

# IDEAS

## Animation Development

### Objectives

IDEAS is a grant scheme by the Media Development Authority (MDA) for the development of pitch materials for an original animated TV series or animated feature film. The final deliverables are a presentation bible and a 5-minute pitch to a MDA panel.

### Eligibility Criteria

1. The applicant must be a legal entity (branch office, private, or public company) registered and incorporated in Singapore with at least 50% local shareholding – it may be owned by local or foreign shareholders, subject to the provisions of the Companies Act (Cap.50)
2. The applicant (company) must have previously produced at least a 13-episode x 22-minute animated TV series, or a full-length animated feature film
3. Proposed project should be a presentation bible for an animated TV series, or a trailer for an animated feature film (mixed-media projects, eg. live action + animation, are not supported under this scheme)
4. The content product should be original and exportable to international markets
5. Projects **must not** have commenced at the time of application

### Grant Quantum

Under this scheme, the MDA may provide assistance through a grant to cover up to 100% or less of the total qualifying cost of the project, not exceeding the amount of S\$15,000. Examples of major allowable costs are:

- i) Manpower
- ii) Materials / Print

### Application Procedure

Interested parties may send in the IDEAS Application Form, a full project proposal, along with the following supporting documents and materials:

- ACRA Business Profile (up-to-date)
- Financial statements of the company for the past 3 to 5 years
- Track record, experience, and business plan of the company
- Concept, storyline, synopsis of series, and character profiles
- Concept & character sketches / Artwork (props, backgrounds, etc)
- Itemised production budget (highlight all costs pertaining to expenditures in Singapore)
- Detailed production schedule (indicating work split by location)
- Profiles of above-the-line team (eg. producer, technical director, creative director, etc)
- Development and marketing plans for the intended project
- Evidence of market interest in the proposed concept

Please note that upon receiving the MDA's Letter of Offer, the successful applicant will need to reply with an acceptance of the offer under the terms and conditions stated, failing which the offer may lapse. Please also note that the project should be implemented within the time period specified in the Letter of Offer.

## Claim Procedure

The grant may be disbursed to the applicant on a reimbursement basis. Along with the claim form, applicants must attach original payslips, invoices and receipts of their expenditure. At the end of the project, the applicant must also submit a financial statement for verification. The MDA will disburse the grant monies in accordance to the receipts and financial statement submitted. Please see the following details regarding this:

- Projects are generally reimbursed in one or two separate stages
- As a prerequisite for each disbursement, the MDA must be satisfied with the respective deliverables to be submitted by the applicant
- The final disbursement can only be made after MDA's acceptance of the final deliverables

## Termination of Project

In the event that the applicant decides to terminate its project, the applicant will have to compensate the MDA by returning the entire sum of funding which had been disbursed hitherto.

## Administrative Procedures

The processing time for each application is 4 to 6 weeks upon the MDA's acceptance of (and full satisfaction with) the submission materials and a completed application form. Successful applicants will receive a formal reply from the MDA. Depending on the nature and length of the project, the applicant must submit its completed product to the MDA within the stipulated time frame. The MDA reserves the right to add, remove or modify any part of this document and Letter of Offer in any manner as it deems fit without any compensation to the applicant.

For enquiries, please contact:

Mr Daryl Yap  
Film, Animation & Publishing  
Tel: (65) 9726 3096  
Fax: (65) 6577 3700  
Email: [daryl\\_yap@mda.gov.sg](mailto:daryl_yap@mda.gov.sg)