

Virtual Production Innovation Call (Short Form)

Application Guidelines

1. General

- 1.1 The Virtual Production (VP) Innovation Call (Short Form) supports the creative and meaningful application of virtual workflow and technologies. Virtual production uses LED panels as a backdrop on which videos or computer-generated imagery can be displayed as a set for movie, TV show, music video, commercials, live streaming, etc. These photorealistic 3D environments are projected and captured in camera in real time.
- 1.2 IMDA wants to support local companies to experiment with virtual production technologies to realize their creative vision for short form content, music video, live-streaming, branded content etc.
- 1.3 To this end, IMDA is calling for proposals for content produced as described in paragraph 1.2 and will support up to 50% of the qualifying production cost of proposals that are selected. Qualifying production cost will include manpower, equipment, professional services, and studio rental services for the virtual production components of the project. The open call for application starts on **7 December 2022** and ends on **15 February 2023**. Late submissions will not be entertained.

2. Eligibility for VP Innovation Call (Short Form)

Eligible Projects

- 2.1. The proposed project should be in a video format of approximately 3 to 10 minutes and can be of any genre. Project proposals may include, but not limited to, product/brand commercials, music videos, ecommerce live streaming.
- 2.2. Project proposals should preferably demonstrate the use of LED screens to project digital environments and visual effects that have been created using real-time 3D engines or software (e.g., Unreal Engine). Minimally, project proposals should demonstrate how VP technologies and workflows will be used for experimentation and/or enhancements in both live action (production) and visual effects (post-production).

Eligible Companies

- 2.3. 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](#).
- 2.4. Applicant must provide the track record¹ of the key members in the company and the project team, and its financial statement that are not more than 2 years² from the current financial year of the company including other forms of businesses³. Applicant must also provide its latest ACRA business profile dated not more than 6 months from the date of application submission.
- 2.5. Project proposals which had receive a grant or funded in part or in full, by IMDA and/or other government agencies, are not eligible for this grant.
- 2.6. IMDA’s decision is final, and no appeal will be entertained.

3. Funding Quantum

- 3.1. IMDA will support up to 50%* or \$150,000 of the Qualifying Costs directly linked to the project proposal, whichever is lower. Qualified cost categories as follows:
 - Manpower: Full-time employees hired by the Singapore Applicant Company, for non-exhaustive list of creative and tech roles listed in Annex A of the virtual production components of their content.
 - Professional Services: Professional services provided by third parties which directly contributes to the virtual production components of the project, including asset creation services, for non-exhaustive list of creative and tech roles listed in [Annex A](#) for the virtual production components of their content. Auxiliary services such as catering, and Singapore ground transport will not be supportable.

¹ Company’s and all partners’ track records, highlighting a substantial body of work and track record in a relevant creative field, including experience in virtual productions, production studio operations, and content production with multi-national corporations (MNCs), media MNCs.

² For audit exempt small companies – Latest set of unaudited accounts that are not more than 2 years from the current financial year of the company, accompanied by a signed/endorsed Director (s) declaration form.

³ For businesses (e.g., sole proprietors, partnerships etc.) – Latest set of Profit & Loss Statement and Balance Sheet that are not more than 2 years from the current financial year end of the business, accompanied by a signed/endorsed Partner(s) / Owner’s declaration form

- Equipment: Equipment rental for the virtual production components.
- Others: Rental of a virtual production studio in Singapore.

3.2 IMDA does not provide retrospective funding.

**IMDA will assess and determine the final grant amount upon successful application and approval of the project.*

4. Application Process

4.1 There are two stages of the Application process:

Stage 1 – Call-for-Proposals (CFP)

4.2 Companies should submit their proposal in the form of a project proposal that covers the following key areas:

- The proposal should outline the company’s main concept on how the project intends to showcase the use of VP technologies to achieve a creative application or more efficient workflow from pre- to post-production.
- The proposal should describe how the VP workflow and technologies enhance the project’s creative vision in terms of its storytelling abilities and audience reception.
- The proposal should detail the timeline to get the project up and running. Where applicable, key milestones around planning, manpower, budget, and other critical path items that may impact delivery should be listed.
- Any other information that may be useful to supporting the proposal.

**Refer to Annex B for the Application Checklist.*

4.3 Interested parties may respond by submitting the Response Form and the required documents listed in the form using form.sg within the deadline stipulated. **Late submissions and/or submissions without all the required documents will NOT be considered for shortlisting.**

4.4 Criteria for Assessment: Project proposals will be assessed in terms of its creative appeal based on the following criteria:

- Ability to use VP technologies (i.e., LED technology and digital assets) to translate the project’s creative vision into short form content;
- Track record of applicant. Interested parties must include relevant experience, achievements, and capabilities in producing video content. You are encouraged to

highlight past projects which demonstrate potential to produce projects with virtual production elements.

- Feasibility and readiness of project plan.

4.5 **Shortlisting Projects:** An internal Assessment Panel comprising IMDA officials and external expert(s) will shortlist the projects based on the assessment criteria. Applicants will be notified if they are selected and will be invited to make a formal application for grant funding (see Stage 2).

Stage 2 – Invitation to Apply

4.6 Selected project teams are required to submit a formal funding application to IMDA within 2 weeks from the Notification of Selection to caro@imda.gov.sg. Applications must be submitted with the required documents listed in Annex B. For avoidance of doubt, applicants must submit the required documents even if they were previously submitted in stage 1.

4.7 IMDA reserves the right to request for additional supporting documents to be submitted as part of the application at Response/Online Applications stage, as deemed necessary for assessment of the project.

4.8 **Approval of Application:** If a funding application is approved, a Letter of Offer will be issued via email. The Singapore Applicant Company will need to formally accept the Letter of Offer via email before any milestone claim can be made.

5. Disbursement and Milestone Claims

5.1 The grant will be disbursed to the Singapore Applicant Company (funding recipient) in two disbursement milestones⁴:

S/N	Disbursement Milestones	Required Supporting Materials to be submitted	Disbursement Amount
1	Production completion	<ul style="list-style-type: none"> - Crew list (SG/non-SG) - Project report that details the VP workflow adopted and how VP technologies are applied 	50%
2	Upon completion and submission of video	<ul style="list-style-type: none"> - Final Report (i.e., learning points, VP job roles, production schedules etc) - Reference / viewing copy of completed deliverables. - Documents required for claims verification (refer to para 5.5) 	50%

⁴ Required Supporting Materials and Disbursement Amounts are listed as a guide and subjected to changes.

- 5.2 Fund recipients are to submit milestone claims 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 will be disbursed. The final drawdown can only be made after IMDA's acceptance of the final deliverables, which includes the claims verification process (refer to Para 5.5).
- 5.3 Disbursement of grants will be made via GIRO. The GIRO Direct Credit Authorization Form must be completed and submitted before the first claim can be made by the fund recipient.
- 5.4 In the event that the fund recipient fails to complete and deliver the project milestones stated in the Letter of Offer, IMDA will not provide any further funds, and will also clawback any funds previously disbursed for the project.
- 5.5 The fund recipient will be required to submit the following documents to IMDA's auditor for verification at the completion of the project (some examples but not limited to):
- Claim form with statement of all expenses (in English), signed by a company director named in the fund recipient's ACRA Biz Profile or CEO / CFO equivalent
 - Certified audited statement of expenses for non-Singapore expenses (in English)
 - Related-party transactions and internal costs must be supported with documentation (e.g., official ratecards, competitive quotes) to prove that the prices charged to the project are at competitive market rates
 - Manpower:
 - Employment contracts
 - Timesheets to substantiate manpower cost
 - Evidence of payment relating to manpower costs (e.g. Official Pay-slip, CPF Forms)
 - Equipment (Hardware / Software), Professional Services:
 - Original suppliers' invoices
 - Detailed service agreements / leased agreements
 - Payment documents / Payment vouchers with corresponding proof of payment (e.g., bank statements, acknowledgement receipt especially for cash transactions)

Funding claims are valid only for expenditures incurred within the qualifying period as indicated in the Letter of Offer.

6. Others

- 6.1 Fund recipients must maintain full and accurate records with respect to the project. IMDA must have complete access to such records (including complete and proper books and records of income and expenditure concerning the project, including all supporting vouchers, invoices, and receipts thereof), as well as the right to inspect all project work.

The fund recipient must promptly furnish all data, reports, contracts, documents, and other information, if requested.

6.2 Contact Details for Clarifications on CFP

Afiqah Syalwani Bte Hamir

Assistant Manager **D** (+65) 6202 4326

E Afiqah_Syalwani_HAMIR_from.TP@imda.gov.sg

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

Sim Wee Kong

Assistant Manager **D** (+65) 6577 3900

E sim_wee_Kong@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 issues that you have raised, we may need more time to respond to you.

Non-Exhaustive list of Creative and Tech roles involved in virtual production

Archetype 1: Creative	
Roles	Skills
Writer	Ideate stories using VP
Director	Shape central ideas and techniques used in production
Producer	Sourcing VP crew and planning for VP workflows
Director of Photography	Coordinate between Director, Technical camera team and lighting team during production Work with VFX and VP supervisors to ensure that real time effects created by technical artists are merged seamlessly with filmed action on set during principal photography.
Production Managers/ Virtual Production Supervisor	Work with VFX, DOP, and Production team to ensure alignment

Archetype 2: Tech	
Roles	Skills
VFX Supervisor	In-camera VFX during production
Art Department Crew	3D Digital Assets optimized for real time engine
Set Designer	Scene blocking and set design to blend foreground and LED wall.
Gaffers	Incorporate LED as light source for production
Real Time 3D Engine Operator	Display/ adjust content on Unreal Engine to render on LED walls
LED Technicians	Set up, troubleshoot, adjust and tear down of LED wall infrastructure

Application Checklist

Company Information		Check (☑)
1	Latest ACRA business profile (dated within 6 months from the date of submission)	<input type="checkbox"/>
2	Supporting document for adoption of Standard on the Tripartite Procurement of Service from Media Freelancers (For example, screenshot of adopters listing with Company's name, or the email notification from TAFEP)	<input type="checkbox"/>
3	Track record of project team (For example, key executives' profiles, core team credentials, and past achievements)	<input type="checkbox"/>
4	Company profile and track record in a relevant creative field, including experience in virtual productions, production studio operations, and content production with multi-national corporations (MNCs), media MNCs.	<input type="checkbox"/>
5	List of proposed or confirmed cast and crew, with nationality. Applicable for the non-exhaustive list of creative and tech roles listed in Annex A of the virtual production components of grantee's content.	<input type="checkbox"/>
6	Production plan covering pre-production through to final delivery (For example, project goals, content type, tools, and resources). Applicants are expected to complete production within 4 months of LOF acceptance.	<input type="checkbox"/>
7	Production budget* including cost breakdown per video	<input type="checkbox"/>
8	Marketing and distribution plan, including release platforms and dates (where applicable)	<input type="checkbox"/>
Creative Information		
1	Project cover page stating: Title, Format, Genre, Language, Runtime, Shooting format, Setting, Target Age Group	<input type="checkbox"/>
2	Logline and synopsis	<input type="checkbox"/>
3	Project intent and creative vision	<input type="checkbox"/>
4	Treatment	<input type="checkbox"/>
5	Breakdown of both creative and technical skills in the video output	<input type="checkbox"/>