

Tranzfuser 2021 Enterprise Pathway Factsheet

We've put this document together to help applicants get a better understanding of what it is we're looking for in the Enterprise Pathway and some important details on the running of Tranzfuser 2021.

All applicants to The Enterprise Pathway must read the information below before submitting an application.

Tranzfuser 2021 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. The UK Games Fund is ready to help teams who pitch to us successfully at our virtual showcase event.

The Enterprise Pathway is specifically aimed at teams who wish to explore the possibility of establishing an indie dev business. At the end of the programme, you may decide that this is not the route for you but you should **ONLY** apply to the Enterprise Pathway if you have a desire to do so right now. If you want to be involved in Tranzfuser but are not sure about setting up as a studio, there are other Pathways you should explore:

<https://tranzfuser.com/pathways/employment/>

As well as developing a prototype of your game during the competition, your team will be required to participate in virtual sessions via the Games Biz Academy. The Games Biz Academy is the one-stop digital platform run by Tranzfuser to support the learning for all teams during the competition. You will be required to submit learning materials associated with the virtual sessions; these being designed to support your learning of what it takes to set up an indie dev studio including how to refine your pitching skills for investment.

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. **June 2021.**

- 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. **September 2021.**
- Your team must attend a practice pitch event. You will virtually pitch your game and business to industry experts, getting the chance to experience what it is like to pitch to different audiences in a set time. **July 2021**
- All games submitted at the end the Enterprise Pathway will be showcased at our online ProtoPlay event in **September 2021.**
- During ProtoPlay, selected teams will be invited to pitch for grant funding of up to £20,000 for the continued commercial development of their game. **September 2021**

Due to present uncertainties caused by the pandemic we are making the assumption that that for the duration of the competition teams will not have access to their Local Hub buildings or facilities. If this situation changes it will be at each Local Hub's discretion to give the team(s) access to their Local Hub building and facilities. Therefore, your team must have working systems in place to enable team members to work remotely. Meeting together should only be carried out in line with regional government guidelines.

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 information from our applicants with regards to sectoral under-representation. If you tick this box, we will contact you after the application closing date asking for more detail.

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

Think your game will be the next smash hit? Is it creative, innovative and is it 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:

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.

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 Enterprise Pathway application, please ensure that you clearly 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 the showcase event
- That you have accounted for the key team members to work 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 The Enterprise Framework 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 in 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 that 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 by establishing a sustainable video games company.

The Dream Team will have people that 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 be able to:

- 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

If a team pitches successfully for grant funding from the UK Games Fund they need to be able to continue with their prototype development beyond Autumn 2021.

Therefore, all team members (including the team leader) must graduate* between the dates of June 2019 to September 2021.

This means:

- o You can be in your final year of study so long as you are on track to graduate by September 2021.
- o You successfully graduated after June 2019.

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 you are studying at a UK University but have had to move back to your home country, out with the UK, because of the pandemic and therefore do not have a registered UK postal address, we will accept a matriculation card or an official letter from your UK University confirming that you are studying at their institution.

At least one member of the team is required to have a UK bank account to enable payment of the award monies.

Teams must keep in mind that if they are selected for UK Games Fund grant funding, they will need to ensure that their start-up company has UK-based founders and staff meet UK immigration requirements.

**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 will 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.

Tranzfuser 2021 Application Information Sessions

We will be hosting a number of Tranzfuser 2021 Application Information Sessions to provide further support and information to applicants. These sessions will not be recorded. Please note that sign up is on a first come first served basis and is capped to 50 attendees. You can sign up for these via the website.