



APPLICATION FORM – Development Program

2 Carlton Street, Suite 1709, Toronto, Ontario M5B 1J3
 Telephone: 416-977-8154 Fax: 416-977-0694
 E-Mail: bellfund@ipf.ca Web: www.bellfund.ca

This Application Form (in *.DOC format) and the Bell Fund New Media Development Budget Template (in *.XLS format) must be completed and emailed to the Bell Fund (bellfund@ipf.ca). Accompanying supporting material should be submitted directly to the Bell Fund offices with a hard copy of this Application Form and the Budget, signed by the Producer. Please complete the Application Form as clearly and concisely as possible, as it represents the most important evaluation measure.

PLEASE COMPLETE ALL AREAS IN FULL: (Note: This application is also available in French)

New Media Component - Summary

Working Title of Project: FierceLight Interactive

For further information regarding this application and project listed above, contact:

Contact Name, Title: Andreas Ua'Siaghail & Cherilyn Kay Hawrysh

Telephone: (416) 533-3443 / (647) 267-8799

E-Mail andreas@resovelabs.com & fiercelightfilms@mac.com

Amount Requested from Bell Fund: **\$ 50,000** **56.05% of budget** (max 75% to max \$50,000)

Production Company: FierceLight Interactive c/o FierceLight Films Inc.

Producer: Cherilyn Kay Hawrysh

Address: #3 – 108 Fulton Avenue, Toronto, Ontario M4K 1X8

Telephone: (o) 416.238.7013 (c) 647.267.8799

Fax: 416.593.9475

E-Mail fiercelightfilms@mac.com

New Media Services Companies: Resolve Labs Inc.
(if applicable)

Andreas Ua'Siaghail
Toronto, Ontario
(416) 533-3443

andreas@resovelabs.com

LANGUAGE <i>(check all that apply)</i>	TARGET AUDIENCE <i>(check all that apply)</i>	PLATFORM <i>(check all that apply)</i>	PROJECT CATEGORY <i>(check all that apply)</i>
<input checked="" type="checkbox"/> English <input checked="" type="checkbox"/> French <input type="checkbox"/> Aboriginal Language(s) <i>(specify)</i> <input type="checkbox"/> Other <i>(describe)</i>	<input type="checkbox"/> Pre-school <input type="checkbox"/> Children <input checked="" type="checkbox"/> Teens <input checked="" type="checkbox"/> Adults <input checked="" type="checkbox"/> Female <input checked="" type="checkbox"/> Male <input checked="" type="checkbox"/> Further Details: See proposal for target demographics	<input checked="" type="checkbox"/> website/internet application <input checked="" type="checkbox"/> mobile (see proposal) <input type="checkbox"/> iTV <input type="checkbox"/> Other <i>(describe)</i> :	<input checked="" type="checkbox"/> community <input checked="" type="checkbox"/> entertainment <input checked="" type="checkbox"/> educational/resource/reference <input type="checkbox"/> gaming <input type="checkbox"/> Other <i>(describe)</i>

Development Schedule***See Proposal for Detailed Schedule**

Commencement of development phase: 11/03/08

Milestone (list one and completion date): 14/05/08 - Alpha Website Production Complete

Milestone (list second and completion date): 18/06/08 – Website Prototype, First Iteration Complete

Estimated completion date of development phase: 24/09/08 - Beta Prototype Complete

Television Component - Summary**Working Title of Project:** Fierce Light: When Spirit Meets Action

For further information regarding the project listed above, contact:

Contact Name, Title: Cherilyn Kay Hawrysh, Producer – Velcrow Ripper, Director

Telephone: (o) 416.238.7013 (c) 647.267.8799

E-Mail: fiercelightfilms@mac.com

Production Company: FierceLight Films Inc.

Producer: Cherilyn Kay Hawrysh

Address: # 3 - 108 Fulton Avenue, Toronto, Ontario M4K 1X8

Telephone: 416.238.7013 / 647.267.8799

Fax: 416.593.94.75

E-Mail: fiercelightfilms@mac.com

Number of Episodes: 1 X Running Time: 90 minutes each episode

LANGUAGE <i>(check all that apply)</i>	TARGET AUDIENCE <i>(check all that apply)</i>	PROJECT TYPE	PROJECT CATEGORY <i>(check all that apply)</i>
<input checked="" type="checkbox"/> English <input type="checkbox"/> French <input type="checkbox"/> Aboriginal Language(s) <i>(specify)</i> <input type="checkbox"/> Other <i>(describe)</i>	<input type="checkbox"/> Pre-school <input type="checkbox"/> Children <input checked="" type="checkbox"/> Teens <input checked="" type="checkbox"/> Adults <input checked="" type="checkbox"/> Female <input checked="" type="checkbox"/> Male <input type="checkbox"/> Further Details:	<input type="checkbox"/> series <input type="checkbox"/> mini-series/limited series <input checked="" type="checkbox"/> one-off <input type="checkbox"/> Other <i>(describe)</i> :	<input type="checkbox"/> animation <input type="checkbox"/> comedy <input type="checkbox"/> drama <input checked="" type="checkbox"/> documentary <input type="checkbox"/> lifestyle/how-to <input type="checkbox"/> Other <i>(describe)</i>

Broadcaster: Super Channel

Contact Name, Title: Justin Rebelo, Director of Canadian Programming

Telephone: 416.561.9404

E-Mail: Justin.rebelo@allarco.ca

Schedule

Estimated date of principle photography: 01/04/07 - 01/07/07

Estimated date of delivery to broadcaster: 01/12/08

Estimated date of *FIRST BROADCAST*: 01/11/09

New Media Component - Details

Proposed new media development budget and financial structure:

Total New Media Development Budget:	\$ 89,200	<i>(Attach NM Development Budget Template)</i>
Amount Requested from Bell Fund:	\$ 50,000	55.22 % of budget (max 75% to max \$50,000)

	Amount (\$)	Type <i>grant, loan, licence, equity, deferral</i>	Committed?
Bell Fund (requested) <i>*max 75% to max. \$50,000</i>	50,000	Grant	N
National Film Board of Canada	20,000	Investment	N
Super Channel (Broadcaster)	5,000	Contribution	N
Producer Investment - FierceLight Films	\$2,100	Investment	Y
Producer Investment - Resolve Labs	\$5,100	Investment	Y
Conscientious Innovations	\$2,000	Contribution	N
Fiercelight Interactive	\$5,000	Investment	Y
TOTAL	\$ 89,200		

1. Provide a brief synopsis of the associated TV project (150 words or less):

Fierce Light: When Spirit Meets Action is a ground-breaking documentary from the critically acclaimed filmmakers behind **SCAREDSACRED** and **THE CORPORATION**.

The documentary captures the meteoric rise of spiritual action that is exploding around our planet. It is what **Gandhi** called 'Soul Force', what **Martin Luther King Jr.** called 'Love in Action', and what we're calling **FIERCE LIGHT**. These powerful leaders and their stories show us what is possible when human beings are at their absolute best, and the incredible power that emerges when spirit meets action.

Shot in Mexico, New Zealand, Africa, India, Sri Lanka, Vietnam, Siberia, and North America, **FIERCE LIGHT** features remarkable global actions, and introduces us to the greatest spiritual activists in the world today.

Featuring:

Archbishop Desmond Tutu; Pulitzer Prize Winning Author, **Alice Walker**; Vietnamese Buddhist monk **Thich Nhat Hahn**; famed tree-sitter, **Julia Butterfly Hill**; Hollywood celebrity turned spiritual activist, **Daryl Hannah**; and many more.

2. Clearly describe the proposed new media concept you wish to develop:

Intro:

FierceLight Interactive is the online embodiment of the ideas within Fierce Light the TV Documentary. Designed as the place where spirit meets action, where action inspires spiritual growth which then leads right back to taking action!

While the linear documentary focuses on the spirit of Fierce Light, engaging us and moving us, FierceLight interactive gives us both a positively addictive set of games and the tools to deepen our personal exploration, connect us with others and take action. Games can be good for your soul!

FierceLight interactive is comprised of 2 core parts: FierceLight.org, FierceLight Social.

(1) *FierceLight.org* (internal): Features 4 main components integrated into one overall reward system for our registered users - our FierceLight "Transformers".

- **FierceLight Quest** - a multi-strand quest based "game" - an exploratory interactive game/narrative fusion where users accumulate KarmicPoints based on personal growth metrics. Users can add their own story of inspiration to the mix.
- **FierceLight Play** - a participation game where users shout out & gift each other, giving kudos. Only by giving to others will you accumulate LifePoints.
- **FierceLight Act** - an activist organizational tool with a reward system. Elements of this are integrated into our discussion boards, the blog etc..
- **FierceLight Social** (Inner version). This is the user based social rewards/KarmicPoints system that joins all FierceLight games and activities.

With *FierceLight.org* we have the opportunity - in fact the responsibility - to actively work as enablers, fusing, fomenting and forging connections between individual spiritual growth and collective social activism.

(2) The *FierceLight Social Application widget* (external): available in Facebook/Open Social and other social software API's .

Extending the brand and their reach, FierceLight Social will be a presence across the online social software and web 2.0 world. Status, Health and KarmicPoints earned within *FierceLight.org* will be viewable in the widget. And actions taken online - expressed as game data feeds from the widget - will impact users experience within *FierceLight.org*. This is the way we take FierceLight Viral!

In fact, based on a system of Karma and LifePoints each of these "game" components impacts the other. For example: social action taken and reported through FierceLight Social will allow higher levels of access in FierceLight Quest. In this way sharing has an "activating" effect, enabling for more personal growth.

See attached FierceLight Interactive Creative Document for more:

See website for full creative w. interactive comps: <http://resovelabs.com/projects/FierceLight>

Detail:

Acknowledging the time pressures we all face and the collective ADD of life online FierceLight Interactive is designed to accommodate a wide range of users from the casually interested to deeply engaged. We have snacks. We have meals. You can peck us on the cheek or move right in and shack up with (the collective) us. We're just that way!

What joins these elements together is an coordinating engagement engine (*FierceLight Social*) that draws its inspiration from game mechanics and affinity programs.

Here are the component sections broken down in more detail.

- **FierceLight Quest-**

This section is key and will be the major focus of the development cycle.

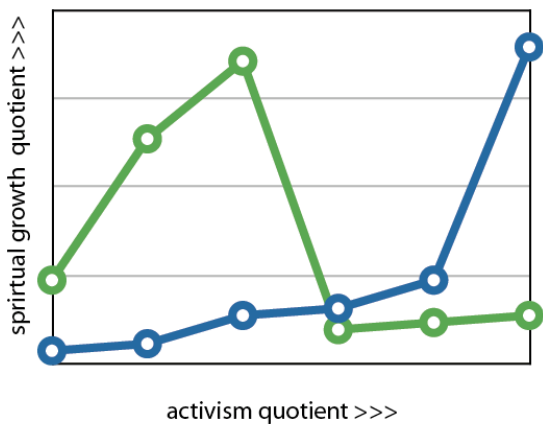
The multi-strand FierceLight Quest is an exploratory interactive game/narrative fusion. Designed to mirror, extend and remix Velcrow's quest in the show, this component invites users to begin exploring the interlocking episodic narratives in an implicit personal quest.

We have 3 core expected audiences for FierceLight (see marketing for more on this). We have postulated these audience "types" as "The Spiritual Seeker", "The Cynical Politico" (Activists) and "The Oprah Moms".

The interactive is designed to bring in each of these audiences w storylets. For example Activists will be interested to know why famous Canadian Activist Judy Rebick is passionate about transformation. Seekers will respond to a call to "put some feet under these prayers". And we will all respond to Desmond Tutu and Martin Luther King. ("Hey wasn't Desmond Tutu on Oprah ... I wonder what he might say").

But these "ins" are just a starting point on this journey. As you explore the narratives - and add your own "maps" of your journey are being generated:

- a social graph indicating your movement from inner to outer (or vice versa). This graph has two axes Activism quotient v. Spiritual growth quotient.



- a world map of the locations in the film and the locations you attribute to experiences you share by inputting text/audio.



If you have logged in, you will be able to save and share these journeys with others. They are your remixes of the experience. They are your experience. As users travel each of these paths their paths are saved to the common collective maps and are viewable by all. ("wow look at how many people chose to experience Tibet! .. I better check it out."). Which will be the path most taken? Can we move the social graph.

Also available for view will be a "time spent" graph.

As users progress, and level up due to FierceLight Social KarmicPoints and LifePoints, they will gain access to further narratives. We will develop a full reward system for our top "Transformers". (see marketing for more on this phrase)

- **FierceLight Play**

FierceLight Play is a participation game where users shout out & gift each other, giving kudos. Only by giving to others will you accumulate LifePoints.

This is a "gamelet" designed to enable gifting on the site. It also functions as a viral invite mechanism when you invite friends who are not registered. A version of this is part of the FierceLight Social Facebook APP.

- **FierceLight Act**

An activist organizational tool with a reward system. Elements of this are integrated into our discussion boards, the blog etc..

This uses participation metrics for the site and the discussion boards feeds them back into the overall. This is where we generate the "Super Transformers" who are actively involved.

- **FierceLight Social**

This is the user based social rewards/KarmicPoints system that joins all FierceLight games and activities.

FierceLight Social actively combines the metrics of each of the components providing an API for the feeds and their visual component parts. In other words you be able to see and access your status in each of the participation/growth success metrics on the site. The design seen on the site will access the same game-data as seen on the FierceLight Facebook App. but the onsite version may have more visual bells and whistles.

Connecting it together: A social game to join them all

The central Game Mechanic of FierceLight - its "guiding logic" - will be consistent with the logic of selflessness and social commitment. Put simply you get by giving.

This simple math of interconnected wellness is one where you encourage your friend's gift with a karma shout out, where you motivate others and are given points for organizing and for inspiring (all points given by others).

As your journey in the quest evolves, points accrue for your commitment to change, for discovery, and for sharing of yourself.

Acting on multiple fronts - Quest, Play, Act, Social - has a multiplier effect.

We'd like to encourage our top adopters to view themselves as "FierceLight Transformers". They effectively gain this honour by either transforming themselves or by transforming society. Both would be nice!

Conclusion: FierceLight.org is a "Nexus for change"

Our mission is to allow our users to investigate, make clear and promote the links between spiritual and activist practice As well as between the Interactive and the Television show. By involving them in a connecting set of games and activities we hope to entertain and provide a focal point for their own personal journey.

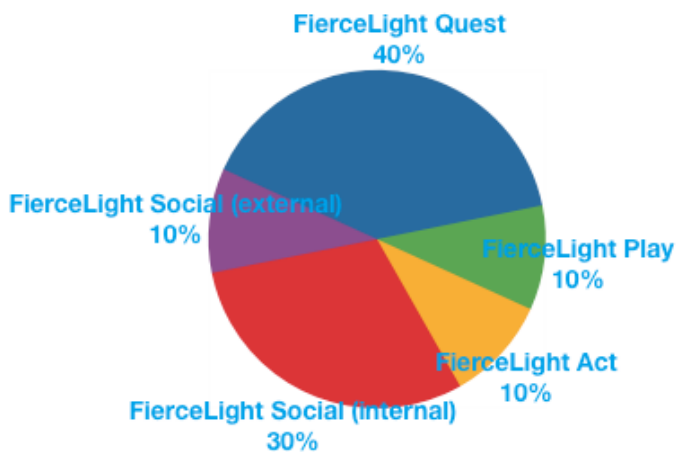
Given the enormous reach of Oprah (10 million) and MoveOn.org (550,000 registered activists in California alone), the potential for a site that - along with its TV property - seeks to give focus to a nascent movement joining passionate activists and active spiritualist has enormous commercial potential.

3. List and describe all the proposed development activities you wish to undertake. Describe the intended final output and list all deliverables from this development stage:

As noted above FierceLight Interactive breaks down into 2 main sections FierceLight.org and the social software API based FierceLight Social.

- **FierceLight Quest**
- **FierceLight Play**
- **FierceLight Act**
- **FierceLight Social (internal)**
- **FierceLight Social (external)**

The following graph indicates the relative amounts of time spent on each of the components.



We will develop the interactive in 3 distinct phases with partner consultation at each milestone.

- Pre Alpha: conceptual development, initial game design, initial Game design. initial architecture. Initial spec for components.
- Alpha Prototype: initial games and overall site Alpha
- Development Beta Prototype: revisions and refocused games and overall.

Final deliverables include:

- Game Design docs.
- Script for narrative quest and games.
- Design for site and component parts.
- Site architecture docs.
- Prototype versions of:

- FierceLight.org
 - FierceLight Quest
 - FierceLight Play
 - FierceLight Act
 - FierceLight Social (internal)
 - FierceLight Social as FaceBook App.
- User testing.
 - Full spec for production of site.
 - Audience Test

While we anticipate 2 additional sections on roll out

- **FierceLight.com** (about the production Documentary and TV show).
- **Blog.FierceLight.com** a multi person blog about activism, spiritualism, the movie, and the show. Velcrow Ripper and special activist and celebrity guest bloggers

These are out of scope for the Development phase. We will however assess and plan how we will integrate these into our **FierceLight Social** engine.

Please see these additional documents:

Gannt chart attached

Budget Attached

These are also available on the site: <http://resovelabs.com/projects/FierceLight>

4. Describe the interrelationship between the television and new media components, and the potential legacy of the concept you envision (design, creative, technical, business, marketing, etc.):

FierceLight the Documentary and FierceLight Interactive interrelate as a pair of media events designed to promote spirituality in action. Each is optimized for their intended avenue of media distribution. The Documentary is designed to present the thesis via standard television and motion picture outlets. This will bring the project to as many members of our target audience as possible and encourage them to transform themselves from passive viewers to the spiritually active through their engagement with the elements of FierceLight Interactive. First we get the word out via the Documentary, then audience members can deepen their engagement via the Interactive element.

What we produce online ties back thematically and conceptually to the TV Program itself, creating a cycle of engagement. The Interactive elements provide the opportunity for the individuals to more fully explore the viewpoints and people shown in the film; to create their own pathways and responses to the Documentary material; to market future showings of the Documentary to others in their social networks; and to enable the self generation a community of spiritually action oriented people.

FierceLight Interactive is intended to be online and available for at least two years following the first distribution of the Documentary.

FierceLight is a nexus for change, and could well be the viral game of 2009!

5. Describe any project development that has taken place to date:

FierceLight Films and Resolve Labs have taken several creative meetings to hash out the ideas and concepts of FierceLight Interactive. We are all very excited by this new venture.

6. Provide any additional information or details that help explain the parameters of your financing structure and budget for this development phase:

The National Film Board is already committed to the feature film as one of its major investors, they are very keen to expand the film into the interactive realm and have verbally committed their interest. We foresee their commitment at a similar level to the film at between 20-30%. Our NFB producer is currently away on business in Europe and we expect formal confirmation of their commitment once he returns.

Christal Films with Super Channel are also investors in the film and are similarly committed to the interactive. They have verbally confirmed and we expect their formal confirmation next week.

FierceLight Films and Resolve Labs are investing just under 10% of the budget as a sign of their commitment to the project.

Conscientious Innovations is a sustainability marketing group that provide research, strategy, and idea development to companies and groups committed to sustainability. An innovative think-tank, they support the message and work as well as the legacy that FierceLight Interactive could provide to the community and as such have committed to it.

FierceLight Interactive will invest its corporate overhead towards the development of the project.

Please note that the travel budget includes a short market research trip to Vancouver to directly access and focus test the audience on the "West/Left coast" that we believe will be our most frequent and involved users of FierceLight interactive. Otherwise, all other development will be done here.

7. List name and role of key personnel participating in development activities. Include the producer, production manager, writer, creative lead and technical lead. Cite previous experience. Include background of all sub-contracted companies involved in developing the project:

-Andreas Ua'Siaghail - New Media Producer, Co-Project Manager, Creative Lead, Co-Technical Lead

Hailed by the New York Times as a pioneer of the "Peace Game" for "Pax Warrior", visual Artist, Photographer, award-winning Radio Broadcaster and Interactive Designer Andreas Ua'Siaghail has led teams designing and producing web sites and computer based training for Fortune 100 clients. Excited and passionate about the opportunities for rich media to engage people and change society, Andreas has held to a consistent viewpoint: The story to be told - the message - is paramount. And a compelling narrative requires the fluent communication of not just information but ideas, values, emotion and thought.

-Cherilyn Hawrysh - FierceLight Documentary Producer

A graduate of Norman Jewison's Film Residency Programme in Toronto, Cher Hawrysh is committed to producing thought provoking media that expands our sense of self and the world we live in. She has played a key role in the production of 100's of hours of independent, studio, newsroom and network productions in Canada, U.S.A, Britain and Africa. Production partners include VisionTV, W, CTV, CHUM, Global and CBC. Career highlights include working in London, UK on To Free the Slaves and in Tanzania, East Africa on the award-winning documentary Mama June; A Different Perspective on Aids; and working directly with Stephen King on Kingdom Hospital, a 13 part dramatic mini-series produced with Sony Pictures Television for ABC.

-Velcrow Ripper - FierceLight Documentary Director, Story Consultant

Award winning filmmaker, writer, sound designer and web artists Velcrow Ripper creates powerful media that deals with the central issues of our times. In 1995 he created the first artist-driven website ScaredSacred at The Banff Centre for the Arts. Continuing to employ advancing technology as a form for his storytelling, Ripper has been an active blogger, pod-caster, and social networker.

His over 30 films include the Genie winning feature documentary Bones of the Forest, about elders and the struggle to save the ancient forests (TVO, Mongrel Media; winner of nine awards, including Best of the Festival at Hot Docs & The Atlantic Film Festival); In The Company of Fear (Vision TV, Films Transit), about non-violent resistance to the dirty war in Colombia; and Golden Gate Award winning Open Season (CBC), about hunters and the activists who "hunt the hunters."

His recent feature documentary, ScaredSacred (VisionTV, Arte France, Doc Channel, NFB, Mongrel Media, Zeitgeist Films), is the winner of nine major awards, including the Special Jury Prize at the Toronto International Film Festival, a 2006 Hugo Award, and the 2006 Genie Award for Best Documentary. His upcoming feature documentary Fierce Light: When Spirit Meets Action about the convergence of spirituality and activism was shot in 10 countries around the world and features Buddhist Monk Thich Nhat Nahn, Archbishop Desmond Tutu, Pulitzer Prize winning author Alice Walker, and actress / activist Daryl Hannah. Fierce Light is currently in post-production and will premiere in 2009.

-James DesRoches - Co-Project Manager, Interactive Writer

James has a long standing commitment to motion pictures and new media with an emphasis on innovation and community. He studied at the Canadian Film Centre in the New Media Programme in 2004 and has a specialist degree in film theory and criticism from the University of Toronto. He is co-producer of the upcoming film, "The Green Chain" about the social ecology of logging. He has served some of Canadas' pre-eminent media companies in their fields. James is a member of the Directors' Guild of Canada, the Writers' Guild of Canada, the IATSE and ACFC West. He has traveled extensively as a spiritual seeker. He is a past member of the Ontario Section 21 Committee for Health and Safety in the Film Industry.

- Sarah Townshend - Production Coordinator

Sarah Townshend is the associate producer for Resolve Labs. After completing a three year program at George Brown College, Sarah accomplished a double major in advertising and New Media. She then continued her education at The CFC New Media Lab where she completed a post-graduate program, IAEP(Interactive arts and Entertainment Program). Resulting in forming a company Cieo Creative inc, as the Creative Director Sarah worked with 3 other former colleges from the CFC bringing to life LMNO-Pics, which will be on market shelves by 2008. Sarah has completed projects for

The Hummingbird Centre, Magna and Green Spaces. During this time Sarah worked on 3-D modeling and animation, market research, storyboarding, corporate identities, and video editing.

- Jeanette Loakman - Consulting Producer

Jeanette Loakman is an award-winning producer with over 10 years of experience in the television industry. Jeanette was recently nominated for a Gemini for Spam: The Documentary, a critical and ratings hit, Spam is the story of one man's comical search for the origins of bulk unsolicited email. Pitched at TDF 2006 and produced with CBC Newsworld, Court TV USA, Knowledge Network, Canal D, YLE Finland and SBS Australia. Distributed by Films Transit, it is selling worldwide and has put Spam on the map.

Recent other productions include the series Groomed - with world famous butler Paul Hogan – for W Network and Wedding TV (UK). This entertaining male makeover show was called “Surprisingly endearing”, by the Globe and Mail, “Just short of magic!” by the Calgary Sun, and featured on Pick of the Week by The Guardian in the UK. Jeanette produced Annie Ong: Lost and Found, Moc Docs, Hot Shots, The Last Seven Days of Annie Ong as well as directed Slippery Blisses: What's in a Kiss? with the NFB.

Jeanette's experience in the industry includes a stint in programming at Vision TV, general reporter for CityNews on City TV, and host of WTN's first show: POV Women. Her work in the business was preceded by a decade in IT travelling the globe as a software consultant.

- Simon Clark, Co-Technical Lead, PHP programming, Flash Programming.

Simon is the principal of Zebra Spot Design, he excels at new media development, with a long history of pushing the limits of new media in education and training. He also has extensive experience creating database driven applications, and implementing and troubleshooting advanced programming solutions. His projects have won top awards from the SIIA, the Society for Technical Communication, and the United Nations World Summit, among others

Simon and his partner Sarah Clark were the lead technical developers at Digital Frog International, they played an important role in the creation of every one of Digital Frog's award winning products

Conscientious Innovation (Ci) - Market Research

Kierstin De West, CEO/ Founder, Ci

Kierstin is the key strategic mind at Ci and has been developing brand and creative strategies based on consumer, cultural and marketplace insight for the last 12 years. She is an expert in the relationship between consumers, brands and sustainability and has worked as a brand planner at a number of high profile advertising agencies helping build brands such as Hershey Foods, Unilever and Allied Domecq. Kierstin has worked on the client side of the business at About.com and helped lead the successful repositioning of the company to prepare it for acquisition by Primedia. Her work has taken her to NYC, San Francisco and now Vancouver.

With a keen interest in culture, consumers and their marketplace, Kierstin saw early on in 2000 that all indicators were pointing to a significant cultural shift where consumers were making lifestyle and purchasing decisions based on a set of predefined values: integrity and social responsibility.

Kierstin is the author of Ci's [SHIFT Report](#), the first of its kind and most comprehensive study of the shift to sustainability occurring in the marketplace, in particular consumer perceptions, attitudes and behavior around social responsibility and sustainability and the impact this is having on lifestyles choices, brand relationships and purchase decisions. She has spoken at a number of events discussing consumers and sustainability, as well as the benefits of responsible business and marketing including: the inaugural UNEP/ESOMAR conference on Responsible Marketing in Berlin, Social Venture Institute, BALLE, Net Impact lecture series (2006), AIGAs noted GAIN conference on design and business and the American Marketing Association.

Jason McCormick, Creative Director/ Co Founder, Ci

An ideasmith, a storyteller, an advocate – as Ci's Creative Director Jason helps Ci clients translate their corporate passion for sustainability and social responsibility into compelling, authentic stories that get talked about in pop culture. After a successful career as advertising copywriter working in major advertising agencies in London, New York and LA on mainstream brands such Mars Confectionary, Crunch Fitness, IBM, Perrier, New York Times, Motorola and The Fine Living network, Jason landed in

Vancouver in 2002 to help set up Ci. His award-winning, newsworthy, integrated brand strategies have been featured in the New York Times, USA Today and The Wall Street Journal as well as industry publications such as Adweek, Brandweek and Campaign magazine. Awards really don't mean a whole lot, but just for the record Jason's work has been recognized by Effie, D&AD, Graphis, The Addy's, Communication Arts and Lurzer's International Archive.

-NFB - Sylvia Basmajian - Executive Producer

Silva Basmajian has worked as a producer, writer and researcher on more than 50 productions and has won more than 38 awards for her films including a Peabody Award in 2001 for My Father's Camera and the 2001 WIFT Outstanding Achievement Award for personal achievement. She garnered a 2004 Genie nomination for the feature documentary The Last Round: Chuvalo vs. Ali, which also won the Special Jury Award at Hot Docs in 2003.

Silva has also been awarded the prestigious Donald Brittain award for Best Social/Political Documentary for Deep Inside Clint Star at the 2000 Gemini Awards, and has received the Special Jury Prize at Banff Television Festival for Rape: A Crime of War. Her films have broadcast in every major country, and premiered at 183 international film festivals around the world.

Silva's recent projects include Insomnia, directed by Annette Mangaard; Pegi Nicol McLeod, directed by Michael Osteroff; The Take (a co-production with Klein Lewis Productions and Barna Alper) and The Call, about the exploitation of young Black women in music videos, by first-time director (and 2003 NFB Reel Diversity Competition winner) Elizabeth St-Phillip.

-NFB - Gerry Flahive - Producer

Gerry Flahive, has been with the National Film Board of Canada for over 20 years. Throughout this time, Gerry has distinguished himself in various capacities, most notably as producer of Just Watch Me: Trudeau and the '70s Generation, winner of the Genie award for Best Feature Documentary and the Best First Feature Award at the Toronto International Film Festival.

After serving as Acting Executive Producer at the Ontario Centre, Gerry became a producer in 1996, with such credits as McLuhan's Wake, Thin Ice, The Man Who Might Have Been and Shinny. Recent productions include The Next Big Thing, following five stand-up comics, and the award-winning It's a Girl's World. Gerry is currently in post-production on House Calls, This Beggar's Description and overseeing the ambitious The Dark Years, co-produced with Barna Alper Productions.

A freelance humorist, Gerry has been published in Time, the New York Times and the Globe and Mail.

- STOHN HAY CAFAZZO – LEGAL

Stohn Hay Cafazzo Dembroski Richmond LLP is an entertainment, copyright and technology law firm, located in Toronto Canada. Partners Diana Cafazzo and Ian Cooper represent FierceLight Films Inc. on FierceLight the documentary, and are enrolled on the Interactive project.

8. List new media projects previously developed and produced by your company, including total budget and sources of financing. Specify awards, and whether new media project was produced in conjunction with a television component:

In his capacity as Creative Director and President of Resolve Labs, Andreas has extensive software and media experience. He is probably best known for Pax Warrior:Rwanda – www.paxwarrior.com and he is currently developing Pax eDemocracy with BBC and CBC, and co-producing a documentary about the game with Chocolate Box Entertainment.

The Demo version of the Pax Warrior interactive doc / serious game may be accessed via the project jump off page:

<http://www.resolvelabs.com/projects/FierceLight/>

Pax Warrior was initially prototyped at the Canadian film Centre and was subsequently produced with help of the IPL and Telefilm. It was developed, produced and delivered for \$750,000. Pax Warrior was selected as best Canadian eLearning for the World Summit Awards at the World Summit on the Information Society where it won best eLearning in The Americas and Oceania!



DO-GOODER GAMES

CALL THEM PLAYSTATIONS WITH A HIGHER PURPOSE. Activist video games—which use whiz-bang formats to address real-world issues—are scoring high with both kids and teachers. Given the success of the U.N.'s aid-relief game *Food Force* (with more than 4 million downloads in 15 months) and the MTV-affiliated *Darfur Is Dying* (more than 800,000 players since April), techno do-gooders are proliferating, and gamers are saving the world. —By Hillary Batchelder



PAX WARRIOR

A gamer playing the role of a U.N. commander during the Rwandan genocide is confronted with grim trade-offs, such as choosing whether to fax the U.N. or save the Prime Minister. Licensed to schools, the game has been incorporated into thousands of curriculums in Canada, Britain and South Africa, and will hit the U.S. later this year. Next up from Resolve Labs: *Pax Prosecutor*, about the indictment of Slobodan Milosevic for war crimes.



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Pax Warrior, at its heart, is an "engagement engine" that seeks to invest students in the notion of Global Citizenship. Pax's premise proposes a rather startling role to students. What if you could walk in Gen Roméo Dallaire's shoes in Rwanda 1994, what would you have done? How can we avert genocide? What are the decisions to be made? How can we do the right thing? Based on documentary evidence, with the help of historians, conflict resolution experts and peacekeepers Pax Warrior puts together a very unique experience that some have called "a new way of teaching history". It has been covered by ABC News, BBC, CBC, NPR, the New York Times, The Globe and Mail and over 120 other media outlets.

For more detail please visit www.PaxWarrior.com

For BBC News Coverage go to:

<http://news.bbc.co.uk/1/hi/programmes/newsnight/4172717.stm>

http://www.bbc.co.uk/radio4/science/thematerialworld_20060216.shtml

http://www.bbc.co.uk/radio4/science/rams/materialworld_20060216.ram

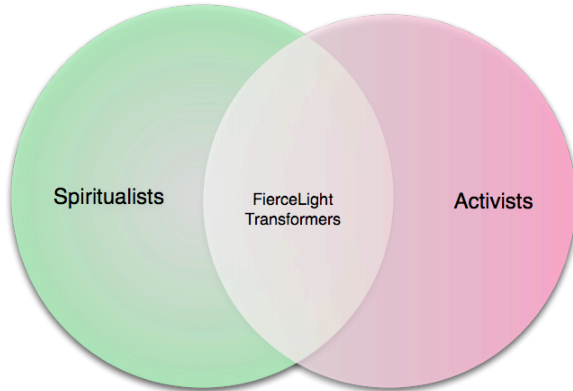
Andreas is sought after as a speaker at Tech, education and serious games conferences around the world. He has presented at conferences in Edinburgh, Berlin, Montreal, Banff, Tunis, London, San Francisco, New York and LA. (Oh and Toronto occasionally too!)

9. Describe marketing analysis conducted to date and provide an assessment of market and benefits your new media concept would have:

Through the release of ScaredSacred, we discovered a large community, hungry for material exploring spirit and action. There is a built in audience, who will be early adopters of Fierce Light Interactive.

Our Audience, Our community: FierceLight Transformers!

Our early adopters and our greatest resource are those who consider themselves spiritual and socially active. They will be our initial FierceLight Transformers.



But our aim with the site is to impact the transformation of those activists who are new to personal growth and those whose spiritual growth has yet to include activism. This is a rapidly growing demographic.

In addition we are looking to take the site, to the much greater public whose deep yearning for growth and engagement has been demonstrated with the success of "Eat, Pray, Love" and "The Secret". These are the Oprah watchers!

Key to our success will be connecting with each of our audiences. We have an initial set of 3 detailed target user profiles - viewpoints - that we have defined as testable assumptions.

- The Spiritual Seeker: wholistic thinker, knows their chakras, right brain.
- The Cynical Politico: MoveOn.org fan, focused on rights and justice. Left brain.
- The Oprah Mom: Would love to know what "The Secret" is. Thinks Oprah is a saint.

Given these core audiences, we will design the experience to allow each an appropriate starting point on their journey. We expect - for instance - that activists will get involved in the discussion boards and in FierceLight Act. Their journey will move from the outer to the inner as they discover the interconnections, and are rewarded by the Game Mechanic.

- The themes of the TV Project are running in parallel with sites of these kind on the internet.
- Based on what we perceive to be the appetite, and the

Through the development phase of FierceLight Interactive, we intend to explore these

We will test it against these types of archetypes

Paper prototypes, testing,

We're designing this, not just for the converted but for the public. We want this to work for all audiences

We will verify the impact of our design by using a Marketing focus Group - We will work with progressive and social marketing organizations CI to assist us in

We will use the full promotional power of the TV Project to draw traffic to the site. In this way, the website and the TV Project will enjoy a mutually beneficial, or “kiss-back” relationship, where each entity will help provide a larger audience for the other.

10. Discuss any other factors that demonstrate your expertise and capability of successfully completing the proposed content development phase:

See above for track record and success.

Other Documents Required with this Application:

Required Documents (Electronic – email to bellfund@ipf.ca)		Emailed
1.	Complete Application Form, in *.DOC format	<input type="checkbox"/>
2.	Complete Bell Fund New Media Development Budget template, in *.XLS format	<input type="checkbox"/>
New Media Component Required Documents (Hard Copy – deliver to Bell Fund Office)		Enclosed
3.	Signed and completed Application Form	<input type="checkbox"/>
4.	Proof of ownership rights, chain of title (NM and TV components)	<input type="checkbox"/>
5.	Signed and completed Bell Fund Development Budget Template and applicable notes describing expenses.	<input type="checkbox"/>
6.	Detailed development schedule and timeline	<input type="checkbox"/>
7.	Proof of financing already committed.	<input type="checkbox"/>
8.	Co-production agreement or services agreement, between the television producer and the new media producer (if applicable)	<input type="checkbox"/>
9.	Letter of Commitment for the development of the <u>television component</u> from a Canadian broadcaster OR Licence for the broadcast of the <u>television component</u> from a Canadian broadcaster	<input type="checkbox"/>
10.	Letter of support for the development of the <u>new media component</u> from a Canadian broadcaster	<input type="checkbox"/>
11.	Certificate of incorporation for the new media production company.	<input type="checkbox"/>
12.	Most recent financial statements from the new media production company.	<input type="checkbox"/>

You may submit any additional discretionary documents or materials in support of your application.

The applicant agrees that no obligation is assumed or implied against Bell Fund unless and until Bell Fund enters into a written agreement with the applicant, if any, and then only as expressed in such agreement. The undersigned hereby releases Bell Fund and its directors, officers, members, employees, administrators, agents and representatives from any liability for the loss, theft, damage or destruction of the documents and materials submitted with this application or for the unauthorized use or reproduction for reasons beyond Bell Fund's knowledge or control. All risks associated with the transportation of the documents and materials submitted with this application are assumed by the applicant.

The applicant hereby warrants that the information provided in this Application Form is complete and accurate and that the signatory has the full authority to submit this application to Bell Fund.

The applicant hereby authorizes Bell Fund to communicate any information in this application with any third party indicated in this application as a proposed or committed source of financing for this project.

Bell Fund retains the right to keep on file or destroy all written material submitted by applicants in support of their application.

New Media Producer/Applicant

Name: _____ Title: _____

Signature: _____ Date: _____

Ensure all parts to this application are included and completed in full!