

COLLABORATION PRINCIPLES

This document sets out the principles of the collaboration as equal partners between:

(1) UK Games Talent and Finance CIC, the not-for-profit Community Interest Company operating the UK Games Fund and the Tranzfuser programme registered in England and Wales with company number 9589632 whose registered office is 124 City Road, London, EC1V 2NX (**UKGTF**)

and

(2) Local Hub as details exchanged with UKGTF via email correspondence

The objective of the collaboration (Objective) is:

To establish a win / win position where UKGTF's games developer community of interest benefits from the Tranzfuser programme (as more fully described in Annex 1) and where applicable grants from the UK Games Fund and the Hub's role as a focal point for supporting the UK video games industry in their local area is enhanced.

Principles of Collaboration

Each party agrees to adopt the following principles:

- **Collaborate and co-operate as equal partners.** Establish and adhere to the governance structure agreed and detailed below to ensure that activities are delivered and actions taken as required in accordance with approval from the parties;
- **Be accountable.** Take on, manage and account to each other for performance of the respective roles and responsibilities set out below;
- **Be open.** Communicate openly about (but not limited to) major concerns, issues or opportunities relating to the achievement of the Objective;
- **Learn, develop and seek to achieve full potential.** Share information, experience, materials and skills to learn from each other and develop effective working practices, work collaboratively to identify solutions, eliminate duplication of effort, mitigate risk and minimise cost;
- **Adopt a positive outlook.** Behave in a realistic, positive and proactive manner;
- **Adhere to statutory requirements and best practice.** Comply with applicable and relevant laws and standards including (but not limited to) Data Protection, Freedom of Information, Health and Safety, and State Aid legislation;
- **Act in a timely manner.** Recognise the time-critical nature of this collaboration and respond accordingly to requests for support;

- **Manage stakeholders effectively.** Behave responsibly and fairly to each other in all communications with stakeholders, and always speak with “one voice” wherever possible;
- **Deploy appropriate resources.** Ensure sufficient and appropriately qualified resources are available and authorised to fulfil the responsibilities set out below to achieve the Objective;
- **Act in good faith** to support achievement of the Objective and compliance with these Principles.

DESIRED OUTCOMES

UKGTF wishes to:

- Identify talented individuals and teams capable of creating innovative new video games IP
- Support such individuals and teams with UK Games Fund grants
- Develop opportunities for mentoring and support building on contacts in the Hub and in amongst UKGTF’s stakeholders and portfolio companies.
- Host a pitch event allowing the teams to hone their pitching skills and access to the final pitch for UK Games Fund grant funding
- Showcase the work created as a result of this collaboration, enabling the teams to receive feedback on the work created from the general public and industry selected reviewers
- Increase the number of creative team leaders in the UK capable of translating creative IP into commercial opportunities
- Test what opportunities there are for supporting creative games development teams with grants before they establish a company
- Help to build regional economic impact in the Hub area through Tranzfuser and the work of the Hub
- Provide a fair and inclusive approach to final selection for UK Games Fund grant funding but can not guarantee that a Local Hub’s team will be selected for funding, regardless of how long they have participated as a Local Hub and been associated with the programme

Hub wishes to:

- Support talented individuals and teams within their local area
- Showcase the work from their local area created as a result of this collaboration
- Build local and regional capacity to contribute to the UK’s games development ecosystem
- Increase the number of creative team leaders in their local area capable of translating creative IP into commercial opportunities

DETAILS OF COLLABORATION

1. It is a fundamental principle of the collaboration that support will be provided in pursuit of the Objective to all eligible applicants in an impartial manner and avoiding any conflicts of interest.
2. The Hub will provide named person/s as a consistent point of contact in pursuit of the Objective.
3. It is a fundamental principle that the parties (acting jointly or individually) will not seek to appropriate or capture any IP of any actors contributing to the Objective, such as Tranzfuser participants.
4. The parties' main contributions to the collaboration will be:

UKGTF:

- To provide a prize award (to be announced on launch of application) from the UK Games Fund to an eligible and mobilised Tranzfuser team selected to represent the Hub (**Hub's team**)
- To provide a UK-wide marketing campaign in pursuit of the Objective
- To provide an online Community Platform
- To provide a contractual framework for Tranzfuser teams
- To act as arbiter in disputes between individual Tranzfuser Team and team members
- To provide a Tranzfuser online application management system
- To publish criteria for selecting Tranzfuser teams
- Provide a competition wide formative assessment and review process for Tranzfuser teams
- Organise a pitch event hosted by UKGTF that the Hub's team will attend
- Organise a showcase event that teams and will attend
- Make available grants from the UK Games Fund that will be awarded to those Tranzfuser teams chosen by a selection panel and meeting UKGTF requirements
- To work with the Hub on any regional funding opportunities

Hub:

- To resource and support one or more local area coordinators for the Tranzfuser project nominated by the Hub
- To act as the first point of contact for Tranzfuser Hub teams
- In cases where Local Hubs are required to select from multiple applications they will need to establish a local selection process for potential Hub teams

- according to the rules of the competition and to manage any conflicts of interest with external judges and mentors
- To participate fully in the Tranzfuser marketing and communications campaign in accordance with the brand, PR and social media and timeline guidelines provided by UKGTF and in the context of their local area
 - To organise and host a Tranzfuser promotional event to encourage applications to their Local Hub and promotes the programme to their network work of students
 - Promote the use of the Community Platform to teams participating at their hub
 - To provide moral and counselling support for both individuals and team should the team experience disputes, difficulties or breakdowns
 - To use best endeavours to continue moral and organisational support to any Hub teams selected for further support at the showcase event
5. The UK Games Fund operated by UKGTF is dependent on external funding and no guarantee of grants to companies can be provided.
 6. The parties will endeavour to communicate with each other regularly.
 7. The parties will discuss and agree all outbound communications in relation to the collaboration.
 8. The parties will respect each other's intellectual property. The parties will only use each other's name and branding within the guidelines provided by the other.
 9. All grant awards will be subject to UK Games Fund rules and be at the sole discretion of UKGTF.
 10. The collaboration will run for the duration of the 2024 Tranzfuser competition, whereupon there shall be a review at which the parties will decide whether to continue or end the collaboration.
 11. If either party wants this collaboration to end before the Objective has been achieved, the parties will discuss in good faith and in the spirit of the collaboration how to do so on a fair and reasonable basis taking into account their respective contributions up to that time. If they cannot agree on how to do so, they will jointly instruct a mediator to conduct a binding mediation to resolve the matter.
 12. This collaboration does not create any partnership or agency between the parties.
 13. These principles set out how the parties will work together but are not intended to be legally binding.

Annex 1

- Tranzfuser™ is the innovative talent development programme from UK Games Talent and Finance Community Interest Company (UKGTF) working with a host of local contributors distributed throughout the UK and funded by UK Government.
- Tranzfuser is designed to provide an annual shot of top talent into the UK development ecosystem with a particular focus on creative team leaders of the future.
- Tranzfuser is the pre-eminent pipeline to enterprise and/or employment recognition for new UK games graduates.
- Early each year a number of accredited local centres / hubs (Tranzfuser Local Hubs) will act as the focal point for a graduate team, each comprising three to six talented individuals and formed by a team leader who will be the primary applicant to Tranzfuser 2024.
- UKGTF will provide a financial prize award to each team nominated by their Local Hub and selected by UKGTF to participate.
- UKGTF will provide a review framework for the programme.
- Teams will also benefit from a unique smart contracts system ensuring the rights of individual contributors in the team are properly managed and rewarded.
- Tranzfuser 2024 teams will attend a UKGTF pitch event. Where they will pitch their business and game ideas to industry professionals, meet other Tranzfuser teams and UKGTF community and extend their professional network.
- Tranzfuser 2024 teams will attend a Showcase Exhibition and demo their work created during Tranzfuser 2024 to the general public.
- After the Pitch and Showcase event selected Tranzfuser 2024 teams will be invited to a final online pitch for grants from the UK Games Fund and to participate in DunDev 2025. If teams are not invited to the online pitch it will mark the end of Tranzfuser 2024 programme and DunDev 2025 for them.
- Selected teams will further develop their games using the grants from the UK Games Fund and self-publish them where applicable.