EXPLAINER VIDEO COMPANY SCORECARD

animationexplainers.com

Score each answer 0 (no / vague), 1 (partly) or 2 (clear, in writing). Weight what matters most to you.

Question	Weight (1–3)	Company A	Company B	Company C
1. Finished films for a product like mine?				
2. A reasoned recommendation for us?				
3. Named people on my project?				
4. Script written by them, approved by me first?				
5. Clear, written stages?				
6. Revision rounds stated, and at which stages?				
7. A plan for several stakeholders' feedback?				
8. Everything included in the price, in writing?				
9. A realistic timeline with dates?				
10. Do I own the finished film?				
11. All files, versions and captions listed?				
12. Honest about whether an explainer fits?				
TOTAL (score × weight)				

Tip: score straight after each first call, while the answers are fresh. The highest total, not the lowest price, is usually the safer choice.