UK GAMES FUND

Round 9

help@ukgamesfund.com

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
  - Ours is "the UK early-stage games development community"
- Founded by an experienced team, with games industry and investment backgrounds

Round 9

Round 9 - Eligibility

- Open to UK-based SMEs – 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, getting to market
- It is a grant - non repayable, no equity or IP ownership

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

Round 9 – who should apply

Previously shipped a project

- Your company must be **registered at the time of application.**

- Visible early work that sells the idea, proof of concept

- Ability to pitch your USPs and place in the market

- Core 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 should **make a difference** in the context of your business and concept development. Impact is important.

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 for interview.

- 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. The written application will be referenced only when necessary prior to interview.

- The interview panel will review your video and written application in detail before you speak with them. Interviews usually involve **30 minutes of Q&A** based on your application, and **you do not need to pitch again live** on the video call.

- 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

Business sustainability and growth plan

- Looking forwards at the impact of the grant, and the future of your company
  - 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** 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. **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 is / 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)

Your Project (15 – 30 seconds)

Our new project is super cool

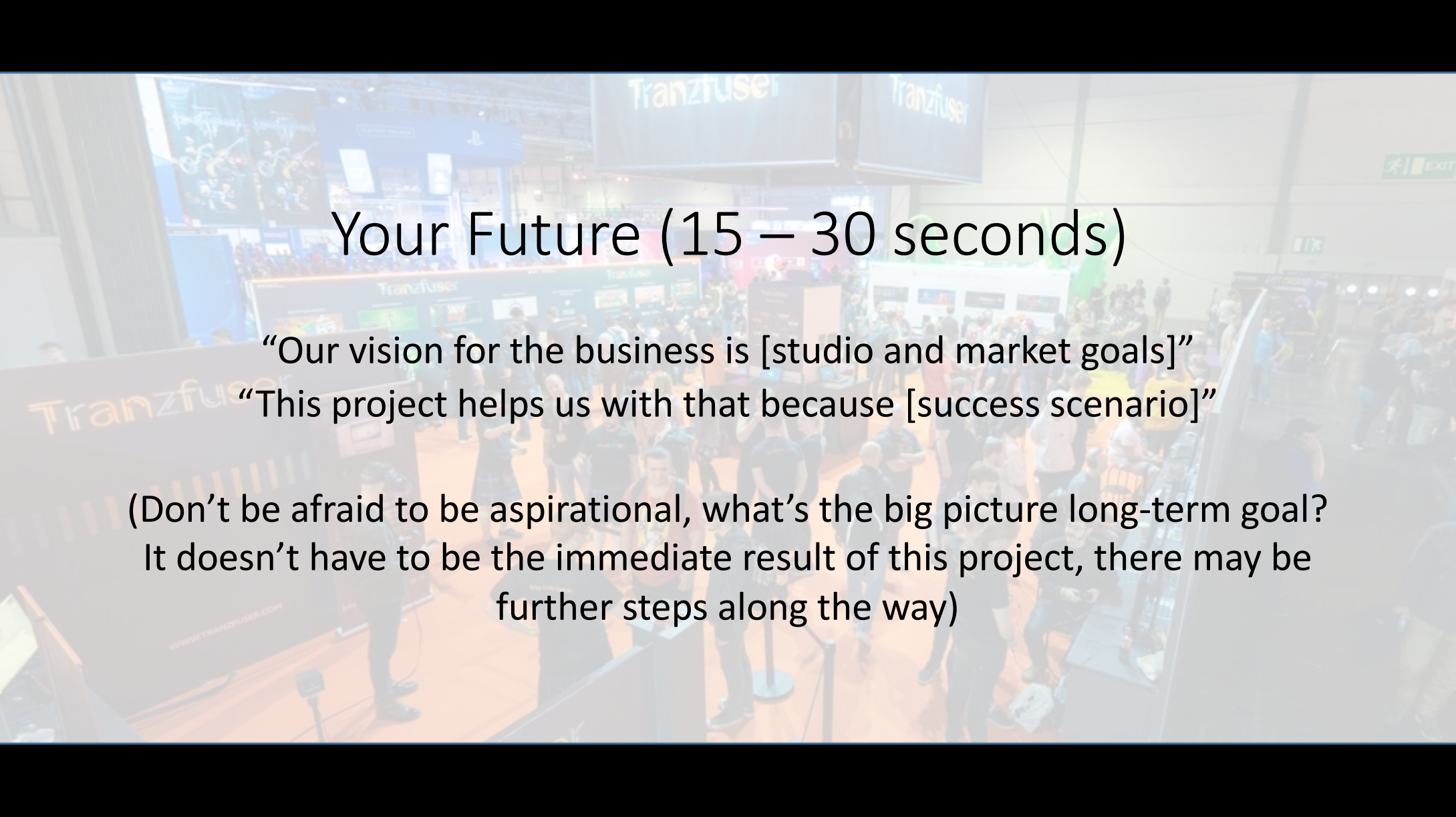It's like X, but we're trying Y to make it special

[Show any early concept work]

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, **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!

Shortlisted Applicants

Interview – mid-August

- Shortlisted applicants only, usually about 20 to 30 minutes
- Video call with a small panel – web-cam essential
- We'll re-watch your video pitch before the call, then:
  - Introductions
  - Any updates from the applicant
  - Questions from the panel

Grant funded period – from September

- Grant funding paid each calendar month

- Incurred and defrayed UK-based labour costs

- You will need working capital to cover you prior to claim payment

- Monthly development update video along with financial claim

- Tied to financial years, so must be spent by end of March 2023

Open for applications now!