

## Tranzfuser 2020 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 2020.*

***All applicants must read the information below before submitting an application.***

### **Tranzfuser 2020 Outcome**

Tranzfuser is all about boosting the UK's future games development talent. Our main focus is on helping new teams come together and develop new games IP as a learning journey. Our UK Games Fund is ready to help teams who pitch to us successfully at our showcase event. But this sector is all about your experience as demonstrated by your project portfolio. Essentially, you are your portfolio of completed projects. That's why we'll also support team members who aspire to a career as an employee or freelancer and want to use their project as evidence of their talent. We'll be making further announcements later about how we'll help you promote yourself and get hired.

### **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 all teams have completed the relevant onboarding documentation and the public announcement has been released (approx. beginning June 2020). Your team will be awarded £5,000 which will be paid in two instalments. The first payment will be issued at the start of the competition and the second on completion of all deliverables at the end of the competition (end August 2020).

All teams must attend a midpoint event in July 2020 where they will pitch their game idea to industry experts.

All teams will attend a national exhibition in September 2020 and pitch for £20,000 grant funding from the UK Games Fund.

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!

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## **Sectoral under-representation**

Not sure if you should tick the box on the Sectorial Under Representation section of the application form? As part of our internal processing, 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 with 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>

Ticking 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.

Consideration should be given to either:

- 1) 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.

or

- 2) How this project will support the development of your team's portfolio. Highlighting areas of skill, technological and creative development which would enhance your employability and career options. Outline the different areas of video games development that each team member wishes to pursue and identify why creating this prototype will broaden and enhance their talent offering to an employer.

## Showcase Information

All Tranzfuser teams will showcase at a national exhibition later in the year, 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 (max 4 people allowed at allocated standard showcase space) 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 ([help@ukgamestalent.com](mailto:help@ukgamestalent.com)). 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.**

## 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.

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

- an understanding of 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 your project

### **Financial Resources**

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

You'll need to:

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

### **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. They are solution focused, problem solvers and are wholly invested in their team and project, taking ownership and responsibility during their participation on and beyond Tranzfuser.

We want to know what your plans are for the future and how you are going to use this opportunity to help you achieve your goals. Your response should:

- outline your ambitions and aspirations (post Tranzfuser)
- identify how you are going to use the opportunities Tranzfuser offers to achieve your ambitions
- outline your skills, abilities, experience to date, knowledge of the video games industry
- highlight areas that require development to help you achieve your ambitions
- demonstrate why you are a natural fit for this role
- help us understand how you are going to take your team and idea forward to great things (this can either be establishing a business or pursuing a career in a specific area of games development)

## **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 many possibilities afforded to them such as building a sustainable video games company or going on to develop a successful career in the video games industry.

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

Each of your team members should:

- state their personal ambition
- identify how participating on Tranzfuser will help them to achieve their ambition
- state what they will do to contribute and take personal responsibility for their teams' success.

### **Team Member Composition**

Whilst we are open to teams applying to further develop their portfolio and skill, if a team pitches successfully for a further £20,000 grant funding from the UK Games Fund they need to be able to continue with their prototype development beyond Autumn 2020.

Therefore, all team members (including the team leader) must graduate\* between the dates of June 2018 to September 2020.

This means:

- You can be in your final year of study so long as you are on track to graduate by September 2020.
- You successfully graduated after June 2018.

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.

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

## **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 do not expect you to have all the answers or a complete understanding. If your team is selected, we will ask 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.

## **Inspiration and Learning through our UKGTF Community**

As stated in at the beginning of this factsheet, Tranzfuser is about *“supporting new teams as they come together and develop new games IP as a learning journey”*. One way to do this is by taking inspiration from other people's / team's / organisation's experiences, reflecting on this and practically applying the learning.

Over the past couple of years, we have created a series of podcasts called Inside Indie Games with our UK Games Fund companies. These podcasts capture rich learning and deep insight from our selected companies as they have embarked on a journey in the video games industry.

We would like for applicants to select a podcast and explain why you / your team connected with it, why it was inspirational and what was learned from listening to it. Please link the answer to your / your team's aspiration and why you have submitted an application to Tranzfuser.

You can access the Inside Indie Games Podcast here:

<https://ukgamesfund.com/podcast/>

## **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](mailto: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.

## **Tranzfuser 2020 Application Support Webinars**

We will be hosting a number of Tranzfuser 2020 Application Support Webinar to provide further support and information to applicants. These session will not be recorded. Please note that sign up is on a first come first served basis and is capped to 100 attendees.

### **Support Webinar 1: Monday 16<sup>th</sup> March 12pm-1pm**

Register here:

<https://attendee.gotowebinar.com/register/3861005854854370307>

### **Support Webinar 2: Wednesday 1<sup>st</sup> April 1pm-2pm**

Register here:

<https://attendee.gotowebinar.com/register/302600298789913603>