

What kind of projects can the Digital Development Fund assist?

Note: the following projects are all *hypothetical* and are intended only to give a *flavour* of the kind of projects that could be supported through the Digital Development Fund. The type of activity we could support includes

Researching new business models that will lead to successful commercialisation of the business' product or service.

Research into new markets for the commercialisation of the business' product or service.

Development of video game prototypes or creative software applications.

Development of internal digital systems to improve productivity.

Protection or exploitation of copyright in digital products or services

Transformation or adaptation of live performances, or other non-digital products and services, for exploitation across digital platforms.

Assistance with exploiting a company's product or service.

Other project examples might include:

Funding to support collaboration to develop a new application to a U.K. body (e.g. the Technology Strategy Board (TSB)) around an innovative, digital business model

Funding to support a company that wants to hire in an expensive but very experienced producer of content to assist the company in securing international commissions on digital platforms. The Digital Development fund could pay 50% of the producer's wage for a limited period

Funding for Script Development; this excludes scripts for feature length fictional or documentary theatrical film.