

Tranzfuser 2019 Factsheet

We've put this document together to help applicants get a better understanding of what it is we're looking for in the competition and some important details on the running of Tranzfuser 2019. We recommend that all applicants read the information below before submitting their applications.

Start and End Dates

So that you can plan for the possibility of selection, here's a guide as to the start and end dates of the competition.

Your Prototype Development Phase will begin when the all teams have completed the relevant onboarding documentation and the public announcement has been released (approx. end of June 2019). Your team will be awarded £2,500 at the start of this phase.

This phase will end after the pitch event in September 2019.

For those not selected it will mark the end of the competition they will not attend the national showcase and they will not receive any further award monies.

Selected teams will receive a further £2,500 award monies and continue with their prototype development, preparing to showcase at a national exhibition and pitch for UK Games Fund £25,000 grant funding.

The above arrangement differs from previous years (just in case you are taking any advice from previous participants!)

Dates to access your Local Hubs will be confirmed directly by your Local Hub. The dates and duration of access to your Local Hub will vary from hub to hub. Please ensure that you are clear on when you can have access to your Local Hub.

There's no point in applying if your team can't be available as required.

Sectoral under-representation

Not sure if you should tick the box on the Sectoral under representation? We are gathering profile information from our applicants with regards to sectoral under-representation. If you tick this box we will contact you after the application closing date for more information.

One of the most cited diversity resources in the creative screen industries is the BFI Diversity Standards. You can find out further information about the BFI Diversity Standards here <https://www.bfi.org.uk/supporting-uk-film/diversity-inclusion/bfi-diversity-standards/diversity-standards-criteria>

Selecting this box will have no impact on the selection outcome.

Prototype Idea

So, you've got an idea for the next smash-hit video game? Is it creative, innovative and is going to set you apart in a crowded marketplace? We want you to tell us about it – explain the genre, art style, the technology supporting the idea and intended platform. Give details about the direction your team wants to take the project in and what makes it different (why will people want to play it?), you should identify the development plan and the route to market for the project.

You should also consider how you are going to use this prototype idea as a platform for future development of your team into a sustainable video games business. Tell us how you will turn your prototype idea into something that could be commercially viable and financially sustainable in the long term. How is this game a stepping stone to business success?

Showcase Information

If your team is selected to showcase at the National Exhibition, the information provided in the Prototype section of the application form will be used to help shape our requirements for the showcase stand. Therefore, please be as specific and accurate as possible. If between submitting your application and being selected your requirements change, please inform the Tranzfuser team as soon as possible.

For the comfort and fairness of everyone participating at the Tranzfuser showcase stand the standard allocated showcase space per team is (this includes Single Player, Multiplayer, Mobile / Tablet, seated VR):

- Standard Showcase Space: 1.25m x 1.25m screen space (this will hold 1 x 27" TV Monitor and 1 x PC)
- Multiplayer games need to ensure that their game can function off 1 x 27" TV monitor (this can be split screen) and 1 x PC. There is no option for multiple TV monitors or PC's on the standard allocated space.
- Room Scale VR Standard Showcase Space: 3m x 3m this will hold 1 x 27" TV Monitor, 1 x PC along with headsets and lighthouses.
- Please note: we have a limited amount of showcase floor space available for Room Scale VR and depending on the number of teams developing their prototype in Room Scale VR they may need to share the space.

If your team requires anything over and above the standard, please state clearly in your application form and contact the Tranzfuser team directly. We cannot guarantee that we will be able to accommodate requests out with the standard and teams may have to adjust their game prototype development to accommodate the space available to them. All teams are required to provide their own equipment for the showcase.

Building Your Community

Developing an understanding of your community and how you intend to connect with them as your prototype progresses is a hugely important part of video games development.

Your community can help you generate new and fresh ideas about your prototype, give you important feedback on functionality, help you to fine tune your product offering and be your best supporters who go on to buy your game.

We would like your team to consider how you will begin to build your community.

Firstly, you will need to identify who you are targeting (i.e. the target market). And no, we're not talking about your mum (unless you are consciously creating a game aimed at your mum's demographic)!

Think about who they are.

- Do they spend their time online / playing games? If so, where and when?
- How do they spend their spare time?
- How do they spend their disposable income?
- How are you going to connect with them?
- How are you going to let them know about your game?

This information will help to build a picture of your target audience and help you to map out a plan for reaching out, connecting with and (eventually) turning them into customers.

Project Management

Studios who can manage scope and ship a game early on learn more rapidly about how to deal with the changing circumstances that come with leading a games development project successfully. With this in mind, team leaders are required to be good managers not only of their own allocated role but also have an overall understanding of the budget, the people and skills working on the project, timescales and many other roles that come with leading a games development project.

In the context of your Tranzfuser application please ensure that you demonstrate:

- an understanding the scope of the planned work during the prototype development period
- your ability to ship your prototype with key features in time for our showcase events in the Autumn
- that you have accounted for the key team members to develop in a timely fashion, and identified other key resources you will be required to deliver

Financial Resources

Applicants are required to demonstrate an understanding of the costs associated with taking part in Tranzfuser with some thought given to sustaining the team beyond the competition.

You'll need to:

- Identify sources of income. Have you considered a way to publish or monetise your prototype?
- How do you intend to attract investment or other interested parties (such as a publisher's advance)? Do you have a business model you are planning to use?

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Entrepreneurial Team Leader

We're looking for team leaders with an ability to 'hustle'; that can identify sources of income, that are able to cite key target markets and that are thinking about commercial and market issues.

As a team leader, we are looking to be blown away by your leadership capacity; your insight and knowledge of the games industry and ability to deliver outstanding results to deadline. You should highlight any experience you've had to lead (this can be within the games industry or other activities you've carried out) and any opportunities you've had to shine whilst leading a team (for example at University / on a part-time job / doing voluntary work / other project work, etc.) in your application, demonstrating why you are a natural fit for this role and how you are going to take your team and idea forward to great things.

Building the Dream Team

Gathering together a diverse team who understand and are committed to the prototype development period is only half of what we're looking for. Tranzfuser teams should also be looking beyond the competition to the possibility of the team becoming a sustainable video games company.

The Dream Team will have people who will support the team leader, contribute positively to the team dynamic (during the good and challenging times) and bring skills and resource with them to deliver the prototype on time and to a high standard.

In your application, tell us:

- How you will bring your team together in the time scale allocated
- How you will select and appoint members of your team
- Why you think the combination of resource will work
- How you anticipate filling any gaps

Show us how you'll pick the best team for the job rather than just your immediate friends at university.

Team Member Composition

If the team are selected for the UK Game Fund £25,000 they need to be able to continue with their prototype development beyond Autumn 2019.

All team members (including the team leader) must graduate* between the dates of June 2017 to September 2019.

This means:

- You can be in your final year of study so long as you are on track to graduate by September 2019.
- You successfully graduated after June 2017.

**Graduate – awarded an undergraduate, first academic degree or masters / other postgraduate degree.*

All team members **MUST** have a registered UK postal address and permission to stay in the UK. Evidence will be requested from each selected team member during the onboarding process.

If one of your team members does not meet the above requirements, please contact us directly to discuss and we will consider on a case by case basis.

The above arrangement differs from previous years (just in case you are taking any advice from previous participants!)

IP and Revenue Share

We would like you to start thinking about IP ownership and how any future revenues would be distributed between team members from the very beginning of the competition.

We are not expecting you to have all the answers or a complete understanding. If your team is selected, we will be asking you to complete an online tool describing how you will arrange control of the project and distribute any revenue shares between the team. There'll be limited time to complete this so it'll add to your team's credibility if you are well prepared. We will give you guidance and advice on this during the competition.

Final Selection and Outcome

Tranzfuser reserves the right to accept or reject any applicants onto the programme based on the evidence provided in the team's application. If a team is in ANY doubt about if they meet the criteria provide in both this factsheet and online, please email the Tranzfuser team directly help@ukgamestalent.com Considerations will be made in the context of the best outcome for the programme and we will make our decision based on the evidence provided. Teams (or individual team members) run the risk of being removed from the competition if they are found in breach of the programme criteria. All decisions made by UK Games Talent and Finance CIC are final and no correspondence will be entered into.