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

Product Description Template

**Provide a description of the interactive digital media product being developed. Ensure the**

**description answers each of the bulleted questions below.**

If your company has an existing product description document, you can submit it instead of filling in this template—provided that the existing document fully addresses each of the bulleted questions below.

* Describe the product—what purpose does it serve? What is its content? How do users use it?
* What are the features that make the product interactive, as per the criteria explained in the ***MIDMTC guidelines***? In particular:
  + How does the product educate, inform or entertain the user?
  + How do users interact with the product content, and how does the product provide users with a “rich interactive experience” as defined under the MIDMTC program? Provide specific examples of the product’s interactive features/functions to show how the product meets the “rich interactive experience” criteria explained in Appendix B of the MIDMTC guidelines.
* If this product is connected to any previous MIDMTC project, or is a new version of a product that previously received MIDMTC support, show how this product will contain at least 80% new, interactive content that was not in the previous products or version(s) of this product.
* If portions of the development of this product are being undertaken in Manitoba and elsewhere (i.e. locations outside Manitoba), describe which portions of the product’s development are being undertaken in each location.

Template last updated: April 4, 2023

Available in alternate formats upon request.

**Product Description:**

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