



1. **Eligibility.** Open to Companies / Enterprises / Sole Proprietorships in respective country.

2. **The Submission.**
 - (i) The applicants need to submit the online application form and upload the proposal in PDF format;

 - (ii) The submission shall comprise a complete proposal in accordance with the following format:
 - Language : English
 - Company / Enterprise / Sole Proprietorship Profile
 - Proposal Details:
 1. Overview of the Project
 2. Game Details
 3. Business Model and Target Demographic
 4. Innovation and Unique Selling Point
 5. Production Timeline
 6. Budget
 7. Implementation Team

 - (iii) By submitting the proposal, the applicants is declaring that the proposal and the works relating thereto (“the Work”);:
 - (1) are original;
 - (2) have not been published; and
 - (3) are not commissioned works and have not otherwise been sold to any developers, publishers or other third parties;

 - (iii) Only shortlisted applicants will be contacted by Nitro for further follow up.

3. **Multiple Entries.** Applicants are allowed to submit more than 1 entry. However, only 1 project will be funded at anytime.

4. **Non Compliance.** Failure to comply with any of the above submission requirements may result in automatic disqualification.

5. **Originality.** All Entry and the Works relating thereto must be original. Failure to submit an original entry will result in disqualification.

6. **No Infringement.** Infringement of any third party rights is strictly prohibited and will result in automatic disqualification of the Applicants. In the event of any claims, the Applicants must take full responsibility and deal with the said third party claims at their own costs. Nitro accepts no responsibility or liability in such matter. The Applicants shall



indemnify Nitro against any claims or indirect, special, incidental, or consequential damages from any party that may arise from the submission.

7. **Shortlisting Process.** The Panel will review and assess the Entry(ies) and shortlist the Entry(ies) to proceed. Upon notification that the Entry is shortlisted, the Applicants are required to submit additional materials that required by the panel.
8. **Shortlisting Criteria.** Shortlisting is at the sole and absolute discretion of the Panel and all decisions made are final. Shortlisting will be conducted based on the following criteria:

Story Line, Idea Concept	Proposed story line and idea concept is unique and sufficiently differentiated from local and global animations with unique selling point (USP)
Originality	Proposed story line and idea concept are novel and fresh
Character Design (if applicable)	Line up characters are complement to the proposed story line and idea concept The infusion of the relevant theme in the proposed story line and idea concept
Games Innovation	Proposed approach, technologies are innovative, relevant, scalable, flexible and not obsolete
Production / Development / Programming Capabilities	Project activities, project deliverables, resource allocation and timelines are realistic and achievable The project team has the necessary skills and experience / track record to deliver the project
Business Model / Commercialisation	The target market is defined accurately has potential to commercialise The market share goals has been established in terms of geography and timelines
Project Costing	Integrity in cost estimates. (i.e. salaries, software and equipment cost and etc.)

9. **Funding.** The Funding shall be SUBJECT to the following conditions:

Nitro
Game Project Submission
Rules & Regulations



(i) The Success Applicant(s) signing an agreement with Nitro to regulate the terms and conditions of the development of the Works and the disbursement of the Funding (“Funding Agreement”);

(ii) The Funding will be disbursed to the Success Applicant(s) in accordance to the milestones in the Agreement;

(iii) Nitro is entitled to seek full reimbursement of the Funding disbursed to the Success Applicant(s) in the event of any breach and/or non fulfilment of the terms and conditions in the Funding Agreement by the Success Applicant(s).

(iv) Success Applicant(s) are required to submit a progress report of the Works as further stated in the Funding Agreement;

10. Ownership of Materials. The Applicants agree to provide Nitro with the right to use the Works and Project (if applicable) for purpose of showcasing any and all works produced by the Applicants for promotional purposes. The Applicants further agree that Nitro reserves the right to use the Applicants’ name in connection with such promotional showcasing, but shall have no obligation to do so.

11. Exclusions of Liability. Nitro, sponsors and their group of companies and their employees, agents and representatives hereby disclaim any and all liabilities that may arise in connection with the Entry and any materials submitted and/or produced in relation thereto. Further, Nitro and its employees, agents and representatives shall not be held responsible for any Entry that are lost or damaged in transit. Entry are automatically rejected if incomplete, unreadable, damaged, mutilated, tampered with, falsified, mechanically reproduced, irregular in any way or otherwise not in compliance with the rules and regulations. Nitro reserves the right to cancel, terminate, modify, suspend, or extend at any time.

12. Rules and Regulations. By submitting a Entry, each Applicant agrees to be bound by and abide to these rules and regulations including decisions made by Nitro, including any amendments, modifications and/or interpretation of these rules and regulations.

13. Confidentiality. No Works will be received or held in confidence and under no circumstances will the proposal submitted by the Applicants imposes any confidential obligation on Nitro.

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