**Manitoba Interactive Digital Media Tax Credit (MIDMTC)**

Commercialization Plan Template

# Provide an explanation of how you will market and commercialize/sell the interactive digital media product being developed. Ensure your explanation answers each of the questions below that are relevant for your particular commercialization/marketing plan.

If your company has an existing commercialization/marketing plan for the product, you can submit that document instead of filling in this template—provided that the existing document fully addresses each of the relevant questions below.

* Who are the target clients/purchasers/users for your product?
* How will you distribute your product?
* What is your marketing strategy to maximize the commercial success of your product?
* What are your strategies to acquire users?
* What are your strategies to retain users (if applicable)?
* How will you monetize the product (e.g. at the acquisition stage, retention stage(s), through distribution deals, through private investment attraction, or in other ways)?
* What degree of commercial success will be needed in order for you to recoup the total costs you will have incurred to develop and commercialize the product? (e.g. roughly how many units will you need to sell, or users will you have to acquire/retain, or what number/value of distribution or investment deals will you need to sign, etc.). Can that number realistically be achieved? Why or why not?
* Broadly, what targets are you setting for revenue generation from this product? Are there other milestones you are working to achieve in conjunction with this product?
* What differentiates your product or your commercialization strategy from competitors?
* What are the target regions (if any have been specifically identified) where you will be most actively marketing or selling the product?
* If the product is being developed as part of a co-production between your company and one (or more) partners, what role will your company and/or the partner(s) play in the marketing and commercialization/sale of the product?

Template last updated: April 4, 2023

Available in alternate formats upon request.

# Marketing and Commercialization Plan:

*(Use as much space as is required to address the relevant questions above)*