



## **FIRST MOTION : Call for transmedia projects**

### **APPLICATION FORM**

Please return signed and completed: to: [lab@firstmotion.eu](mailto:lab@firstmotion.eu)

Application filesize must not exceed 10 Megabytes

Deadline for receipt: 31st March, 2011

#### **Part 1 Personal**

1. Application body (to which First Motion partner are you applying to):
2. Applicant Name(s)
3. Address
4. Nationality
5. Profession
6. Tel No
7. Email
8. Additional contact information eg. Website, Blog, Skype, AIM, Twitter
9. Applicants bio (1 page max)
10. Company Name
11. Job Title
12. Company bio if applicable (1 page max)

#### **Part 2 Project**

1. Project Title
2. To which of the following elements belongs the core-part of your project?  
(underline applicable)
  - a. Film
  - b. Online
  - c. Mobile
  - d. Gaming
  - e. Participatory elements (please specify?)
  - f. Other (please specify)
3. What stage is your project at? (150 words max)
4. Project key phrase (1 sentence)
5. Project synopsis (350 words max)
6. Project treatment (5 pages max)



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7. Please provide a finance/work plan telling us what and how you plan to achieve within the First Motion LAB scheme (project core-part) (3 page max)
9. Please provide a finance work plan outlay for your whole transmedia project (3 page max)
9. What is your strategy to involving multiple platforms? (1 page max)
10. What is your distribution and marketing strategy? (1 page max)
11. Describe your main audience and markets (1 page max)
12. List of supplementary materials relevant to your project, indicating type and stating urls (5 urls max)

### **Part 3 Personality**

1. Provide us with a letter of motivation ( 1 page max)

SIGNATORY FOR THE PROJECT (NAME):

APPLICANT SIGNATURE (company stamp, if applicable):