

[ START - UP ]

**N U M I X**

Prix d'excellence  
des médias numériques  
du Québec

# 2016 NUMIX STARTUP

## CONTEST RULES AND REGULATIONS

Numix Startup is Quebec's only contest for startups in the field of digital media. The event features emerging talents and showcases their creativity and high-quality products. Award-winners receive financial support and mentorship to help them in their business development efforts.

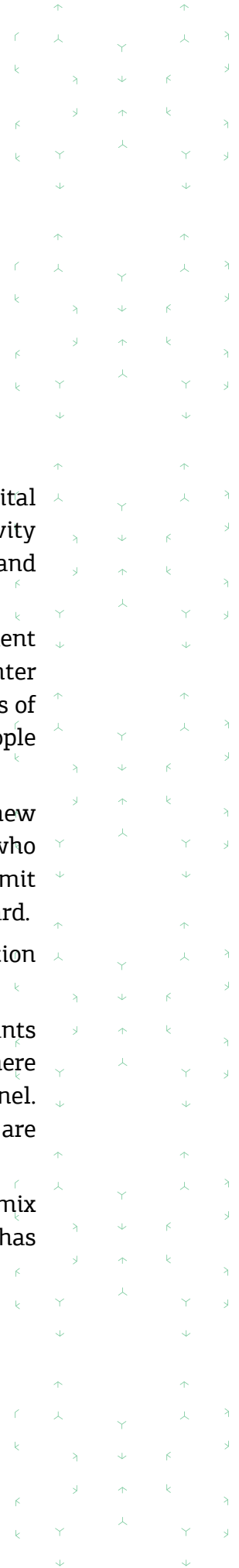
The second edition of the contest targets two specific sectors: independent video games (also known as indie games) and mobile applications. To enter the contest, startups must be based in Quebec, have at least three years of experience operating as a business, and employ no more than seven people on a permanent basis.

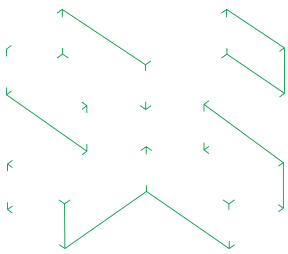
In addition to the two categories above, the contest features a new category this year for emerging indie game or mobile app developers who have not launched a company. One of their eligibility criteria is to commit to launching their own startup within a year of winning a Numix Award.

Participants must present a functional prototype, a project in production or a product ready for market launch.

There is an initial selection process in all three categories. The participants who get through this stage move on to "Startup Day" in mid-April, where they will deliver a "demo and pitch" to an audience and judges' panel. Three finalists in each category are then selected, and the winners are announced at the Numix Awards Gala.

A fourth Startup Award will be handed out during the Gala: the Numix Startup Grand Prize. The Grand Prize will go to the company that has stood out from among all finalists in the contest.





[ START - UP ]

**N U M I X**

Prix d'excellence  
des médias numériques  
du Québec

## CATEGORIES

### 2016 Numix Startup categories

#### 1. Emerging Creativity

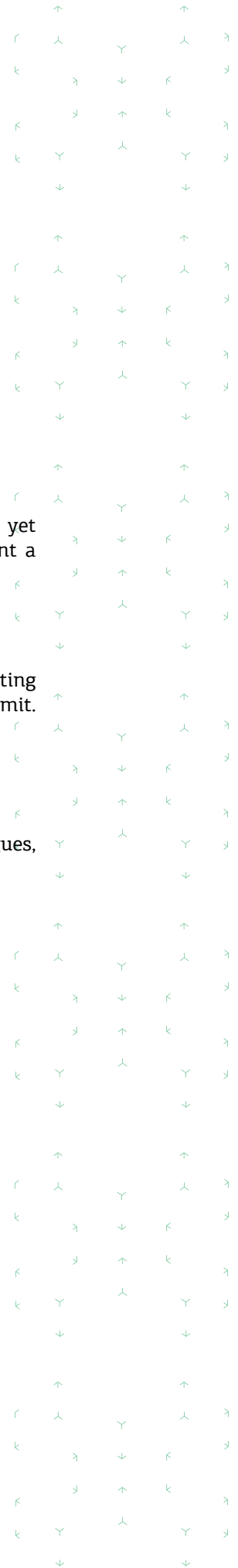
This category is for young indie game or mobile app developers who have not yet launched their own company. To be eligible, candidates must be able to present a functional prototype.

#### 2. Indie Video Games

This category includes interactive entertainment content for all platforms. Participating startups must fully own the intellectual property rights for the projects they submit. Commissioned advertising content is not eligible.

#### 3. Mobile Application

This category includes tools and content for mobile platforms. Product catalogues, commissioned services, and advertising content are not eligible.



## CONTEST RULES

### Contest rules

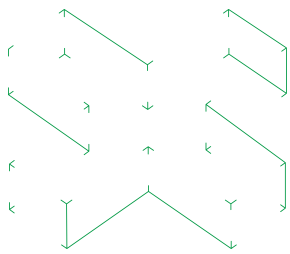
1. Contest entrants must be incorporated and based in Quebec. This requirement does not apply to participants in the “Emerging Creativity” category.
2. Participating startups must be in operation for at least three years and employ at most seven permanent staff members. This requirement does not apply to participants in the “Emerging Creativity” category.
3. Company shareholders must be 18 years of age or more. Participants in the “Emerging Creativity” category must also meet this age requirement.
4. Projects must be submitted with a functional demo or prototype, and participants must be willing to make a five-minute presentation before the judges’ panel.
5. Copyright statement: participating startups must fully own the intellectual property rights for the projects they submit.
6. The project must be in French or English or translated into either French or English.
7. Product catalogues, commissioned services, and advertising content are not eligible.
8. The judging panel reserves the right to reject any project whose authenticity is in doubt.
9. If an insufficient number of projects are submitted in any contest category or if contest entries are not in compliance with the basic criteria established by the advisory committee, the judges’ panel may decide not to select finalists for the category in question. In other words, the judges are not under any obligation to select finalists in all categories.

### Credits

10. Numix Startup contest participants must disclose all sources relating to their projects. Regroupement des producteurs multimédia (Quebec’s association of multimedia producers) and Numix Startup Awards contest organizers are not liable for any omission of due credit among the award-winning contest entries.

### Agreement and authorization

11. Contest entrants agree that the judges’ decisions are final and not subject to appeal.
12. Contest entrants authorize Regroupement des producteurs multimédia and Numix Startup Awards contest organizers to use submitted materials in their publications to promote the contest, in press articles, and in all other publications or media.



[ START - UP ]  
**N U M I X**

Prix d'excellence  
des médias numériques  
du Québec

## SELECTION CRITERIA

### Selection criteria

Contest entries will be evaluated by a three-person judging panel per category. Participants whose projects are selected will be invited to make a five-minute presentation before the judges' panel on Startup Day. Following the presentations, the judges will select three finalists for each award category. The winners will be announced at the Numix Awards Gala.

### Evaluation criteria

#### *Project*

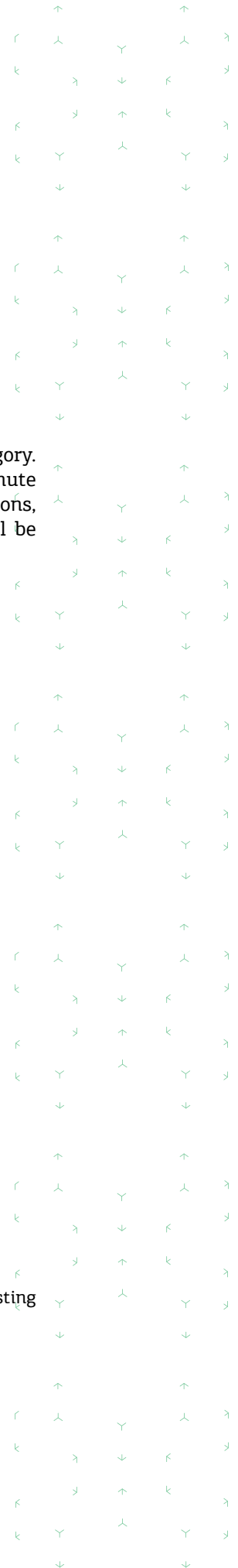
- + Originality of content and form
- + Development and use of new technology
- + Design and programming (architecture, graphics, creative components)
- + Interactivity and user controls
- + Sophisticated functions
- + Quality of the presentation (demo and pitch)

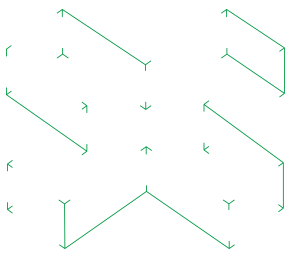
#### *Team*

- + Company and project management team experience and achievements
- + Creative team and technical experience and achievements

#### *Communications strategy*

- + Market-launch and promotion plan
- + Target audiences in Quebec and international markets
- + Level of interest shown by market-launch partners (advances, pre-sales, broadcasting rights, and so on)





[ START - UP ]

**N U M I X**

Prix d'excellence  
des médias numériques  
du Québec

## REGISTRATION

### Registration form

To enter the contest, you must duly complete the registration form, which can be downloaded from the following link: <http://www.numix.ca/start-up-numix/>

Please e-mail the completed form to [info@numix.ca](mailto:info@numix.ca).

### Project demo/prototype

You must also submit a functional demo or prototype by WeTransfer to [info@numix.ca](mailto:info@numix.ca). Please specify the platform on which your project runs.

### Fee

The registration fee is \$50 per project. Once you have submitted your duly completed registration form, an invoice will be sent to you. Payment may be made by cheque or PayPal.

