

UK GAMES FUND

Round 10

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UK Games Talent and Finance CIC

- **UK Games Fund** and **Tranzfuser** are our two major projects.
- Set up in 2015, funded by UK Government
- CIC means Community Interest Company
 - Our focus is “the UK early-stage games development community”.
- Founded by an experienced team, with games industry and investment backgrounds.



Round 10

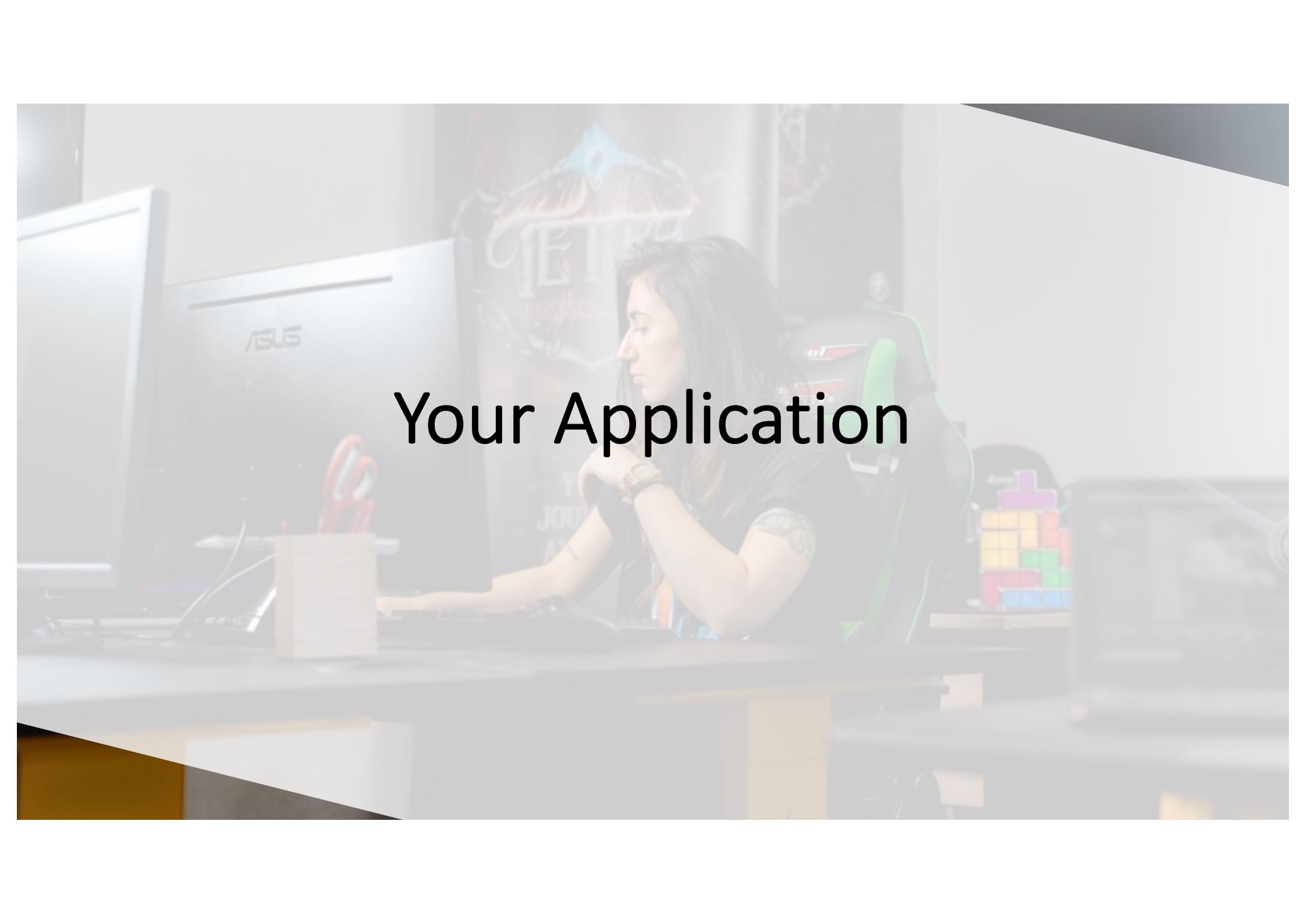
Round 10 - Eligibility

- Open to UK-based solo devs and SMEs of less than 50 employees.
- If you've been funded by us before:
 - Impact of previous grant may be taken into account
 - Continuation funding applications will be rejected
- Established companies or experienced teams.
- Non-entertainment games need proof of efficacy.
- Concept or early work should be underway - you have something to show.
- Plan in place for next steps and getting to market.
- It is a non repayable grant. We do not take equity or IP ownership.

Note - our funding may count as international subsidy, check the government website for your UK-nation (we operate UK-wide but rules and limits may vary)

Round 10 – who should apply

- Your company must be **registered at the time of application.**
- Grants of up to £12,000 available from Jan – Mar 2023. Selected companies must be able to draw down and claim the grant in this period.
- Successful applicants able to pitch for additional grant of up to £18,000 at a later date (TBC).
- Visible early work that sells the idea and offers proof of concept.
- Ability to pitch your USPs and place in the market.
- Core dev team ready to go.
- We **cannot** accept applications from studios that **do not have a need for grant**, or solo developers not planning to grow to the point of hiring **PAYE funded staff**.
- The grant **must make a difference** in the context of your business and concept development. Impact is important.

A woman with long dark hair is sitting in a black gaming chair with green accents, facing a computer monitor. She is wearing a black t-shirt with a small logo on the sleeve. On her left wrist is a brown watch. She is looking down at the keyboard. The monitor is an ASUS model. In the background, there is a colorful mural of a horse and rider, and a Rubik's cube on a shelf. The overall atmosphere is a professional gaming or streaming setup.

Your Application

The pitch process

- Submitting an application is a 2-step process: you will be required to submit a written application before being invited to upload your pitch video to Dropbox (no Dropbox account necessary).
- Your video pitch is **important** and will determine if your application is moved forward.
- You can include supporting information in your written application, but you should assume **the video will be the primary source** used in our initial review.
- Contact us as soon as possible if this presents a particular problem based on your circumstances, and you need special assistance to apply.

Written application

- Online form
- Company info – who you are, bit of background, etc
- Project info – high-level description, key innovations, costings, etc
- Supplementary info (should also be in your video):
 - Current project status
 - Future project plans
 - Endorsement

Business sustainability and growth plan

- Looking forwards at the impact of the grant, and the future of your company, what's:
 - Your future ambition – what's the goal as a company?
 - Your journey as a company – what are the key milestones?
 - Your fallback plan – if this project doesn't work out, then what?
 - Your “sizzle” as a business – what drives you and your team?

Why we care about your business

- Our grants are public funding
- We do project finance, but we're measured on business outcomes
- We want to create new jobs and sustain existing ones
- We want you to create enduring impact
- IP ownership builds value in your company

Your Pitch



What we're looking for

There are three key aspects to your pitch, we ask ourselves:

- Is it a **good team** that can deliver to a competitive standard?
- Is it a **good game** or idea that will stand out and get noticed?
- Is there a **viable market** for this game, and where does it fit into that?

Beyond the project, we also want to know that our funding will help you on your journey towards becoming a **growing and sustainable business**. Express your future ambition for the company, and where this project fits into that vision. Let us know what the **impact of the grant** will be.

Key criteria

Your application **may be rejected** if your video doesn't follow these criteria:

- You must **cover each of the key aspects** described above – your team, your game, your market, your business.
- Your video must be no longer than **two minutes** and should not be a game trailer – edit your video down to meet this requirement, **do not speed up the audio** or otherwise try to circumvent this limitation.
- Your pitch video should be a reasonable file size. **100MB maximum preferred but our system will accept larger file sizes**
- Your video filename should include your **company name and application reference number** – matching up to your written application details.

Evidence

Some types of application will require a stronger evidence base in support. For example:

- A 'game with a purpose' will need an application that demonstrates how efficacy has been / will be proven.
- A game targeting new or emergent business models or technology will need a stronger evidence-based pitch.
- Applications for games with any potentially controversial content or business models should demonstrate risk management in the context of us being a public funding source.

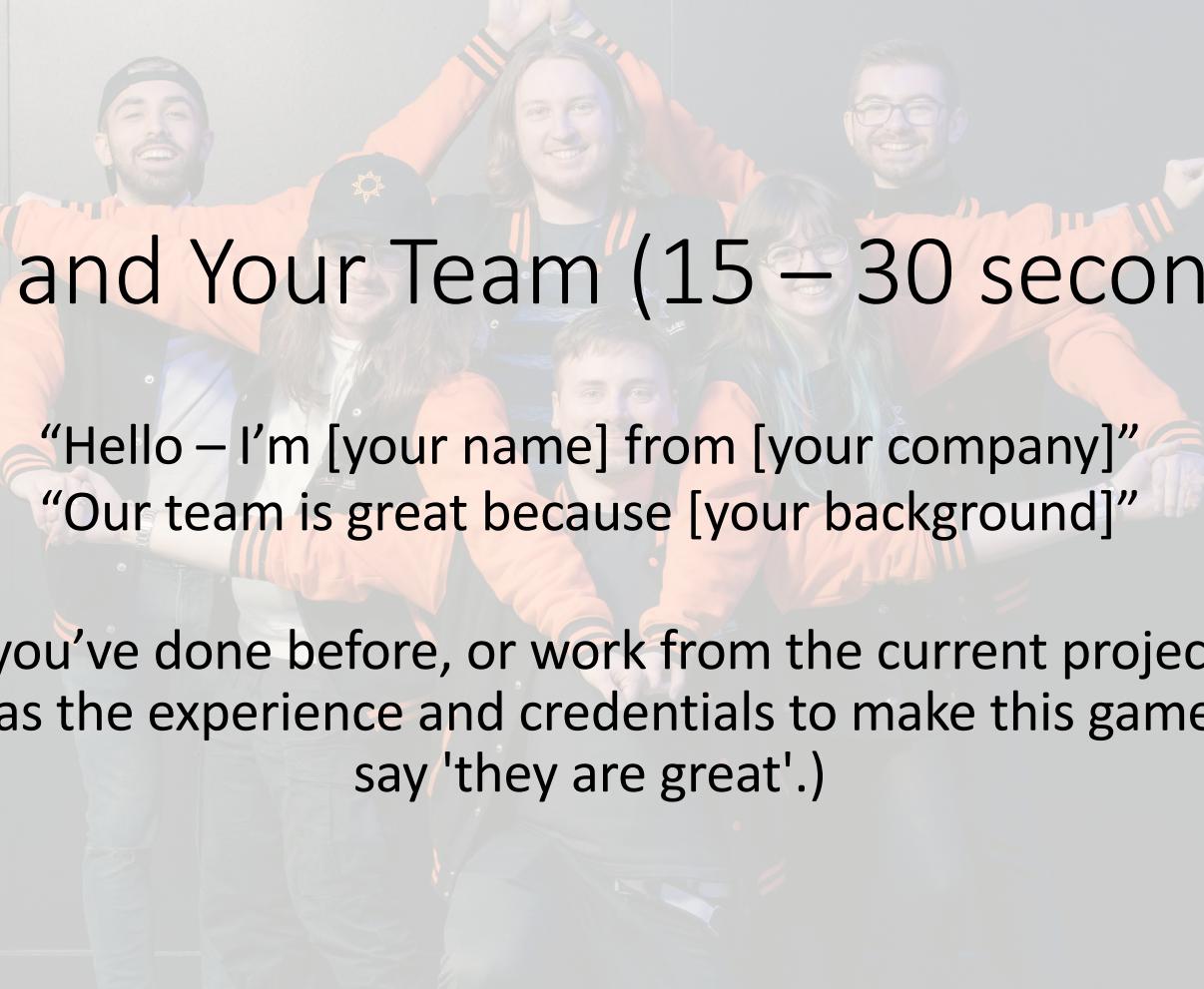
Suggested structure and content

The following slides give a suggestion on the **structure and timing** of your pitch, based on what has been successful in previous similar funding rounds.

The **video production quality itself is not important**, you can capture footage on your mobile phone if necessary.

While the structure and timings are useful as a guide, it's usually best to **adapt it to your own situation**. Think about how you can best show off your strengths, and mitigate any weaknesses. You don't have to have all the right answers now – being aware of where you need to get help, and showing you are working towards solving the unknowns is often enough.

Honesty is appreciated.



You and Your Team (15 – 30 seconds)

“Hello – I’m [your name] from [your company]”

“Our team is great because [your background]”

(Show things you’ve done before, or work from the current project. Tell us why your team has the experience and credentials to make this game. Don’t just say ‘they are great’.)

Your Project (15 – 30 seconds)

Our new project is super cool

It's like X, but we're trying Y to make it special

[Show any early concept work. If you are using other games as references make sure we understand what aspect of the game is relevant - gameplay, audience size, etc.]

Your Market (15 – 30 seconds)

Other games like ours are X, Y, Z

Here are some sales and player numbers to support our case
[Show business info, charts, market research]

Your Future (15 – 30 seconds)

“Our vision for the business is [studio and market goals]”

“This project helps us with that because [success scenario]”

(Don’t be afraid to be aspirational, what’s the big picture long-term goal?
It doesn’t have to be the immediate result of this project, there may be
further steps along the way)

Top tips

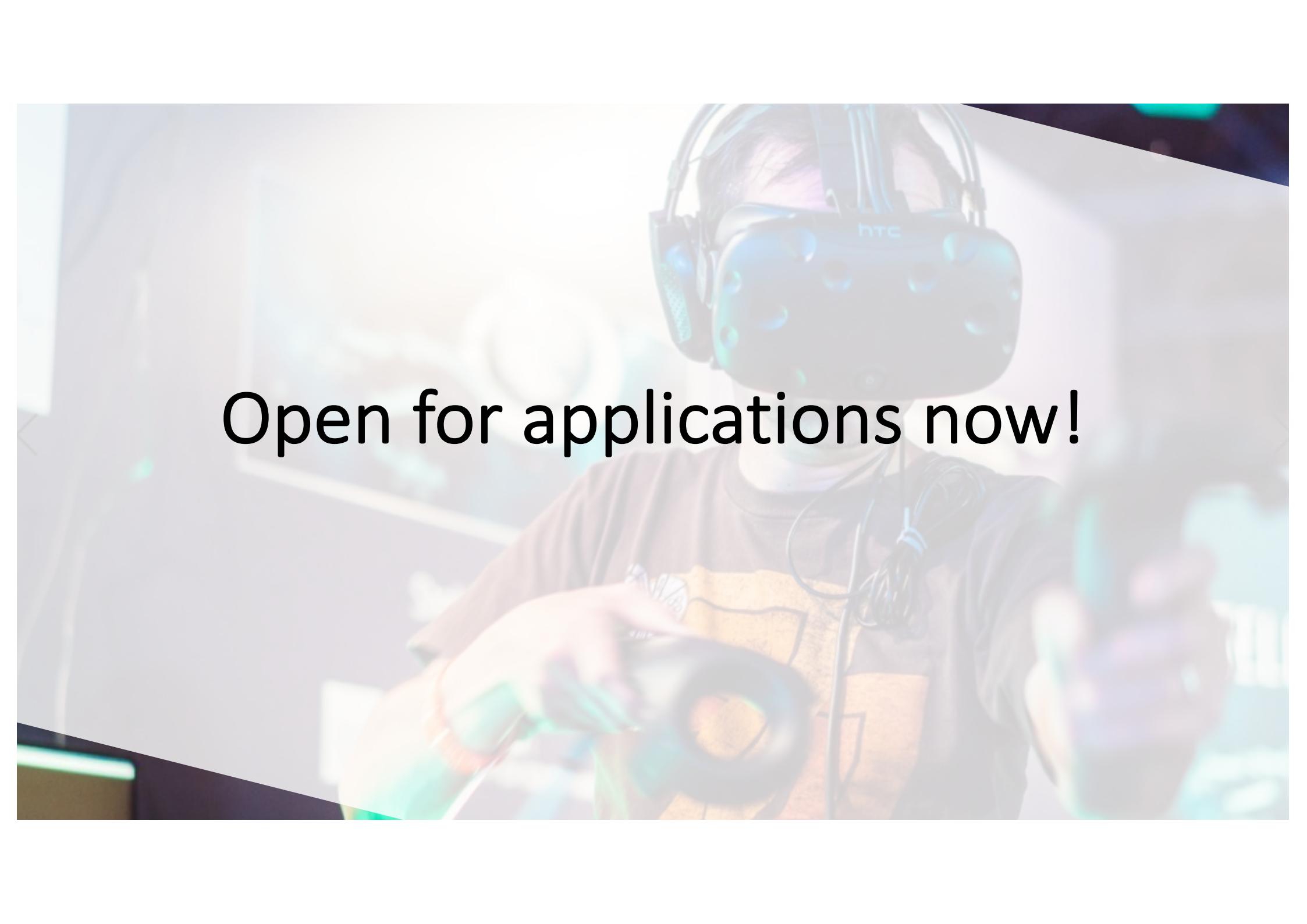
- Adjust timings to suit your situation – but do **cover the required info!**
- However, **you have two minutes maximum** so, to save time:
 - Voice over your pitch – which is better for timing and avoids too much text
 - Show, don't tell – images or video can convey meaning while you talk
 - Edit down, prioritise, and summarise – don't overfill slides, or speed up audio
- Don't just upload gameplay or a trailer – we need team and business info
- Don't just upload a “wall of text” slide deck – we won't pause to read it
- Be specific where you can be – details demonstrate thought and research
- Better to name-drop than be vague – name contacts helping you succeed
- Be yourself but avoid weird gimmicks – this is a business pitch!

Successful Applicants



Grant funded period – from Jan 2023

- Grants up to £12,000 available Jan – Mar 2023.
- Grant funding paid each calendar month.
- Incurred and defrayed UK-based labour costs (we retrospectively pay back the money you've already spent).
- You will need working capital to cover you prior to claim payment.
- Each month, you will submit a financial claim which will be accompanied by a development update video.
- Grants are tied to financial years, so must be spent by end of March 2023.
- Successful applicants able to pitch for additional grant of up to £18,000 in the new year (TBC).

A person wearing an HTC Vive VR headset and holding a controller, standing in a room with colorful lights.

Open for applications now!



Funded by
UK Government

