

Development Assistance

APPLICATION AND PROGRAMME GUIDELINES

This document provides the Application and Programme Guidelines.

Infocomm Media Development Authority (IMDA) reserves the right to change the guidelines from time to time. Please ensure you check the website or with the respective IMDA Industry Officer for the latest version.

Note: This document comprises three (3) sections:

Section A provides general application and programme guidelines for Development Assistance.

Section B provides specific guidelines including the eligibility criteria, funding quantum, and expected deliverables.

Section C provides the contact information.

Section A: Application and Programme Guidelines for Development Assistance

1. General

- 1.1 The Development Assistance is open to Singapore-registered companies that engage in info-communications, media and related activities.
- 1.2 Companies must adopt the Tripartite Standard on the Procurement of Services from Media Freelancers (TS Media Freelancers) should they wish to qualify for IMDA grants.
- 1.3 IMDA does not provide retrospective funding. The milestone deliverables should not be an item that has already been produced/created/developed prior to the commencement date of the project stated in the Letter of Offer.
- 1.4 IMDA's decision is final and no appeal will be entertained.

2. Funding Quantum

- 2.1 IMDA will support up to 70%* of the qualifying costs that are directly linked to the project.
- 2.2 The following items can be considered as qualifying costs:
 - Manpower
 - Professional Services
 - Equipment (Hardware)
 - Equipment (Software)
 - Intellectual Property
 - Others

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

3. Application

- 3.1 Applications for Development Assistance can only be made through IMDA's Online Grant Management System (OGMS). The OGMS application form is only accessible via an email invitation sent by an IMDA Industry Officer. Any interested party should have an initial discussion with an IMDA Industry Officer regarding its proposed project first. Any interested parties can submit its enquiry via the online feedback form at this [link](#), and an IMDA Industry Officer will follow up with the enquiry.

- 3.2 IMDA will only assess projects for Development Assistance funding once all required information and documentations are submitted by the applicant. Together with complete OGMS application form, applicants must submit the documents, listed in Table 1 below.

Table 1: List of Documents required for Submission

| | Document | Details |
|---|---|---|
| 1 | ACRA business profile | The ACRA business profile's generation date must not be dated more than 6 months before the date of application |
| 2 | Documentary proof of interest from a commercial partner | The applicant is required to obtain and provide documentary proof of interest from a commercial partner who must contribute financially and/or creatively. |
| 3 | Project Proposal | Please refer to paragraph 2.1 of Section B for details. Where applicable, disclosure on related party transactions should be provided, please refer to row 5 below for details. |
| 4 | Disclosure on Related Party Transactions. | If any potential supplier/service provider for the project is a related-party, applicants are reminded to make the appropriate declaration and disclosure to IMDA when submitting the response form. Do note that any related-party transaction incurred by fund recipients, that had not been declared to and approved by IMDA, would not be funded. Applicants can refer to this link for the definition of related-party transactions. |

- 3.3 Submitted materials will not be returned.
- 3.4 The funding decision will be made and conveyed to applicants within eight (8) weeks upon IMDA's receipt of completed application form and all supporting documents. The funding decision will be communicated via OGMS.
- 3.5 If a funding application is approved, a Letter of Offer would be issued by IMDA via OGMS. The applicant must accept the offer via OGMS. The Letter of Offer needs to be duly accepted via OGMS, before any milestone claim can be made.

4. Milestone Claims

- 4.1 Fund Recipients are to submit milestone claims via OGMS. If the deliverables are in softcopy, fund recipients are to submit them through OGMS; if the deliverables are in hardcopy and require physical delivery, applicants are to provide details of the mode and time of delivery in OGMS. IMDA must be ensured that the fund recipient has met the drawdown conditions for each claim and IMDA must be satisfied with the respective deliverables submitted by the fund recipient, before disbursements of any grants. The final drawdown can only be made after IMDA's acceptance of the final deliverables.

- 4.2 In the event that the fund recipient fails to complete and deliver the Project milestones stated in the Letter of Offer, IMDA shall have no obligation to provide any further funds, and monies disbursed by IMDA to the fund recipient for the project shall be immediately recoverable against the fund recipient upon IMDA's demand.
- 4.3 Disbursement of grants would be made via GIRO. The GIRO Direct Credit Authorisation Form must be completed and submitted to IMDA before the first claim can be made by the fund recipient.

5. Variations

- 5.1 If any variations are required, such as changes in timelines and deliverables, a request must be made to IMDA and IMDA's approval must be obtained.

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 by IMDA.
- 6.2 The fund recipient shall use its best endeavours to comply with the relevant industry's best practices governing payment to crew members including freelancers, sub-contractors, vendors and all third parties engaged or appointed by the fund recipient, for and in connection with the project.

Section B:

1. Development Activities Supported

- 1.1 Development Assistance provides funding for the development of innovative prototypes/ pilot content of original IPs, integrating the use of data and/or digital technologies.
- 1.2 The type of projects IMDA is open to consider should meet the following conditions:
 - 1.2.1 Demonstrate innovativeness in development of content format as a proof-of-concept of content innovation (e.g. Enhanced storytelling leveraging on data and/or technologies)
 - 1.2.2 Illustrate how the application of data and/or technologies would help in the IP development / prototype of the new media product or offering
 - 1.2.3 Illustrate plans to exhibit on or through new and/or digital platforms for content projects
 - 1.2.3 Show documentary proof of interest from commercial partner(s) who contribute financially and/or creatively

2. Application Submission Requirements

2.1 Project Proposal requirements:

- 2.1.1 Company profile, track record, and business plan if relevant
- 2.1.2 Profiles of Key Personnel (Including track record, relevant experience and nationality); and
- 2.1.3 Project proposal to include the following:
 - **Section 1** –
 - Project title and Executive summary
 - Project concept (including objectives, scope and impact/outcome of project and highlighting Unique Selling Points)
 - List of project deliverable(s)
 - Target audience
 - **Section 2** – Profile of project team (including track record, relevant experience and nationality)
 - **Section 3** – Detailed project budget based on template provided by IMDA Industry Officer
 - **Section 4** – Detailed project timeline / development schedule
 - **Section 5** –
 - Proposed distribution platforms
 - Development and marketing plans
 - Monetisation plans
 - **Section 6** –
 - Past P-Assist and D-Assist projects funded by IMDA (if any, to include project name, year of project and funding amount)
 - Documentary proof of interest or supporting agreements from commercial partners

Section C: CONTACT INFORMATION

**If you have any enquiries on IMDA Programmes,
please submit your enquiry via the online feedback form at**

<https://www.imda.gov.sg/feedback>