

Visual

Title

Tagline (logline etc)

Generic information
(genre, technologies etc)

Target Group

Short synopsis

Financing
(cash-flow chart)

Shooting Plan
(outline)

Budget

(chart)

Distribution

(all channels)

Revenues

(if applicable, profitability etc)

Promotion

(campaign)

Crew

(key persons, photo)

Summary

(USP etc)

Assessment Criteria

1. Project's Feasibility (25%)
2. Project's Completeness (25%)
3. Quality of Each Project's Part (25%)
(marketing, creative, finance and budget etc)
4. Simplicity (25%)