



Melt Application Information

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www.lovemelt.com
We ♥ SY.

Melt
The Workstation
Sheffield S1 2BX

Melt Application Information

Please read this Melt Application Information thoroughly before making a proposal.

1. What is Melt?

- Melt is a three year pilot programme operating in South Yorkshire which supports innovative content ideas for existing and emerging media platforms.
- Melt gives annual research and development (R&D) awards of up to £50,000 to leading artistic, media and technical talent to explore the creative and economic possibilities of innovative, creative content for new and emerging media platforms.
- Melt awards help selected applicants to take their initial idea from concept stage up to pilot or prototype stage, where it could attract further development funding, production investment or commissioning.
- Melt also enables South Yorkshire creative and digital companies and individual practitioners to work with partners anywhere in the world.
- Melt works with a range of stakeholders including content commissioning partners (BBC, C4 and Orange)

2. Why Melt now?

The convergence of media platforms is generating a phenomenal demand for innovative creative content, especially content which exploits the unique dynamics of new media platform opportunities. The Media Industries are hungry for content ideas that will satisfy the appetites of new audiences and which will explore new revenue generation possibilities. Melt helps applicants meet some of the key sector challenges;

- Growing global competition
- Substantial changes in existing revenue and business models
- Dynamic social/societal changes effecting consumption, distribution and generation of content
- Rapid technological advances

3. What Melt is looking for and WILL fund

- Melt is looking for a range of boundary pushing content ideas which demonstrate strong innovation and which exploit new media platform opportunities.
- Proposals should be user focused. This means focusing on the benefits of use and not solely on the way technology is employed to make it happen. ("Use" and "Content" can be defined as reading, browsing, gaming, learning, viewing, listening, communicating etc.)
- We welcome proposals that find new ways of using existing technologies as well as ones that will look to develop new and emerging technologies and platforms.
- Melt proposals will need to demonstrate potential for commercialisation in the longer term (post Melt R&D).

4. What Melt will NOT fund

- Ideas which are very similar to those already in the market place.
- Ideas which simply re-purpose existing content onto new platforms.



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- Ideas which are already researched and require production funding or production investment only.
- Content ideas for older established platforms alone (i.e. single platform traditional television, film, radio programmes, interactive CD ROM).
- Technology development that has no content associated with its end use

5. Who can apply for Melt funding?

- To be eligible to apply for Melt funding you need to be a South Yorkshire based creative or digital company or individual*.
- You can apply to work on your own or you can apply to work with a creative or technical partner or partners anywhere else in the world. Melt welcomes innovative partnerships and can help you to identify suitable collaborators.
- If you are outside South Yorkshire you can register your interest in becoming a Melt partner by contacting the Melt team.

* Eligible companies must have less than 250 employees and need to have a South Yorkshire registered office or home address. If you have received over £90,000 worth of grant funding or support in the last three years you may not be eligible to receive Melt funding as this may contravene European State Aid rules. If you have received substantial funding or support in the last three years please contact the Melt team to discuss eligibility.

6. How does Melt Work?

There are two stages to the 2007 application process. These are designed to make applying to Melt as simple as possible and to give feedback on proposals at the earliest possible stage

Melt Application

Stage 1: Summary Melt Proposal

- To apply for a Melt R&D award you need to complete a Summary Melt Proposal Form. You can do this online at <http://www.lovemelt.com/apply.html>. The form must be completed by the deadline of 5pm on the 29th June, 2007. (Any proposals received later than the deadline will not be eligible.)
- The Summary Melt Proposal Form is short and simply asks you to outline your content idea in a brief summary statement. You will also need to say how your idea meets the two Melt summary proposal assessment criteria;
 - Demonstrating content innovation
 - Demonstrating commercial /market potential.
- Further guidance notes to help you complete the form can be found at the end of this document.
- Melt will be running informal advice sessions on Tuesday and Wednesday afternoons during May and June 2007. If you would like to discuss your proposal prior to submission please contact the Melt team to book an advice session. These are run on first come first served basis and spaces are limited, so book early.
- All applicants will be informed of the Summary Melt Proposal short-listing decisions by August 3rd 2007.



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Stage 2: Full Melt Proposal Development

- Selected summary proposals will be offered a "pilot award" of £1000 to help pay for the time required to develop a fuller proposal. In addition, mentoring support will be available from the Melt team and advisors.
- Full proposals need to be developed in August and September for submission by 5pm on the 28th September, 2007
- Additional feasibility criteria for final selection will be addressed during your full proposal development period.
- Fuller proposals will need to identify;
 - R&D budget of up to £50,000
 - R&D process
 - Key project milestones
 - Partners (if any)
 - Target commercial markets
 - Target pilot/prototype or demonstration outcomes
- Full proposals will be presented to the selection panel at the beginning of November for selection for Melt R&D awards.
- The panel will select 5 - 10 proposals for support.
- Successful proposals will start their R&D projects in December 07.
- R&D projects must be completed by the end of July 2008.
- On completion the resulting demonstration models, prototypes or pilots are re-presented to partners and content commissioners for potential full production commissioning, further development funding or to identify direct market opportunities.

Completing the Melt Summary Proposal Form

To apply to Melt you need to complete a Melt Summary Proposal Form. This form is available on the website (www.lovemelt.com/apply.html) and needs to be completed and submitted on-line. The whole of the completed form (except for the equal opportunities monitoring information) is sent to the Melt selection panel for assessment purposes.

The Melt Summary Proposal Form is short and asks you to respond to a few key questions which enable you to demonstrate how compelling your proposal idea is and how it meets the Melt selection criteria. There are some tips for the key questions outlined below;

The Elevator Pitch (50 Words)

An elevator pitch is a brief overview of an idea for a product, service, or project. The pitch is so called because it can be delivered in the time span of an elevator ride. The elevator pitch should provide a compelling and concise description of your concept. It doesn't need to and can't answer all questions there may be about your proposal but it should provide an overview of what the idea is and entice people to read more.

What is it? (300 Words)

A clear summary statement of what your concept is. This should include a clear description of the end goal of the R&D from a user/audience perspective. You may also wish to describe what the key elements of your R&D process or approach will be and what platforms or technologies you believe your idea will best exploit. Finally you may want to include a line or two about why Melt funding is required.



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Melt Selection Criteria 1 – Demonstrating Innovation (150 Words)

Innovation involves the implementation of a new or significantly improved production or delivery method, the introduction of a new concept, product or service or one that substantially improves on existing models. Melt cannot fund ideas which are very similar to those already in the market place or which simply re-purpose existing content onto new platforms.

Use this section to demonstrate what's new, different and/or improved about your concept compared with what's already in the market. Does it uniquely exploit new platform opportunities/dynamics? Does it push the boundaries of existing content genres? Does it utilise existing technologies/ubiquitous devices in a wholly new way? Does it develop new IP for you?

Melt Selection Criteria 2 – Demonstrating Commercial Potential (150 Words)

All successful Melt proposals need to be able to demonstrate commercial potential. In this section you should explain the market need for your concept. If the idea is compelling and it meets an identified or emergent audience/market need then it has commercial potential. You may already know, or have ideas about, how you might monetise the final product/service or this may be something you want to explore more through your R&D process.

Use this section to outline the target audience and the market readiness for your developed concept. Is this something which might be immediately commercially exploitable post Melt R&D funding or is it something which would be aiming for market in 1 to 3 years? Is your perceived revenue model for your developed concept based on an existing example or are there new revenue opportunities which you will explore?

Other Important Information

Financials

Summary proposal "pilot awards" and full R&D awards are given in the form of grants. You do not have to repay the grants, nor do you have to pay tax on the grants. If you receive a full R&D award you should see this as an equity stake in your proposed programming.

If (and when) your research and development programming successfully realises its market potential, Melt takes a profit share which is re-invested in the Melt programme. The proportion of this profit share is negotiated equitably in line with industry standards at the point of offering the R&D award.

VAT

Melt awards are VAT exempt in accordance with the provisions of the Inland Revenue.

This means that input VAT is not an eligible expense if it is reclaimable from HM Customs and Excise.

Selection process

Proposals at both stages will be scored against the published selection criteria. Proposals with the highest scores will be selected. Please note that the decision of the panel is final. Feedback will be provided to all applicants at the end of Stage 1 and Stage 2 of the selection process.

Match funding

You do NOT have to have any match funding. If, however, you have already secured funding from another source for your Melt proposal you will need to declare this and declare any other claims or interests which are relevant.

IP/Copyright

Melt actively supports the maintenance of independent producers and artists ownership of their Copyright and IP in negotiation with content commissioners. Content commissioners who are on the Melt advisory team and selection panel have agreed to sign a Confidentiality Agreement to cover the process of selection and development of proposals and will identify where an idea submitted is very close to something which they are aware is already in development.



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Should you be awarded a Melt "pilot award" or full Melt R&D award you will maintain all Copyright and IP in your original idea. It is your responsibility to register your copyright in your original programming at the earliest possible opportunity.

Submission deadlines

We need to receive your on-line summary Melt proposal form no later than 5.00pm on Friday 29th June, 2007. Please note that in fairness to all applicants we cannot receive applications after this date/time. You will receive e-mail confirmation of the receipt of your proposal within five working days of your submission. If you have not received this confirmation please contact the Melt team.

Number of submissions

You can submit as many Melt summary proposals as you like but each applicant is only eligible to receive one Melt R&D award in any three year rolling period. This is to ensure that we conform to European State Aid rules.

Any further enquiries:

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