



# UK GAMES FUND

Round 8 – Pitch Video Guidance

# Is This Round For You?

Round 8 is very specifically designed to help early stage start up games dev companies **registered at the time of application**. Demand for our programmes always far exceeds what we can offer, both in volume and quality of applications.

We **cannot** accept applications from **past funded companies**, studios that genuinely **do not have a need for grant** or solo developers not planning to grow to the point of hiring **PAYE funded staff**.

This round is **not suitable** for well-established (but still early stage) companies with revenues and resources on tap for concept and pitch development. The initial modest grant should **make a difference** in the context of your business and concept development. Impact is important.

# The Pitch Process

Your video pitch is **important**, and will determine if you are selected for funding in Round 8 of the UK Games Fund. This guidance will help you to make the most of this opportunity by suggesting a structure for your pitch, and by telling you what we want to see from it.

Video pitches from all applicants will be reviewed by our panel, and decisions on who to fund will be made **only on what is included in the video**. You must make your case and include any supporting materials in the video pitch, which must be **no more than two minutes long**

Further due diligence will be carried out on those selected for funding, but the initial selection is based **entirely on the video**.

# What We're Looking For

There are three key aspects to your project 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** is.

# 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** – 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 (around 500 MB is fine)
- Your video filename should include your **application reference number**, your **company name**, **your name** – to be able to match up to your written application details

# Suggested Structure and Content

The following pages 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.



# 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)

# Your Project (15 – 30 seconds)

“Our new project is [name, genre, platform]”

“It will stand out because [describe key selling points]”

(Show any early work – what stage are you at? Use reference titles if that helps, but label them clearly)



# Your Market (15 – 30 seconds)

“Our market is [reference similar games, or who will buy yours]”

“We can do well because [describe where your game fits in]”

(Show any business info, charts, market research – maybe you have sales, player numbers, or community sizes to help support your case)

# 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, **two minutes maximum** so to save time:
  - Voice over your pitch – better for timing, 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!