

AMPLIFY BC

MUSIC COMPANY DEVELOPMENT PROGRAM

SCORING SHEET 2019-20

Applicant Company: _____	TOTAL SCORE
Idea, Strategy + Approach: Is this a good idea? How does this project fit within their business model and company strategy? Has the applicant provided a clear description of their project and what it is intended to achieve? Are the budgeted items relevant to the delivery of the project?	/60
Company Capacity: Does the company have the capacity, knowledge, track record and financial health to undertake the project? Has the company presented a clear plan and budget for achieving the project? Is this funding amount appropriate for existing scope of business?	/40
Economic Impact: Does the project allow the company to grow and improve long term business viability and profitability for the future, and be successful in their competitive landscape? How many BC-based jobs are created, and will they lead to ongoing and sustainable employment opportunities?	/40
Diversity: Amplify BC is committed to supporting the full range of BC's music industry, including activity across BC's regions, the many genres and business activities within the music industry, and representation of gender, orientation, Indigenous peoples and the many cultural communities in BC. Does this project connect with these goals?	/20
Innovation: Does the project give the company the ability to adapt and take risks in today's marketplace? Does this project create opportunities for risk-taking, cross-sector collaboration or innovative business practices? Does this project stand out as being entrepreneurial and forward thinking?	/20
Investment in BC Talent: Does this project invest in growing the skill and knowledge of BC music industry professionals? Does this project allow the company to identify their gaps and build an effective team? Will this project grow company capacity to serve more BC artists?	/20
TOTAL ASSESSMENT	/200

Note: This scoring sheet may be revised at any time to ensure the results match the priorities of the Music Company Development program.

