# GAME INITIATIVE
# White paper

On May 13, 2014 GameFounders initiated Game Initiative Meetup, a gathering of initiatives aimed to help young game studios in the making. Over 50 people from 15 countries attended the event, including 15 organisations working with game startups. The event included presentations by 9 organisations about their structures and results as well as government and educational institutions about co-operation with game initiatives.

Before the event GameFounders conducted a survey about game initiatives around the word. A total of 9 organisations from 6 countries participated in the survey answering questions about their operations, co-operation and track record.

The following organisations were present at the event and/or participated in the survey:

| name | country | Game Initiative Meetup | |
|---|---|---|---|
| | | Event | Survey |
| Appcampus | Finland | x | x |
| Dataspelsbranschen | Sweden | x | |
| Digital Entertainment Cluster | Poland | x | |
| Digital Media Fixer | UK | x | |
| Dutch Game Garden | Netherlands | x | x |
| Execution Labs | Canada | | x |
| GameFounders | Estonia | x | x |
| GameON | Netherlands | x | x |
| Gothia Science Park Incubator | Sweden | x | x |
| Innovation Agency | Georgia | x | |
| iVenture Capital | Germany | x | |
| Kaunas University | Lithuania | x | |
| Kuovola Game Cluster | Finland | x | |
| Oulu Game Lab | Finland | x | x |
| SoCal EED, Inc | USA | | x |
| Tallinn University | Estonia | x | |
| Tekes | Finland | x | |
| The Game Assembly | Sweden | x | x |

Game Initiative is a group of organisations supporting the development of young game studios or developers. Over 50 people from 15 countries attended the first event in Tallinn, including 15 organisations working with game startups. A total of 9 organisations from 6 countries participated in this survey.

Game initiatives were founded in 1998 (Gothia Science Park Incubator), 2007 (Dutch Game Garden), 2008 (Game Assembly), 2012 (AppCampus, SoCal EED, Execution Labs, Oulu Game Lab and GameFounders), 2014 (GameON).

The first part of the survey showed how varied the different organisational setups of the game initiatives are. There are no common aspects based on country or region and also there is no standard structure or model that organisations of the same type are following. This shows how early stages the game initiatives are. Many of the organisations had not researched each other in depth and had thus not set their structure up on best practices or any practices. There is no common terminology making the distinction between incubators-accelerators and educational programmes very subjective. At the same time all initiatives are addressing specific issues of the games industry and are closely co-operating with the industry.

The number of people involved in each organisation varies from 10 to over 120. Incubators and educational programs have a larger full time team when compared to accelerators, which is explained through the length of the relevant programs. The initiatives tied to educational organisations or regions tend to have larger teams while the private initiatives have a 3- 5 person team heading up the whole operation.

The number of applications per cycle is smaller for initiatives that work with teams restricted to a region or an organisation/university and larger for initiatives directed to wider groups and international teams. The number of teams in one class is smaller for initiatives with more tailored programs and larger for incubators.

The main sources for applications are universities with a game development program, events, online sources, social media, conferences, referrals, Erasmus partnerships and Startup Networks.

The types of teams accepted also varies from high school graduates for university-tied programs to experienced businesspeople. 1/3 of the initiatives require a **previous experience** in business, scalable business model and prototype.

The most common stages of evaluation are online applications, interviews and evaluation committee meetings. The number of people making decisions about the applications also varies from 2 to 20. The number of teams accepted during the whole duration of the initiatives so far range from 6 to 29 with Appcampus as the only one with over 300 teams. Less than half of the initiatives take equity for the right to participate in the program and about half give investments/grants to the teams.

The most common perks provided by the initiatives are events, mentors and office space. The most common topic in the program is marketing. Almost all programs also cover monetization and discoverability, game design, publishing, pitching.

For more information see http://gameinitiative.gamefounders.com

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