based interactive content production companies;
- Each project must have a team of at least three people with clearly defined production, creative and technical roles and all members must be available for monthly build reviews during both stages of the programme.

Your project must:

- Be an independent game based on unreleased intellectual property;
- Be able to adhere to the timeline set out for the Assembler Programme;
- Not have received previous funding from Northern Ireland Screen;
- Commercially viable and able to demonstrate clear possibilities for commercial exploitation.
- Ultimately be a game that can be produced on an overall budget of £150,000 or less. Concepts must take this into account. Concepts whose ambition exceeds the scope of this budget level will be deemed ineligible. Your challenge is to think imaginatively within the constraints of a limited budget.

KEY ASSESSMENT CRITERIA

- The quality of the proposed idea in terms of its aesthetic, technical, design and business aims;
- The track record of the team on delivering projects;
- Viability of the proposal within the scope of the budget;
- The ability of the team and the project to adhere to the timeline set out for the Assembler Programme.

APPLICATION

Pre-application meetings with Interactive Content Executive, Donal Phillips are strongly encouraged, as is early application. To arrange a pre-application meeting please contact Donal Phillips (donal@northernirelandscreen.co.uk) or call 028 9023 2444.

All applicants must complete the online application form. Please ensure that all supporting documentation is submitted either with your application or via email to Jennifer Johnston (jennifer@northernirelandscreen.co.uk) **Failure to provide the requested supporting documentation will result in your application being eliminated from the Assembler Programme call.**

In addition to the general required supporting documentation as listed on the online application applicants should submit:

- **A treatment deck** to include visual designs and an outline of the key innovations of the project.