

## Tranzfuser 2022 Factsheet

*We've put this document together to help applicants get a better understanding of what it is we're looking for in a Tranzfuser application and some important details on the running of Tranzfuser 2022.*

***All applicants to Tranzfuser 2022 must read the information below before submitting an application.***

### **Tranzfuser 2022 – Intended 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 with the intention of continuing to form a games studio. The UK Games Fund is ready to help teams who pitch to us successfully at our showcase event.

Tranzfuser 2022 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 if you have a desire to do so right now. Team leaders should probably have already made that decision before applying. Previous Tranzfuser competitions have also supported graduates seeking employment. That is not the case this year.

As well as developing a prototype of your game during the competition, your team will be required to participate in a number of different activities such as the Games Biz Academy, a 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. All teams will be allocated a 'Facilitator' who will meet with them on a regular basis during the course of the programme to 'check in' on progress, team development and general participation. There will also be a number of different reporting events for either individuals or the whole team to participate in.

### **Key Dates and Information**

So that you can plan for the possibility of selection, here's a guide as to key dates:

- **June:** the programme aims to begin in June with a public announcement sharing details of the teams, their Local Hubs and their projects.

- Your team's participation on the programme will begin when you have completed the relevant onboarding documentation as will be requested by the programme organiser on notification of offer to participate.
- **June/September:** selected teams will be awarded £6,000 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.
- **Ongoing:** your team must liaise regularly with your allocated Facilitator and where during the course of the programme, attend Games Biz Academy Session and submit all relevant programme deliverables.
- **July/August:** your team must attend a practice pitch event (details and date TBC). At this event your team will 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. From this stage of the programme we will start to focus on the teams who are most likely to be selected for funding.
- **September:** all games submitted at the end of the programme will be showcased at public-facing event (details and date TBC).
  - During the showcase event, selected teams will be invited to pitch for grant funding of up to £20,000 for the continued commercial development of their game.

### Events

We are hopeful that a number of our events will be hosted physically. Successfully selected teams must be willing to participate at such events.

Attendance at your selected Local Hub will be at their discretion and organisational policy.

Your team must have working systems in place to enable team members to work remotely. Meeting together should be carried out in line with regional government guidelines.

We will keep all parties informed as soon as we have further information or details to share.

### 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/inclusion-film-industry/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 indie success story? Is it creative, innovative and is it going to set you apart in a crowded marketplace? How you are going to lever this prototype idea to establish a financially sustainable video games business?

Firstly, 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?).

Next consideration should be given to the following areas so that you can provide evidence as to why your team believe that this game could be the next indie success story.

- Team experience to date: Demonstrating that your team has had experience developing and ‘shipping’ a game provides confidence that you have experimented together and figured out what ‘works’ and doesn’t. Receiving feedback from others and applying it to shape future game development and ideas. Discovering that you have worked well together and understand the team’s capacity to deliver. You can apply learning from this past experience to your time on the programme and channel it to creating the next indie success.
- Understanding of the Market: Demonstrate that you have some understanding of the market for your proposed game idea. Why you have selected to make this game and how it will stand out from other games on the market? You will need to carry out some ‘market research’ to back up your proposals.
  - At a minimum we expect teams to have done a search on platforms such as Steam to reflect that they have some understanding of other games that are in the market of their chosen genre and presented evidence as to how this could be a commercially viable game genre / idea.
  - Are you part of a community or have you built a community that provides you with some understanding of the market for your game? Please let us know about any experience you have had Community Building and why you feel that it is helpful in this context.
  - Identification of target market/audience and rationale as to why this group has been selected.

We will also consider game ideas with impacts beyond entertainment (ie games for good) but again team will need evidence of how that impact might be achieved

### **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 application, please ensure that you clearly demonstrate:

- An understanding of the scope of the planned work during the prototype development period, this should anticipate programme activities which will take place during the programme
- 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 programme 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**

Team leaders need to draw on a number of leadership traits and skills when participating in Tranzfuser. In the past our team leaders have commented that they've needed to wear 'many hats' during the course of the programme. We view this experience as a testing ground for those who are aspiring to be a company founder, putting their skills into practice as they look to set up an indie studio.

Whilst there are many good times, there can also be times when things do not go as planned and alternative solutions are required to be drawn on to achieve the desired outcome.

We are looking for resilient team leaders who have the ability to thrive in the face of uncertainty and are solution focused problem solvers, who are able to bring their team along with them, building confidence in stressful and uncertain times. Showing they have a desire to lead a team and ambition for the future will be important.

Team Leaders will be able to demonstrate they have the ability to ‘hustle’, creating and establishing a network of contacts in the industry that will support their business as they grow in the industry.

Not only are they thinking about the development of their game, but their attention is also directed toward commercial and market issues.

We want to know why the team leader is a natural fit for this role and how they are going to take their team and idea forward to great things.

### **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 development 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 enrolling 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 2022.

Therefore, all team members (including the team leader) must graduate\* between the dates of June 2020 to September 2022.

This means:

- You can be in your final year of study so long as you are on track to graduate by September 2022.
- You successfully graduated after June 2020.

**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.

### **Format of Submission**

Teams should apply via their closest [Local Hub](#) application form. If a team is dispersed or not represented by a region, please apply directly.

The application is comprised of two main parts, a written/texted based application and a pitch video constitutes a full application.

### 1. Written Application Form (Online)

**Deadline: Tuesday 19<sup>th</sup> April 2022 (12 noon GMT)**

This is a written narrative about you, your team, game idea and why your team should be selected.

The free form written sections should be no longer than 1000-2000 words and they can include links to previous projects to demonstrate your 'experience' or validate your examples. The application form will guide you through the criteria outlined above.

After the closing date, we will begin the process of sending an email to all applicants which contains a personalised link to a Dropbox folder. Please use this link to upload your pitch video. If you have not received an email by Friday 22nd April please contact us on [help@ukgamestalent.com](mailto:help@ukgamestalent.com) (please ensure you have checked your junk / spam folders).

### 2. Pitch Video (uploaded)

**Deadline: Tuesday 26<sup>th</sup> April 2022 (12 noon GMT)**

This is our first visual impression of you, your team and game idea so make sure you blow us away!

Your pitch video should:

- Be no longer than 2 mins
- Visually introduce your team and your game idea
- Present your team's response to the criteria outlined above
- Not be uploaded as a zipped file (so you'll need to watch the file size and have ample internet speed when up loading!)
- Should be recorded in a standard file format (such as MP4)

### 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 2022 Application Information Sessions**

We will be hosting a number of Tranzfuser 2022 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 100 attendees. You can sign up for these via the following link

<https://calendly.com/help-ukgf/tranzfuser-application-information-session>

We have also set up a Tranzfuser Application Information Discord Server. To get access to the server please fill out the following form.

<https://tranzfuser.com/tranzfuser-2022-expression-of-interest/>