

## Tranzfuser 2023 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 2023.*

***All applicants to Tranzfuser 2023 must read the information below before submitting an application.***

### **Tranzfuser 2023 – 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 2023 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. Teams will be required to spend time developing material and content for their final pitch, they will be provided with online guidance and support from an industry expert to hone and practise this core skill. 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 £7,500 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. This award includes a stipend which teams should use towards payment for travel and accommodation costs to attend programme events.
- **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.
- **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. All games submitted at the end of the programme will be showcased at a public-facing event (details and date TBC). After the showcase event teams will be informed (via email) if they have been selected to pitch to the UK Games Fund for grant funding.

*\*All UK Games Fund grants will be awarded in two £12,500 stages depending on progress and will require company establishment, business bank account, and a PAYE reference number before payment of the first stage. Where a company is also selected for DunDev the second stage of their grant will be awarded after a successful pitch in the final week of the DunDev programme. Where a company isn't selected for DunDev the criteria for release of their second stage of grant will be advised at the time of the first award.*

- **September:** final pitches from selected teams for UK Games Fund grant funding / DunDev.
- **October:** teams selected for funding set up business and selected DunDev studios prepare for the residential.
- **January 2024:** DunDev month in Dundee participating in hot house

### **Events**

Our key events will be hosted in person this year. 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. In the first instance you should refer the information on your chosen Local Hubs bio on the [Tranzfuser website](#) to find out more.

Should your team select to work remotely you must have working systems and processes in place to enable team members to work remotely and agreed this with your selected Local Hub.

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://ukgamesfund.com/bfi-diversity-standards/>

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 are you 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, what makes it different and what makes it commercial (why will people want to not only play it, but buy 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. Please note that this year, teams will be required to organise and pay for their travel and accommodation to attend any programme events out of the award monies allocated.

- You'll need to: Provide information that demonstrates you understand the costs of running a video game studio given the size of your team and the game IP that you wish to develop
- 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. For example, rather than turning to blame (either external circumstances or others) an entrepreneurial team leader practically identify ways they can influence circumstances to achieve a more desirable 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 Founding 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 *Founding Team* will be made up of people that will, contribute positively to the team dynamic (during the good and challenging times), they take responsibility and bring skills and resource with them to deliver the prototype on time and to a high standard. Founding Team members are whole heartedly invested in establishing a business, having a different perspective and sense of ownership in what they are creating. They go against the grain, challenging the status quo by using their technical, artistic and business skills to solve problems, discovering new and alternative ways to meet the needs of their audience.

Each of your team members should be able to:

- State their personal ambition and if they identify as a Founding Team member
- Identify how enrolling on Tranzfuser will help them to achieve their ambition and contribute to the business development and growth
- 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 2023.

Therefore, all team members (including the team leader) must graduate\* between the dates of June 2021 to September 2023.

This means:

- You can be in your final year of study so long as you are on track to graduate by September 2023.
- You successfully graduated after June 2021.

**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.**

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 remote or not represented by a region, please select Tranzfuser Virtual Hub.

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: Monday 24<sup>th</sup> April 2023 (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 28<sup>th</sup> 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: Monday 1<sup>st</sup> May (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)

Whilst we are looking to be "blown away" by your pitch video this does not mean that you have to attain cinematic production values. When you are recording your pitch video at minimum please consider:

- **Lighting:** make sure you and your team are visible! Consider the location of bright lights or dark shadows in the composition.
- **Sound:** can we hear your voice and what you are communicating? Check for background noise, echoes and consider using a microphone, especially if you choose to film outside. If you are using background music, make sure it is mixed correctly

and it doesn't dominate when someone is speaking. We do not recommend that you speed up any voice overs/audio to try to fit the content into the 2 minutes.

### **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 2023 Application Workshop Pre-Recorded**

We will be pre-recording an Application Workshop that teams can access to get further information about submitting an application. When available this will be posted on the Tranzfuser website and Tranzfuser 2023 Application Information Discord Server.

We will also be hosting a number of Live Streams with past Tranzfuser teams and live Q&A on the Tranzfuser Discord Server. Dates of these will all be promoted on our social media channels so make sure you are signed up so you don't miss out.

Access to the Tranzfuser 2023 Application Information Discord Server. Can be gained by filling out the following form.

<https://tranzfuser.com/expression-of-interest-2023/>

We want to wish you all the best with your application to Tranzfuser 2023!

The Tranzfuser Team

