

BASIC INVESTIGATION TABLE

The investigation table helps focus and catalogue information gathering while identifying strengths and weaknesses.

The following basic table was my guide during initial interviews with game development and animation companies and jurisdictions throughout British Columbia to create an economic snapshot of non-commodity activity.

What to ask for:	Why?
<ul style="list-style-type: none"> • age, gender, type of education and level of expertise/ experience of employees 	Establishes profile for skills development and talent attraction
<ul style="list-style-type: none"> • a range of gross earnings amounts 	Estimates potential tax revenue, and potential purchasing power
<ul style="list-style-type: none"> • aggregation of companies <ul style="list-style-type: none"> ○ entrepreneurial: 1-2 working in a home based business or incubation space ○ small (3-25 employees,) ○ medium (26-200 employees,) ○ large (201+ employees,) 	Identifies weight of the business cycle
<ul style="list-style-type: none"> • origin of ownership 	Ownership helps identify and track the merger and acquisition cycle
<ul style="list-style-type: none"> • origins of employees/ professionals 	Tracks migration and immigration of employees/professionals
<ul style="list-style-type: none"> • Plus one subjective, optional to answer question about why that company or professional chose that jurisdiction 	Indicates effectiveness of incentive program; identifies “attraction” assets within the marketplace, and the community, and, clarifies geographical attraction, and, verifies proximity to their ultimate market.