

IMDA Call for Proposals (CFP) for SG Games

Application Guidelines

1. Introduction

- 1.1 Infocomm Media Development Authority (IMDA) recognizes the potential of using video games as a medium to promote Singapore's rich culture and heritage, and to deepen engagement with diverse audiences both within Singapore and internationally. We are keen to support the development of video games that will effectively promote and engage audiences with Singaporean narratives and culture. At this initial stage, our support is focused on the development of game prototypes to validate and establish their potential.
- 1.2 IMDA invites proposal submissions from Singapore-registered companies to develop and produce original game content for platforms including PC, console, or mobile (iOS and Android). The proposed game should:
- 1) Integrate at least one of the following themes to fulfill the objectives of reaching and engaging Singaporeans and international audiences (both gaming and non-gaming communities):
 - Promote and deepen the Singapore identity
 - Promote positive social values associated to Singapore and Singaporeans
 - Celebrate Singapore's culture and heritage and/or promote cross-cultural awareness
 - 2) Be economically viable and have potential to generate profit
 - 3) Be fun and appealing to local and global audiences.
- 1.3 The game may be set in any environment but should be relatable to the Singapore context. Selected proposals will receive S\$50,000 to develop a prototype (i.e. vertical slice with at least 10-minute gameplay), which is to be play-tested at a physical event. The selected teams will also receive regular feedback from a curated panel comprising global and local publishers, ensuring the vertical slice is of a globally competitive quality.
- 1.4 The open call for application starts on **27 May 2024** and ends on **24 June 2024**. Late submissions will not be entertained.
- 1.5 Concepts can be brand-new or built upon an existing game IP. We also welcome applications that involve the collaboration with Singapore-based content IP owners,

such as extending an existing IP with a new game. However, commercial arrangements will be independently negotiated by the involved parties.

- 1.6 Concepts that already have a first playable prototype can also be submitted for this Open Call if they achieve the objectives set out in Para 1.2.

2. Selected Proposals to be produced into a Vertical Slice [at least 10min game play]

- 2.1 All submissions will be evaluated by IMDA along with a Selection Panel ('Panel') comprising local and foreign publishers who have a keen eye for promising proposals. Proposals will be evaluated according to the criteria described in [Annex A](#). Shortlisted applicants will be invited to individually pitch their proposals to IMDA and the Panel on the week of **8 Jul 2024**. Shortlisted applicants are expected to prepare presentation slides, and/or first playable prototypes, and/or mock-ups of their proposals for this closed-door pitching session.
- 2.2 Applicants will be notified of their selection in **the week of 15 July 2024**, and will be invited to make a formal application for grant funding (please refer to para 6 for details). The funding will support the development of the concept into a vertical slice. Once approved, selected applicants will have approximately four months to complete the vertical slice by **15 November 2024**. Each selected applicant will be paired with a panelist for monthly 1-1 mentorship during the four-month period, with flexibility in both format and formality (by both mentor and mentee) tailored to the team's needs.
- 2.3 The vertical slices will be showcased at a physical event, such as the Singapore Media Festival 2024 in December, allowing audiences to playtest and interact with the prototypes.

3. Eligibility Criteria

- 3.1 Applicant must be a Singapore-registered business entity ("Singapore Applicant Company"); and must have adopted the [Tripartite Standard for the Procurement of Services from Media Freelancers](#).
- 3.2 Project proposals that had received a grant or funded in part or in full, by IMDA and/or other government agencies, are not eligible for this grant.
- 3.3 IMDA's decision is final, and no appeal will be entertained.

4. Submission Details

- 4.1 All submissions must be in English and must provide succinct and comprehensive information on the game. The documents should include:
- 1) Latest ACRA business profile dated not more than 6 months from the date of application submission
 - 2) Proof of incorporation in Singapore
 - 3) Company profile, project team, and track record¹
 - 4) Project proposal, in PDF format, should include:
 - a. Project title and executive summary
 - b. Game concept and how the game intends to incorporate the themes listed in para 1.2, while being profitable and appealing to a global audience.
 - c. A gameplay example. Sample artwork is recommended
 - d. Game features: to describe the main features of the proposed game
 - e. Target audience, markets and expected market size
 - f. Genre: There is no limitation on genre.
 - g. Partners and/or collaborators (if any)
 - h. Link to the first player prototype for the concept, if available
 - 5) Production budget for development of prototype.
- 4.2 Each company may only submit 1 proposal.
- 4.3 Interested parties may submit their proposals on [Form.sg](#) by **24 June 2024**. Late submissions and/or submissions without all the required documents will NOT be considered for shortlisting.

5. Project Briefing Session

- 5.1 Interested parties are invited to a briefing by IMDA on **5 June 2024 at 4.00pm** at IMDA office. Any questions about the published information of this CFP can be asked during the briefing session.
- 5.2 Please RSVP your attendance with [Tan Yan Ting@imda.gov.sg](mailto:Tan_Yan_Ting@imda.gov.sg) and [Rachel Tay@imda.gov.sg](mailto:Rachel_Tay@imda.gov.sg) by **31 May 2024**.

IMDA Address:

10 Pasir Panjang Road, Mapletree Business City, S117438

¹ Company's and all partners' track records

6. Grant Application Process

- 6.1 Selected project teams must make a formal funding application to IMDA within 1 week from the Notification of Selection to caro@imda.gov.sg. Applications must be submitted with the required documents listed in the online application checklist.
- 6.2 IMDA reserves the right to request additional supporting documents to be submitted as part of the Application stage, as deemed necessary for assessment of the project.
- 6.3 Approval of Application: If a funding application is approved, a Letter of Offer (LOF) will be issued via email.

7. Disbursement and Milestone Claims

- 7.1 Proposals which are selected under further assessment may receive \$50,000 for a playable prototype to be produced.
- 7.2 The grant will be disbursed to the Singapore Applicant Company (funding recipient) in one disbursement milestone²:

S/N	Disbursement Milestones	Required Supporting Materials to be submitted (some examples but not limited to)	Disbursement Amount
1	Upon completion of prototype, with showcase at a physical event.	<ul style="list-style-type: none">- Project team and job roles- Reference / viewing copy of completed prototype.	100%

- 7.3 Fund recipients are to submit milestone claim and required deliverables in softcopy via email to IMDA. IMDA must be assured that the fund recipient has met the drawdown conditions for each claim and be satisfied with the respective deliverables submitted by the fund recipient before the grant can be disbursed. The drawdown can only be made after IMDA's acceptance of the final deliverables, which includes the claim verification process.
- 7.4 If the fund recipient fails to complete and deliver the project milestone stated in the Letter of Offer, IMDA will not provide any funding.

² Required Supporting Materials and Disbursement Amounts are listed as a guide and subjected to changes.

8. Others

8.1 Contact Details for Clarifications on CFP:

Rachel Tay

Manager **D** (+65) 6955 0253

E Rachel_Tay@imda.gov.sg

10 Pasir Panjang Road, #03-01, Mapletree Business City, Singapore 117438

Yan Ting Tan

Deputy Director **D** (+65) 6751 2853

E Tan_Yan_Ting@imda.gov.sg

10 Pasir Panjang Road, #03-01, Mapletree Business City, Singapore 117438

We will reply to general enquiries within 3 working days. However, depending on the nature and complexity of the questions, we may need more time to respond.

Evaluation Criteria for Proposal Selection

The proposals will be shortlisted based on the following criteria.

S/N	Criteria
1	The game must have a distinct Singaporean identity or narrative.
2	Relevance and Storytelling a) The game has a compelling and immersive storyline that effectively and skillfully incorporates local elements and cultural references. b) The game resonates with the target audiences with clear Singapore themes and takeaways.
3	Player Engagement and Market Potential a) The game is engaging and introduces innovative gameplay mechanics or unique features. b) The game appeals to both local and global audiences, and has potential for commercial success in local and global markets.
4	Company Credentials a) Singapore-registered entity. b) The company has a portfolio and a track record in developing games.