PROJECT TITLE: XXX

Core Application – IMPACT ACCELERATOR –

New Audience, New Releases

SWISS FILMS & THE STORYBOARD COLLECTIVE

1. Project Description
	1. Logline

*Provide a brief, catchy summary of your story*

*(2-3 sentences)*

* 1. Synopsis

*What is your story and story structure? Give an overview of your story, introducing the main characters and potential plot points. Describe the anticipated story structure and narrative trajectory, or potential character arcs for your project. Discuss your access to the story and characters.*

*(max. 1 page)*

* 1. Topic Summary

*Describe why this topic is important, timely or relevant. Things to consider include: Why are you the best person to make a film about this? Explain the cultural or social relevance and context for the topic, and why this project is timely or urgent. Detail the topics, issues, themes, challenge, stakes, or questions that your project will cover.*

*(1/2 page)*

* 1. Artistic Approach

*How are you going to tell this story? Describe your creative vision for the finished project – its visual look and feel. Explain your intended use of cinematic language or any particular artistic approach that informs the storytelling. If applicable, mention any creative elements and assets, interactive elements, new technologies or non-traditional mediums that you intend to utilize. Explain how these elements will enhance the experience and interaction between viewers and the world of the story.*

*(1/2 page)*

* 1. Project Stage and Timeline

*Explain the current status of the project. Outline the projected production timeline from the project’s current state to the anticipated completion date. Your timeline should cover both the creative and production processes and should detail major project activities, production schedules, and anticipated post-production and release dates. If you have applied to this fund previously, please share how your project has progressed since the last time you applied.*

*(1/2 page)*

1. Audience and Distribution
	1. Distribution and Marketing Strategy
	2. Intended Audience

*Describe the anticipated audience for your project, including any underserved audiences. How do you plan to reach your target audience? How have you addressed the needs and interests of this audience in your film? What is your relationship and access to this community?*

*(1/2 page)*

* 1. Audience Engagement and Social Impact
	2. KPIs and Impact measures

*To be completed*

*How are you planning to measure your impact?*

*(1/2 page)*

1. Key Creative Personnel

*Explain why you work with this team.*

*(1/2 page)*

1. Fundraising Strategy and Grant Impact
	1. Fundraising Strategy

*Explain what is your fundraising strategy.*

*(1/2 page)*

* 1. Funding to Date

*Provide a list of all sources and amounts raised to date. Distinguish between potential sources of funding and secured amounts. List the status of other sources of funding currently under consideration, whether to be applied for or pending.*

*(5 lines)*

1. Comprehensive Line Item Expense Budget