

Tranzfuser 2025 Guidance

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. You will also find important details on the running of Tranzfuser 2025.

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

Deadline for application submission: Monday 28th April 2025, 12:00 noon.

Tranzfuser 2025 Intended Outcome

Tranzfuser is all about boosting opportunities for the UK's future games development talent to consider self-enterprise opportunities. Our focus is on helping new graduate teams come together and develop new games IP with the intention of continuing on to form a games studio. The UK Games Fund is ready to support studios who pitch to us successfully at our end-of-Tranzfuser final event.

Tranzfuser is specifically aimed at graduate teams who aspire to set up an indie dev studio. 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 have already made that decision before applying, as teams will be required to set up a UK registered company by the end of the programme, if they are selected for UK Games Fund grant support for the continued commercial development of their game.

As well as developing a working prototype of your game during the competition, your team will be required to participate in several 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 understanding 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 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, and they will be provided with online guidance and support from an industry expert to hone

and practise this core skill. There will also be several different reporting events for either individuals or the whole team to participate in.

Key Programme Information

Dates

- **March-April:** Applications Open / Close.
- **May:** Application Review and applicants informed of the final outcome.
- **June:** there will be an official programme start date in June with a public announcement sharing details of the teams, their Local Hubs, and their projects.

Selected teams can start when the relevant onboarding documentation is complete. Teams will be updated as necessary.

- **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 programme and the second on completion of all deliverables at the end of the competition.

In addition to the £7,500 prize, we will be supporting some modest travel and subsistence costs related to required attendance on parts of the programme and at other associated events. Successful applicants will be informed regarding the amount, use-conditions and evidence requirements for this additional payment at the welcome session. Please be aware that this additional support will not cover all expenses, and we recommend that teams still budget to use some of their prize towards payment of the travel and accommodation costs required for their team members to attend programme events.

- **Ongoing:** your team must liaise regularly with your allocated Facilitator, submit all relevant programme deliverables, and where required during the programme, attend online Games Biz Academy sessions and attend any in-person events as outlined during the programme.
- **September:** your team must attend a pitch and prototype review 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 will be played and reviewed by several external and UKGF reviewers.

This event may also have a public-facing element where the game will be played by the general public.

After the pitch and prototype review event, teams will be informed via email if they have been selected to attend a final pitch to the UK Games Fund for grant funding of up to £25,000. These pitches will be hosted online, approximately one week after the final event.

- **October 2025 - March 2026:** teams selected for funding complete their company set up and continue development on their video game IP.

Events

All key events will be in-person. Selected teams must be willing to attend and participate at such events.

Set Up

All teams will be allocated a SINGLE player playing position at any events organised by Tranzfuser.

For teams working on multiplayer or room-scale VR games, please read the following:

MULTIPLAYER GAME: you must ensure that your game can be played via one monitor on split screen and on one PC (we are unable to allocate multiple playing positions to accommodate alternative set ups).

ROOM-SCALE VR GAME: there will be a limited number of room-scale VR playing positions available. These may need to be shared with other teams depending on demand/number of teams with room-scale VR games.

INTERNET

We cannot guarantee that there will be reliable internet connection. All games **MUST** be playable without internet access. Teams that require it will need to source an alternative way to access the internet, and this will be entirely their responsibility. If it doesn't work, you may have to withdraw from the event.

Local Hub Attendance

Attendance at your selected Local Hub will be at their discretion and organisational policy. In the first instance, you should refer to the information in your chosen Local Hubs' bio on the Tranzfuser website to find out more.

Should your team select to work remotely or via the Tranzfuser Virtual Hub, you must have working systems and processes in place to enable team members to work remotely and agree this with your selected Local Hub/Virtual Hub.

Selecting Your Hub

Teams must only select ONE of these three options. In the written application form, teams will be asked to indicate their preferred choice of Local Hub from a drop-down list.

Local Hub

Local Hubs are organisations, such as your university, that act as a base for your team and are ideally located in the same geographic region as most of your team members. They may provide you with a range of resources to use, such as a meeting space or access to technical equipment and support.

In the first instance, teams should look at the Local Hub page on the Tranzfuser website and identify any registered Local Hubs in their region, read about what services they offer, and consider if they can host your team.

If the Local Hub can host your team, you should apply to that Local Hub by selecting them from the dropdown option on the application form.

Please check the Local Hub section on the Tranzfuser website to see if they can accommodate your team.

[Find your nearest Local Hub option on our website](#)

Tranzfuser Virtual Hub

If your team are working remotely across the UK, or the Local Hub in your region is unable to accommodate individuals who have not graduated from their facility, select the Tranzfuser Virtual Hub. Teams should select this option if:

- All team members are too far away to travel to your nearest Hub.
- All your team members are working remotely across the UK; or
- Your nearest Local Hub is unable to accommodate your team.

Nominate a Local Hub

If your team wants to nominate an organisation that has not previously registered with us to become a Local Hub and to represent them, please ask the organisation to fill out the following form: [Tranzfuser 2025 Local Hub Expression of Interest](#). We will then walk through the process of becoming a Local Hub if they wish to register.

The organisation must submit the form **before Monday 7th April 2025** as we are unable to process new Local Hubs once the applications go to review stage. Otherwise, the team will need to apply to a Local Hub in their region or the Tranzfuser Virtual Hub.

Team Member Composition and ID Verification

Team Criteria

- Team size of 3-6 team members
- All team members commit to full time work on their prototype during the programme (approx. 35 hrs per week).
- All team members must be UK residents*
- Team members must have graduated between June 2023 – September 2025
- Teams can work remotely via Tranzfuser Virtual Hub or be represented by a Local Hub

If a team pitches successfully for grant funding from the UK Games Fund, they need to be able to continue with their prototype development from October 2025-March 2026.

Therefore, all team members including the team leader **must** graduate between June 2023 - September 2025.

This means:

- You can be in your final year of study, so long as you are on track to graduate by September 2025.
- You successfully graduated after June 2023. This means you have been awarded an undergraduate, first academic degree or masters / other postgraduate degree.
- Video games development and related work/job experience should be limited and less than 6 months. In addition, 'career-change' graduates with other previous work experience of any sort may not be appropriate for Tranzfuser teams. It's worth checking with us in this situation because our focus is on early-career self-enterprise in all instances.
- All team members **must** have a registered UK postal address along with permission to stay and work in the UK. Evidence will be requested from each selected team member during the onboarding process via the Yoti service. *
- At least one member of the team is required to have a UK bank account to enable payment of the award monies. Each selected team member will need to have access to a Yoti Digital ID* to authorise payment to the selected bank account.
- 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 that staff meet UK immigration requirements.

**We use the Yoti online service for secure identification verification, and it is free to obtain a Yoti Digital ID. We recommend signing up as soon as possible to avoid any delays, should your team be offered a place on this year's programme.*

If selected, each individual team member will require a combination of a Yoti Digital ID **and** either a UK passport or National Insurance Number to verify their identity.

Individuals can download the Yoti app to their smartphone or go to Yoti through a web browser, and register for their Yoti Digital ID using the following link: <https://www.yoti.com/>

Yoti will use a biometric face matching programme to verify your identity before you can take part in Tranzfuser. Neither Yoti nor Tranzfuser will store this information.

Use of Contractors

Teams can use contractors to carry out a **bespoke piece of work that is not production critical and only takes up a short time to complete**. They would not be considered as core team members and are in addition to meeting the team number requirements. It is up to the team to have appropriate working agreements / contracts in place with contractors. Teams are wholly responsible for any costs or expenditure incurred by the contractor. Contractors must meet the programme criteria outlined for core team members.

Format of Submission

A full application consists of both a written application form and pitch video, these need to be submitted **at the same time**.

The deadline for application submission is Monday 28th April 2025, 12 noon.

Written Application Form

The written application is comprised of several different sections; you will need to select information from a tick box list and at other times you will need to write a long form answer and provide documentation. This will include information regarding personal details, different elements of the proposed game, project planning, personal statements and more.

The written sections range between 250-1000 words and they can reference previous projects to demonstrate your experience or give evidence of your examples. You can include links to previous projects if you wish. The application form will guide you through the criteria outlined below.

The application form is accessed via the platform Good Grants. The link to access the application can be found at the end of this document.

Pitch Video

Teams will be prompted to provide a link to the pitch video in the Pitch Video section of the application form.

The pitch video is where your team can get creative and use visuals and voice to showcase your ideas in the context of the criteria provided. Pitch videos can come in different forms, and we encourage you as a team to use your skills to introduce us to your team and game. This can be visually creative or more structured approach; it's up to you as individuals how you would like to present your team, game and ideas.

Your pitch video should:

- Be no longer than 2 minutes.
- Pitch your game idea.
- Present your team's response to the programme criteria in a creative way. For example:
 - Introduce your Founding Team.
 - Talk about your game idea providing any recorded footage of game play or concept art.
 - Provide any project, market or commercial data in table or graph format.
- Not be password protected or require any additional permissions to access or be subject to analytics tracking.
- Should be recorded in a standard file format (such as MP4).

When recording your pitch video, please consider:

Lighting

Make sure you and your team are visible. Consider the location of bright lights or dark shadows in the composition of the frame.

Sound

Ensure we can hear your voice so that you can communicate effectively. Check for background noise, echoes, and distractions. 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 does not dominate when someone is speaking. Do not speed up any voiceovers or audio to try to fit the content into the 2 minutes.

Whilst we are looking to be "blown away" by your pitch video, we're not looking for cinematic production values.

Application Criteria

The following criteria should be considered across **both** your written application and pitch video.

Do you think your game will be the next indie success story? Is it creative, innovative, and 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? These are the kinds of questions that Tranzfuser will get you thinking about. We want to see this type of thinking reflected in your application.

1. The Prototype/Game Idea

i. Tell Us About Your Prototype/Game Idea

We want you to tell us about your prototype/game idea. Paint the picture by explaining the genre, art style, the technology supporting the idea and its intended platform. Make it memorable and stand out in the crowd, we should clear about what your game is intending to be with in the first couple of minutes of hearing about it.

Share details about the direction your team wants to take the development, how the team's skills will help to develop a prototype during Tranzfuser and into your fully fledged game idea post competition.

Project content should be compliant with PEGI 16 ratings and games with any gambling or pornographic content will not be considered.

We will also consider game ideas with impacts beyond entertainment (i.e. games for good). Teams will need evidence of how that impact might be achieved with these types of games.

The game idea can be completely new or have been worked on previously. Selection is made by teams evidencing what they are aiming to achieve during the course of the programme.

ii. Your Game's Potential

Tell us about your game's potential by demonstrating that you understand the market for your game. You can do this by identifying the target market and audience, forming a rationale as to why these have been selected. There will be clarity about what makes your game different from others in the market and explain why people will not only want to play it but also buy it. Teams will outline their commercial ambitions and make 'realistic' sales forecasts based on their market understanding and business models.

Teams should draw on the following to present their understanding of the market:

Research and Market Data

Relevant research and market data will be provided 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.

- Present evidence as to how your game idea could become a commercial success within the genre. You might not have all the answers and that is fine but start to explore the possibilities.
 - o What do you think the commercial potential of your game could be?
 - o What are your team going to do to ensure that your target audience/market buy your game?
 - o How are you going to stand out in a crowded marketplace?

- Draw on current data using other games with similar genres/mechanics etc to:
 - o Make comparisons
 - o Suggest options for business
 - o Sales models
 - o Identify route(s) to market
 - o Provide relevant estimated sales figures to create a forecast of commercial potential for your game.

NB: if you are going to reference other games in terms of sales potential, try to make sure they are at least vaguely comparable in terms of your final project scale, budget, team-size, marketing, etc. Telling us Mario Kart sold millions so your kart game will too, is unlikely to be a useful comparison.

Community Building

Have you built a community or are you part of one 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.

Drawing On Your Team's Experience

Evidence could be gathered from experience working on projects that the team or an individual member worked on and published to a platform such as Itch.io, or participation in a game jam and members of the public or a community connecting and engaging with the submission and providing feedback.

Links to Evidence / Referencing

Links to online evidence should be supplied for reference only. We expect teams to summarise any relevant information taken from articles and data and incorporate it into their

own conclusions in the context of their game and future planning. Do not include links to other people's or organisations' research/data in the main body of the summary as evidence, these will not be read in their entirety as they are other people's/organisations' research. Reference sources are to be provided at the end of the written section.

2. Project Management

The written application will ask you to provide evidence in the following formats:

- 1) Project Plan
Format: Written (500 words directly inserted into written application form)
- 2) Timeline
Format: Table / spreadsheet / diagram or Gantt chart (upload as PDF)
- 3) Financial Budget
Format: Spreadsheet or table format (upload as PDF)

The evidence should reflect the following:

i. Project Planning

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. Team leaders are required to be good managers, not only of their own allocated role but also an overall understanding of the whole project. This includes understanding the budget, the people, the skills of those involved, timescales and many other aspects that come with leading a games development project.

In the context of your application, please ensure that you clearly demonstrate the following:

- An understanding of the scope of the planned work during the prototype development period. This should include key project milestones and deliverables and anticipate the time needed for programme activities which will take place during the programme.
- Your ability to have a playable demo of your prototype with key features in time for the final events.
- That you have accounted for the key team members to work in a timely fashion, and identified other key resources needed.
- High level plans for continued development on the project post-Tranzfuser. We want to see that teams have plans in place beyond Tranzfuser, and they are committed to developing their game IP regardless of the outcome of the programme.

ii. Financial Planning

In line with the project plan and timeline, applicants are required to demonstrate an understanding of the costs associated with taking part in the programme, the cost of developing the final scope of game they are planning, as well as giving some thought to how they will fund the team beyond the competition.

You will 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.
- Use information provided in the sections 'Explaining Your Games Potential' and 'Project Plan' and 'Project Timeline' to help forecast budgetary requirements for the development duration (both during and post Tranzfuser).
- Account for travel and accommodation expenditure associated with taking part in Tranzfuser (teams will be required to organise and pay for their travel and accommodation to attend any programme events from the award monies allocated).
- Identify potential sources of income, having 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/work-for-hire/contract work/crowd funding, etc. and that you have a business model you are planning to use.

3. Entrepreneurial Team Leader

Team leaders need to draw on several leadership traits and skills when participating in Tranzfuser. In the past, our team leaders have commented that they have needed to wear 'many hats' during 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 challenges along the way. For example, rather than choosing to blame external circumstances or others, an entrepreneurial team leader practically identifies ways they can problem solve. Team leaders can have an influence over how circumstances are dealt with and managed in the best interests of the team.

We are looking for resilient team leaders who can thrive in the face of uncertainty and are solution-focused problem solvers. Team leaders need to be able to bring their team along with them, building confidence in stressful and uncertain times, showing that they have a desire to lead a team with ambitions for the future.

Team leaders will be able to demonstrate they can create and establish a network of contacts that will support their business as they grow in the industry.

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

We want to know how the team leader fits this role and how they are going to enable the team to develop the project to its full potential.

4. Building the Founding Team

Gathering a diverse team that understand and are committed to the prototype development period is half of what we are looking for. Tranzfuser teams should also be looking beyond the programme to the many possibilities afforded to them by establishing a sustainable videogames development company. Shared responsibility across team members will be required, so that equal focus can be provided on both game development and business activity involved at the company start-up stage.

The Founding Team will be made up of people that will contribute positively to the team dynamic during both 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 wholeheartedly invested in establishing a business. They bring different perspectives to the project and a sense of ownership in what they are creating. They go against the grain by challenging the status quo, utilising their technical, artistic, and business skills. They are people who reimagine and discover 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 in 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 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 what doesn't. You may already have received feedback from others and are applying it to shape future game development and ideas, or you have discovered that you work well together and understand the team's capacity to deliver. You can apply learning from this experience to your time on the programme and channel it to create the next Indie success.

5. Commercial Sustainability

As the 'intended outcome' at the beginning of this document states:

“Our focus is on helping new teams come together and develop new games IP with the intention of continuing to form a games studio.”

We’re looking for ambitious, talented, creative developers who have an eye on the future sustainability of their team and product.

Teams should keep commercial sustainability at the forefront as they prepare their application. Evidence provided (under criteria 1-4) should reflect this intention and give those reviewing the application a feel for the team-commitment to releasing their programme game IP and creating a financially sustainable studio.

Other Application Information

Declaration of use of Artificial Intelligence (AI) in Application

We do not prohibit the use of AI but would like to know if your team has used it so that we can quickly and accurately review your application, minimising the need to follow up on unexplained assets or abilities.

The type of AI we are considering here is any ‘automatic’ text, art, or other generative AI (such as ChatGPT) that could be used to create, in whole or in part, materials you are submitting to us in your application, or the assets you intend to use in your game.

We reserve the right to:

- Use AI detection software in conjunction with content you provide in your application.
- Withdraw any offer of participation or remove a team from the programme, if we discover that they did not declare the use of AI during the application stage.

Sectoral Under-Representation

As part of our internal processing, we gather information from our applicants with regards to sectoral under-representation. If you tick this box, we will contact you after the application closing date to ask 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 the box on the written application form will have no impact on the selection outcome.

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 exercise describing how you will arrange control of the project, including how you will distribute any revenue shares between the team. There will be limited time to complete this, so it will 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 whether they meet the criteria provided in both this factsheet and online, please email the Tranzfuser team directly: help@ukgamestalent.com.

Our decision making will be based on the evidence provided. Teams or individual team members run the risk of being removed from the programme 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.

Further Application Resources and Support

To access up to date information via email and the Tranzfuser 2025 Application Information Discord Server, please fill out the following form:

<https://www.emailmeform.com/builder/form/ab1W6Ta2CoPHd1MeS6>

Read our FAQs here: <https://tranzfuser.com/faqs/>

You can attend an online Application Information Session over on the Tranzfuser 2025 Discord Server on the following dates:

- Wednesday 19th March 12:00 noon.
- Wednesday 16th April 12:00 noon.

You can also attend the final online Q&A which will be held over on the Tranzfuser 2025 Discord Server on:

- Friday 26th April 12:00 noon.

For any accessibility issues when applying, please contact: help@ukgamestalent.com

Apply Here:

Now that you have read the Programme Information and Application Criteria carefully, you are ready to apply. Please find the Tranzfuser 2025 application form using the following link, (you will need to register on our application platform to access the form):

APPLY NOW

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

To Access the Tranzfuser 2025 Application Form

- Please register on the platform as instructed.
- We recommend using non-academic email address when you register.
- If you have used our grant platform before, please use the details you provided in the past to access the site.
- One application per team.

Deadline for application submission: Monday 28th April 2025, 12:00 noon.

Good luck with your application!