

# Community Acceleration

By: JP van Seventer, Development Director

# Don Daglow

Don Daglow



Don Daglow at the [Game Developers Conference](#) in 2010

<b>Born</b>	c. 1953
<b>Nationality</b>	<a href="#">American</a>
<b>Occupation</b>	<a href="#">game designer</a>

**"Being an entrepreneur  
enables me to make the games  
I want to make"**





# Dutch Game Garden

# Matt Donnelley (past)



## GENERAL

- American
- Released 2 games on iPhone (failure! hooray!)
- Informal Investor

## EDUCATION

- Undergrad: Economics (Bucknell University)
- Master's: Economics (Universiteit Utrecht)

## WORK

- Worked for companies of:
  - 65.000 employees (managed 400 people)
  - 24 employees (grew to 50)
  - Now 10 employees

# Matt Donnelley (now)



- Incubation Manager
- Support and guide the startups in matters not relating to optimizing code
  - Contracts
  - Investor proposals
  - Official Incubation Program
  - Connect people who have problems with people who can help with their problems
- Generally try to stay out of the way, so people can make games



# Thesis



## **Support Platforms in the Video Game Industry**

Incubation, Acceleration, Peer Investment,  
and Crowdfunding as methods to enable  
video game startups for success



HKU



DUTCH  
GAME  
2013 AWARDS



NHL  
HOGESCHOOL





DESIGN  
ACADEMY  
EINDHOVEN



BEFORE: ..... AFTER: .....

CALVIN  
College

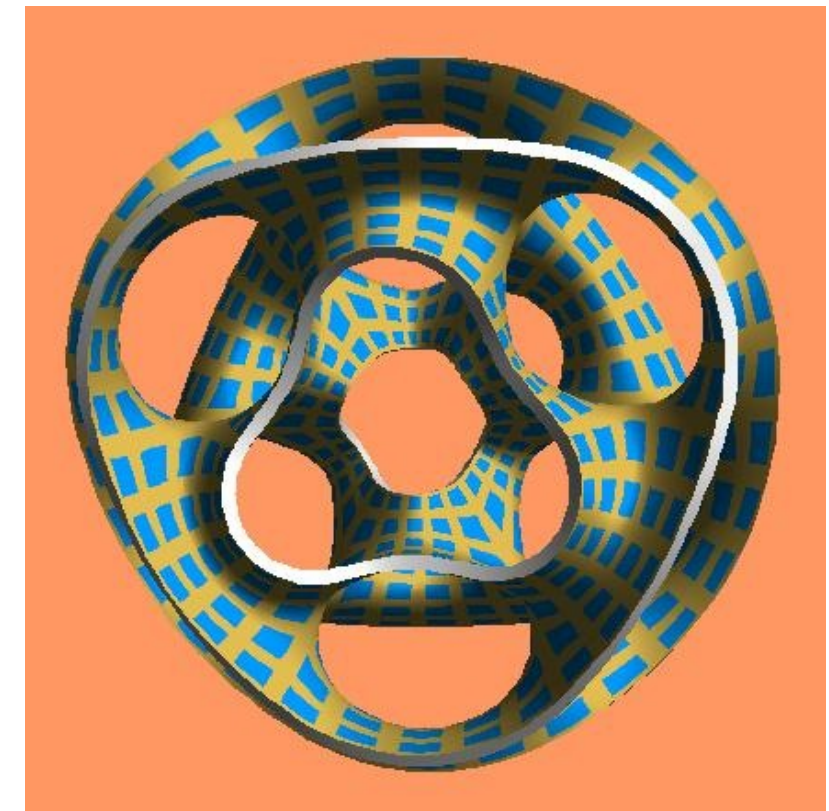
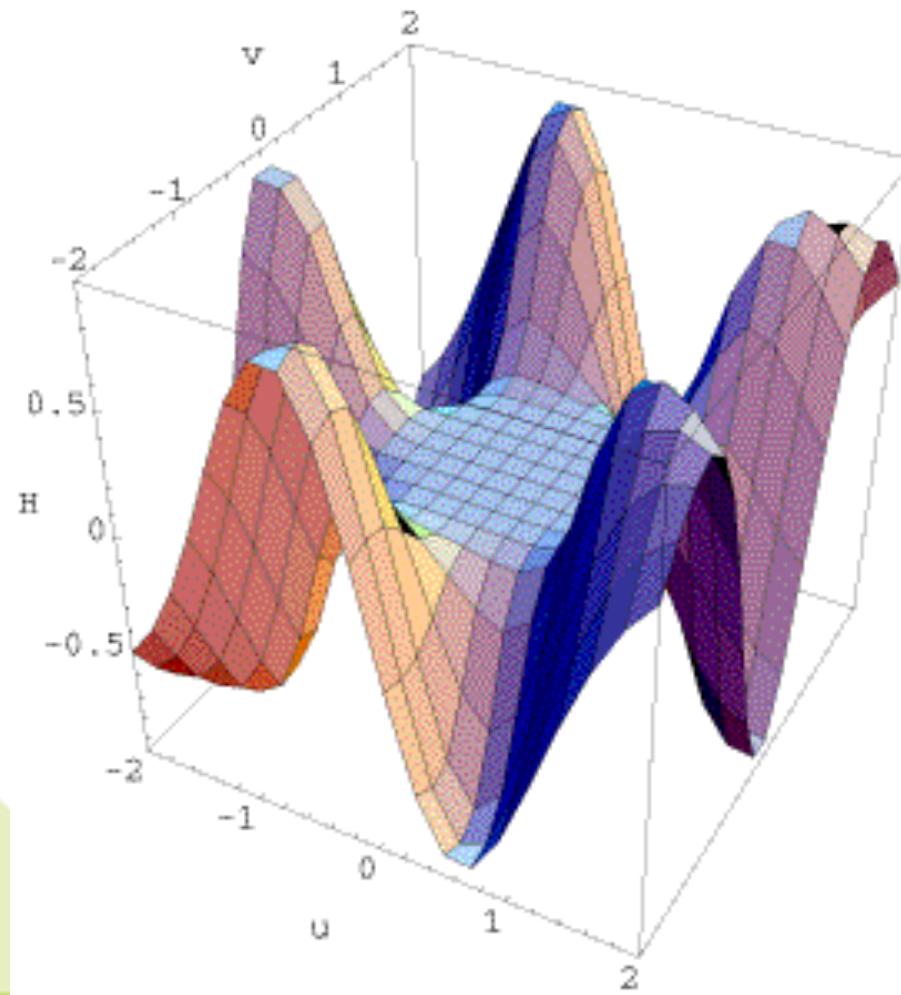
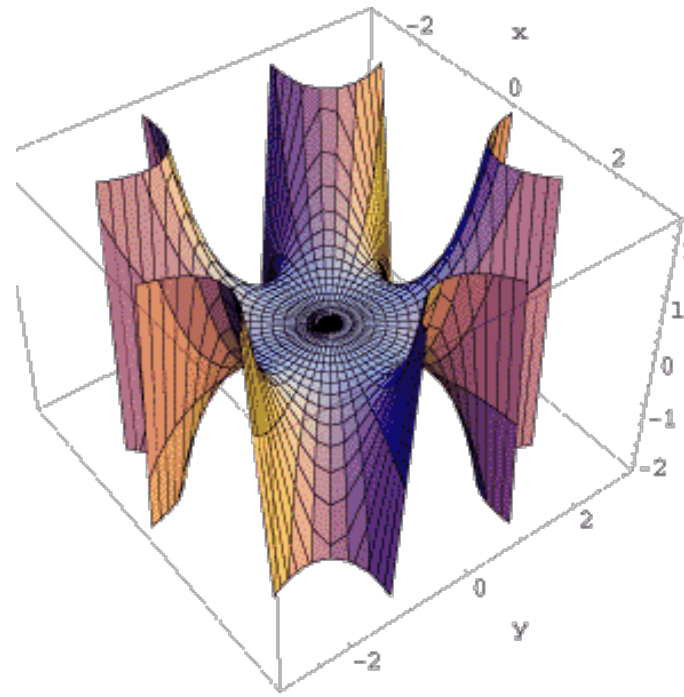
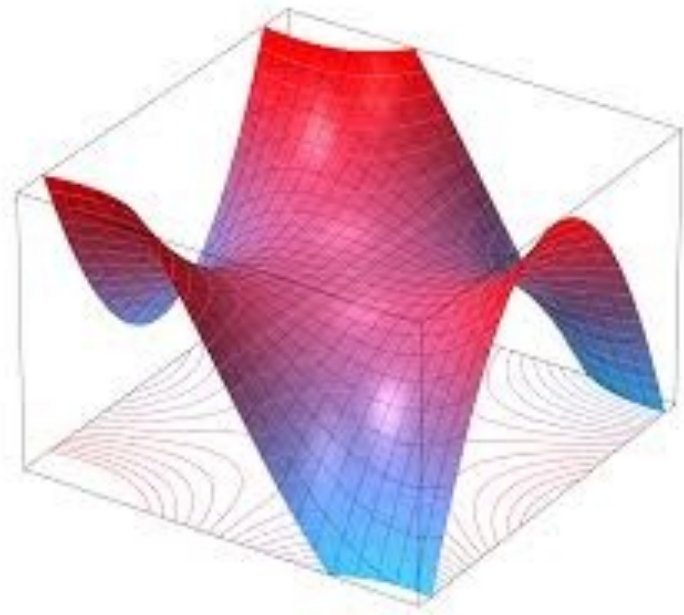


Framingham  
State University

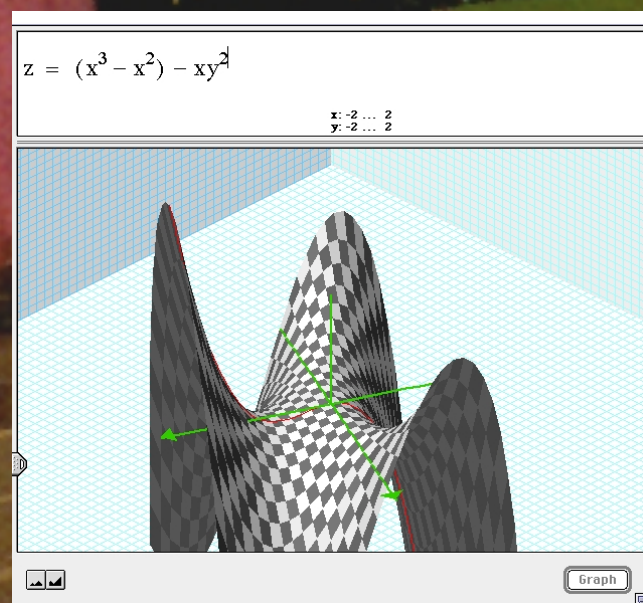
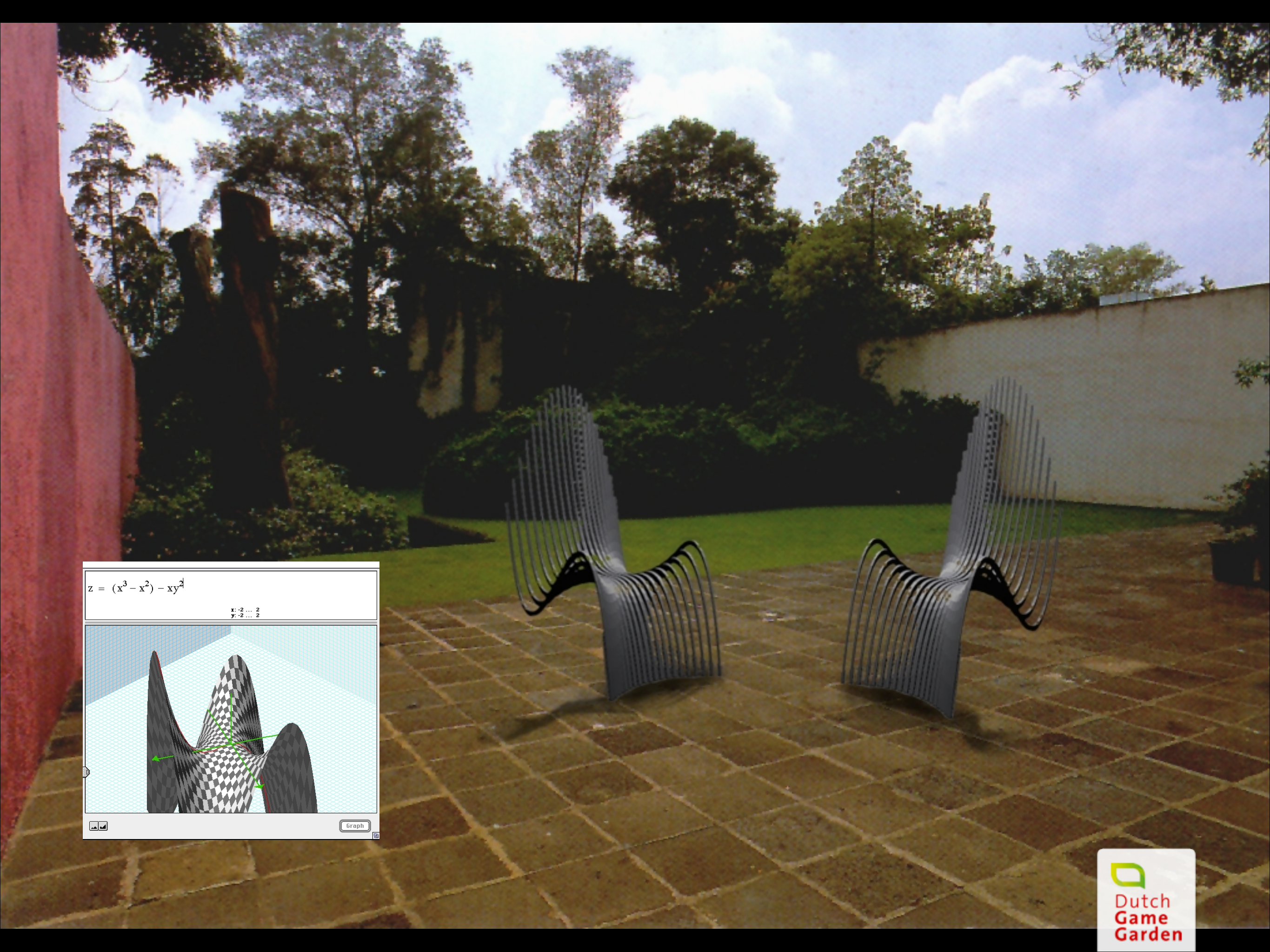














PlayStation 2



# KNIGHT RIDER THE GAME



DAVILEX



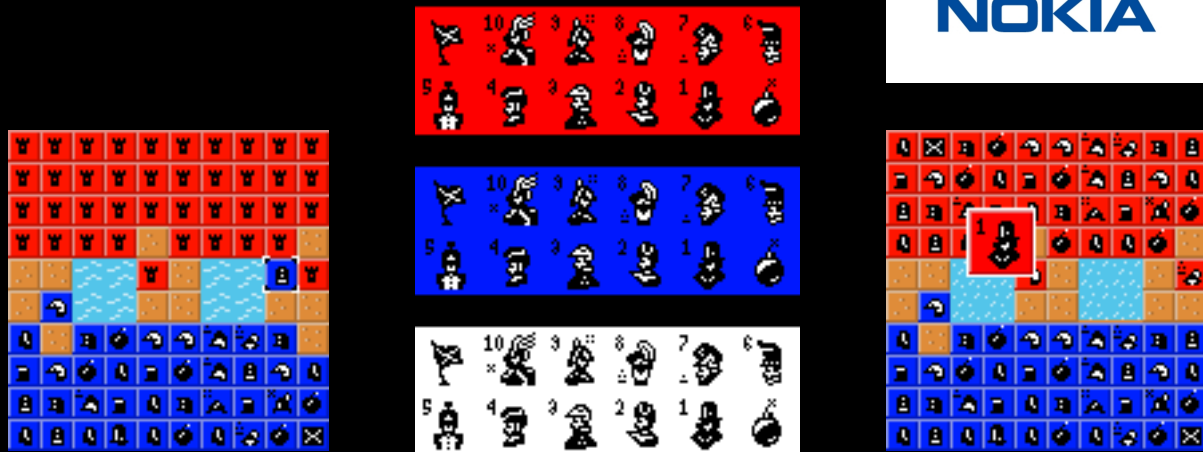
# DAVILEX



Project: RedCat ISO

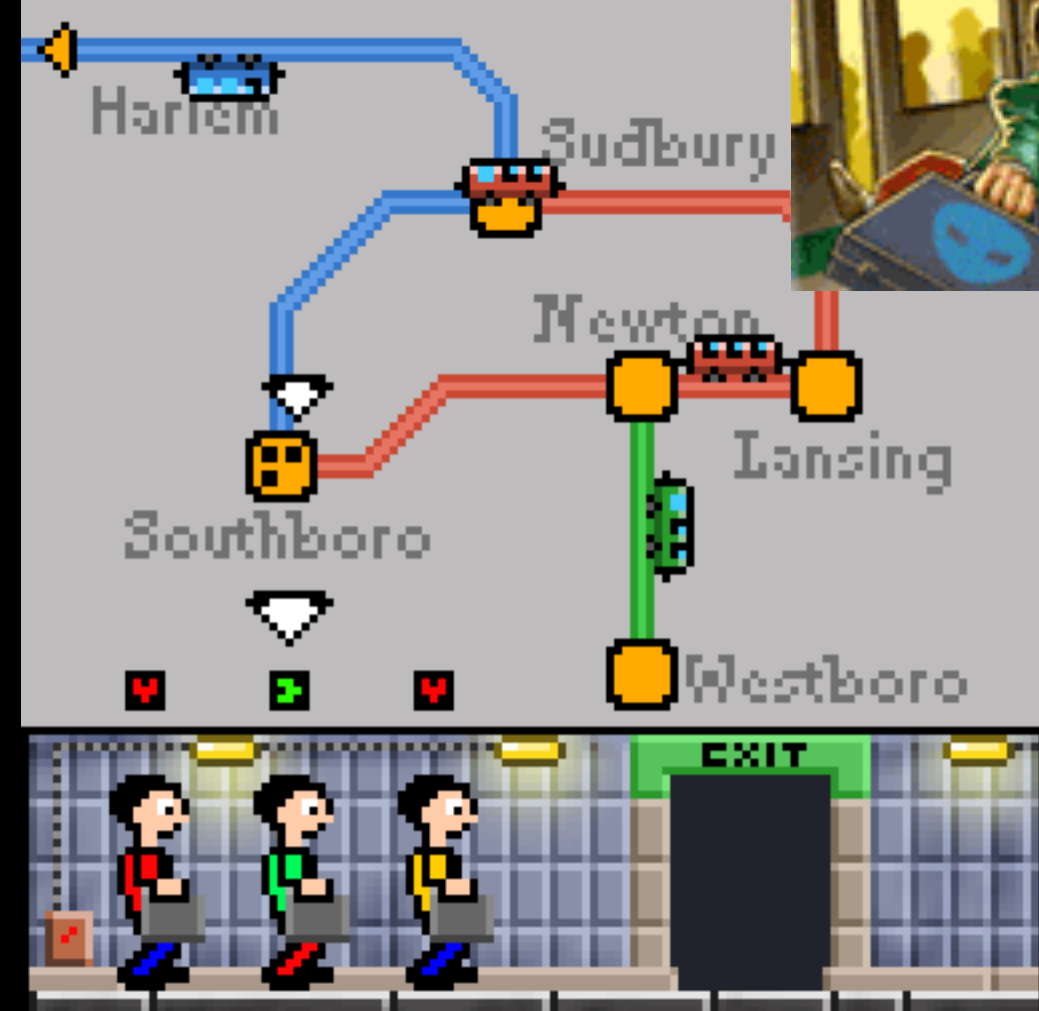
J.P. van Seventer





NOKIA

Lunagames



SAMSUNG



JP van Seventer







Woedend!  
**GAMES**















Woedend!  
**Games**









★ 00064450

5/17

6/50



Dutch  
Game  
Garden



## “Serious” Game



“de Blob”, studenten HKU , Utrecht, the Netherlands

## “Entertainment” Game

wordt



“de Blob”, THQ Blue Tongue, USA/Australie







# Neude 5



# Resultaten: bedrijven

70

# Resultaten: arbeidsplekken

350



# Business Center and Incubation

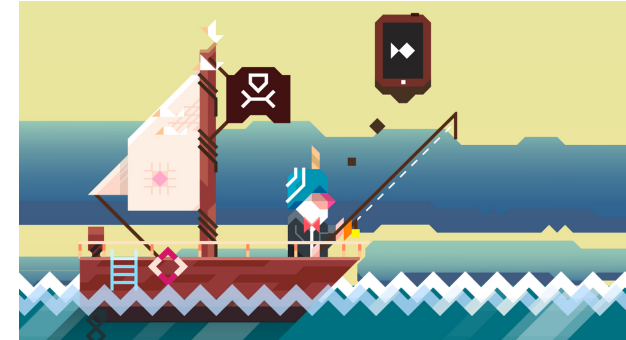


# Business Center and Incubation





# Incubation succes stories



monobanda





About to rock it!



Coming soon!









# Ronimo: Awesomenauts

- More than 1 million players (Premium!)
- Released on PS3, Xbox 360, PC, PS4
- Kickstarter: More than \$470.000 raised (\$125.000 goal)







# Abbey Games, Reus

- > >250.000 copies sold in 3 months, now over 700k (Premium)
- > Released on PC only (Steam, GoG, etc.)
- > First game, 1,5 years development time
- > Funded bij de IBG...Groningen....



Abbey Games







**GAME OVEN**









## Fingle marketing effort and numbers - Game Oven

( NUMBERS EXPLAINED IN ARTICLE )



- Period: January 2012 – April 2013
- Platform: iPad only
- Fingle revenue: €76.920,- with 117.611 downloads
- Fingle Free revenue: €3.110,- with 132.857 downloads (since December 2012)
- Fingle total downloads: 250.468
- Fingle total revenue: €80.030,-

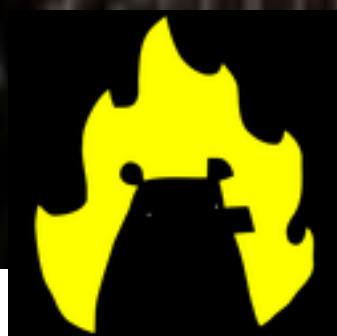








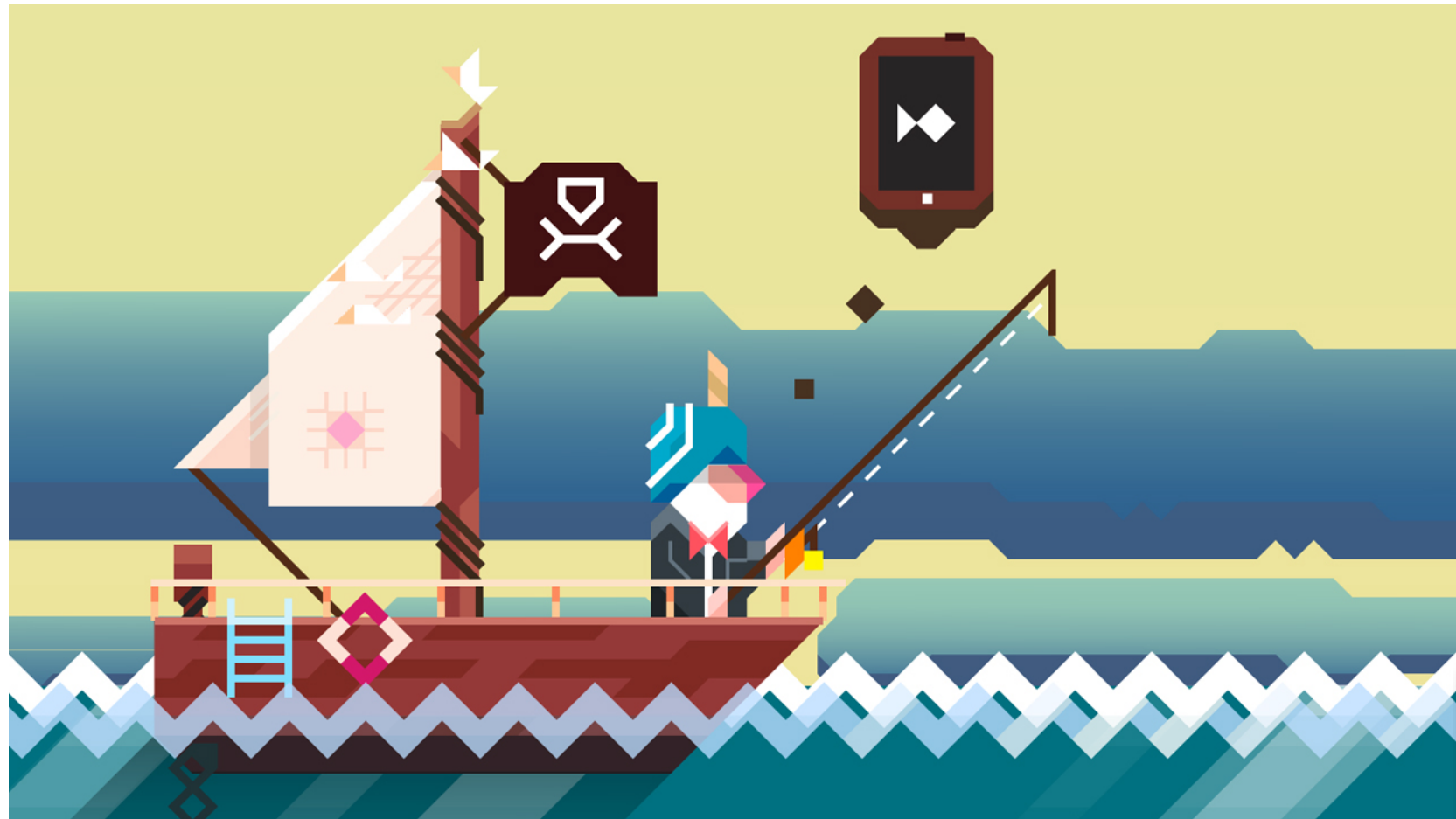
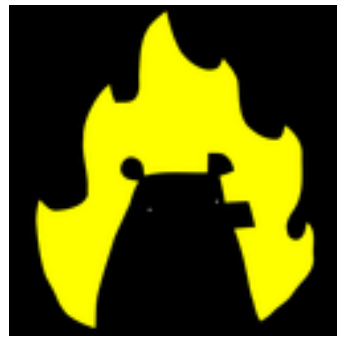






# Vlambeer, Ridiculous fishing

- > Broke even in 2 hours in iOS appstore
- > Game of the year Apple appstore
- > Winner Apple Design Award
- > Press academy nomination



# (M)Indies....

**MAINSTREAM**



**MINDIE**



**INDIE**





# Companies Incubation

FourceLabs

Monobanda

Ronimo

NextGamez

Digital Dreams

Dreams of Danu

Vlambeer

Halcyon

Gray Lake

Stolen Couch

Game Oven

Abbey

Flow Studios

PauzePlay

Raaskal

Rage Squid

Self Made Miracle

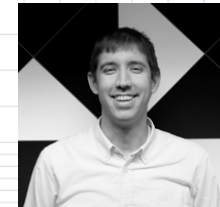
Wooden Plank

Monogon

Wispfire



2008 2009 2010 2011 2012 2013





**Classes**

**Peer knowledge sharing**

**Mentorship**

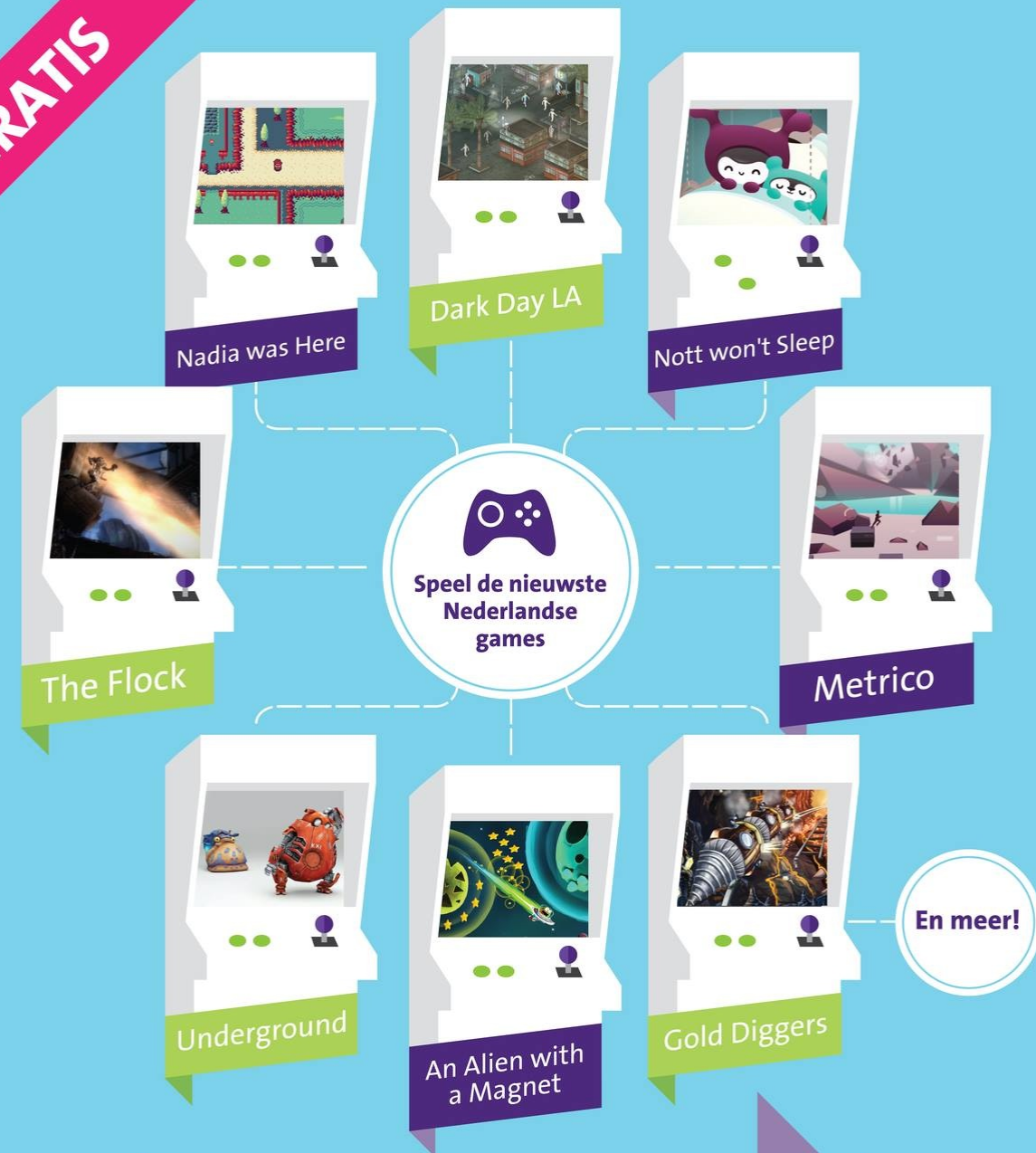
**Matchmaking**

**Events**

**Intervention**



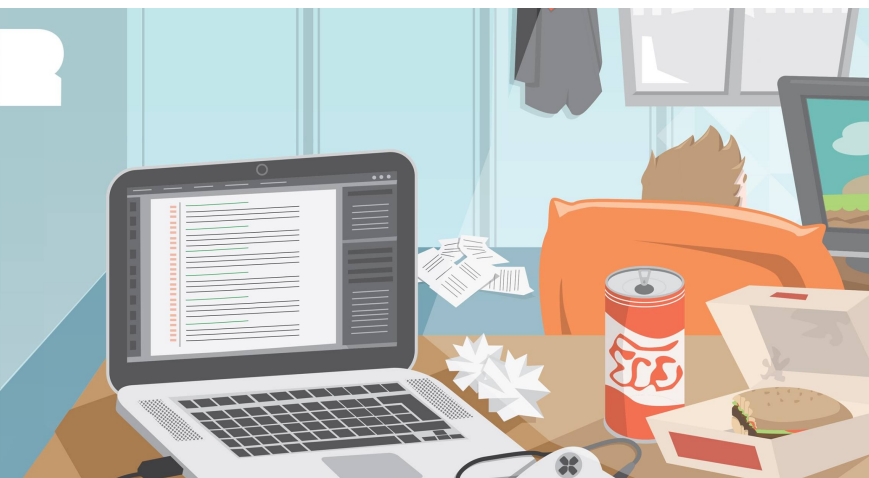
GRATIS



**28 september** 12.00 tot 18.00 uur  
 Stadhuis Utrecht - Korte Minrebroederstraat 2  
[www.dutchgamegarden.nl/indigo](http://www.dutchgamegarden.nl/indigo)

**GLOBAL  
GAME JAM NL**  
 24-26 January 2014

**SUMMER  
GAME  
DEV  
2013**

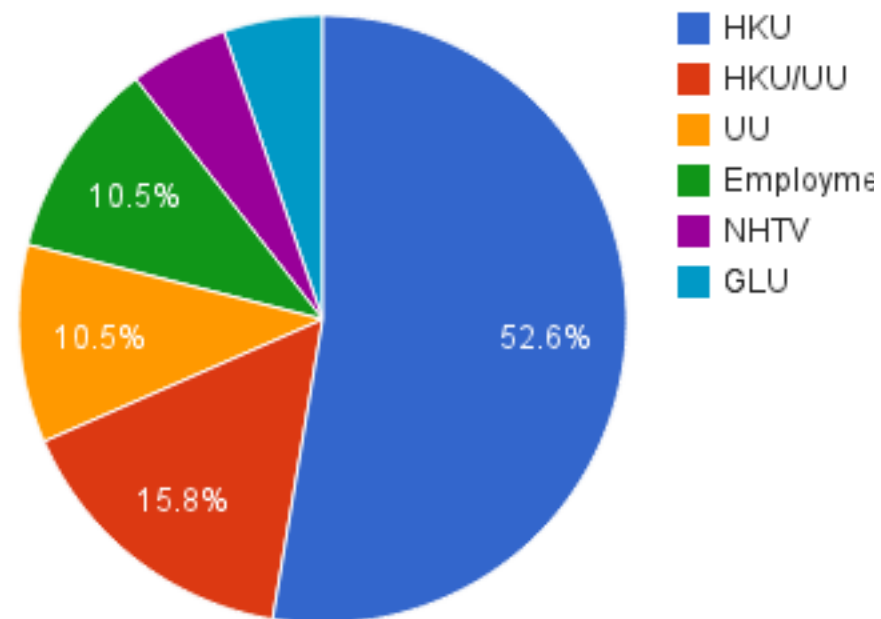


NETWORK  
@LUNCH

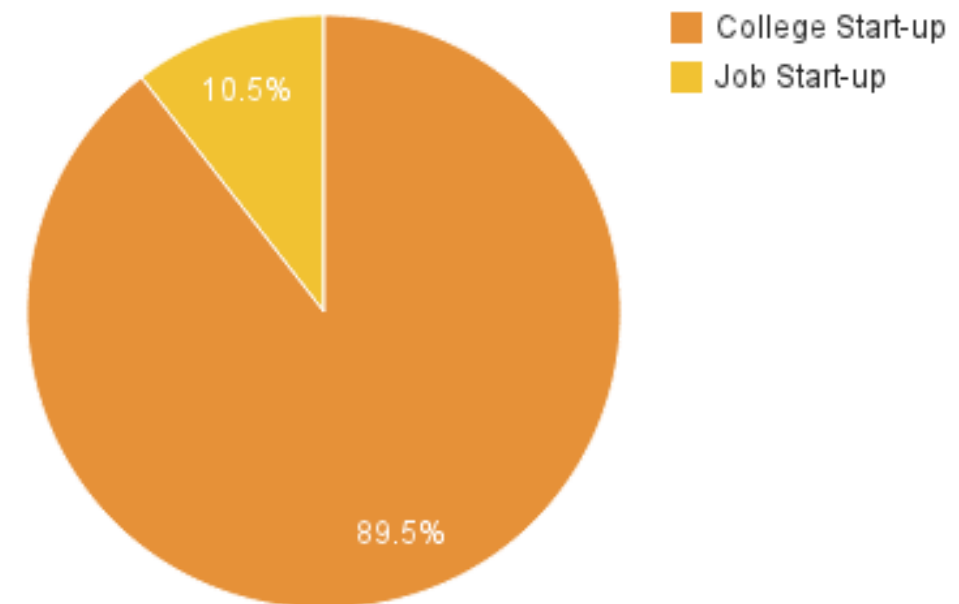


# General Company Information

Incubation Company Origin

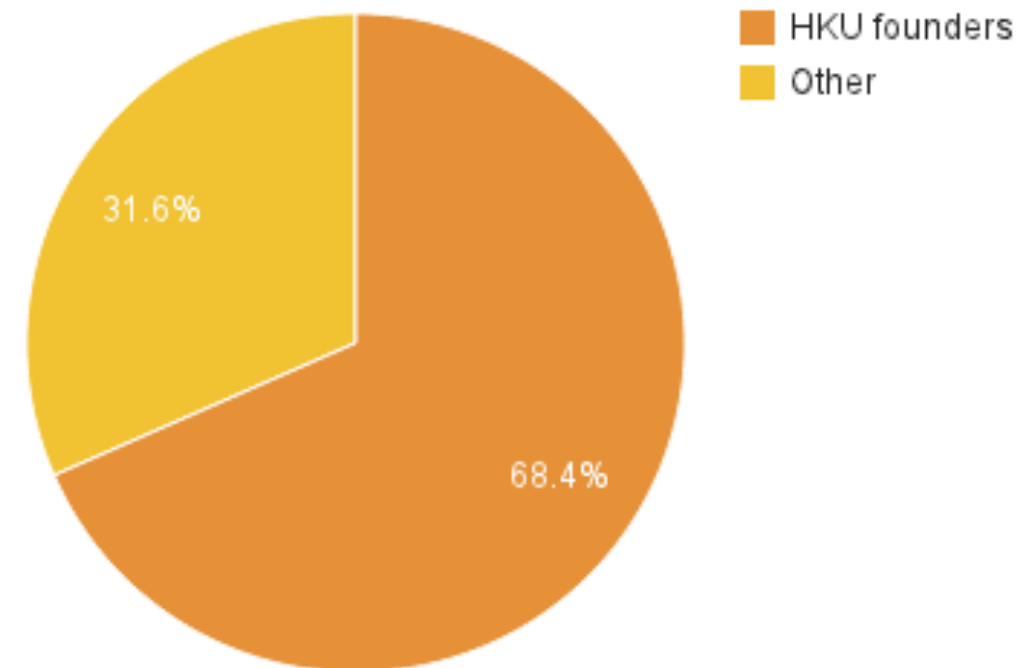


Incubation Company Origin v2



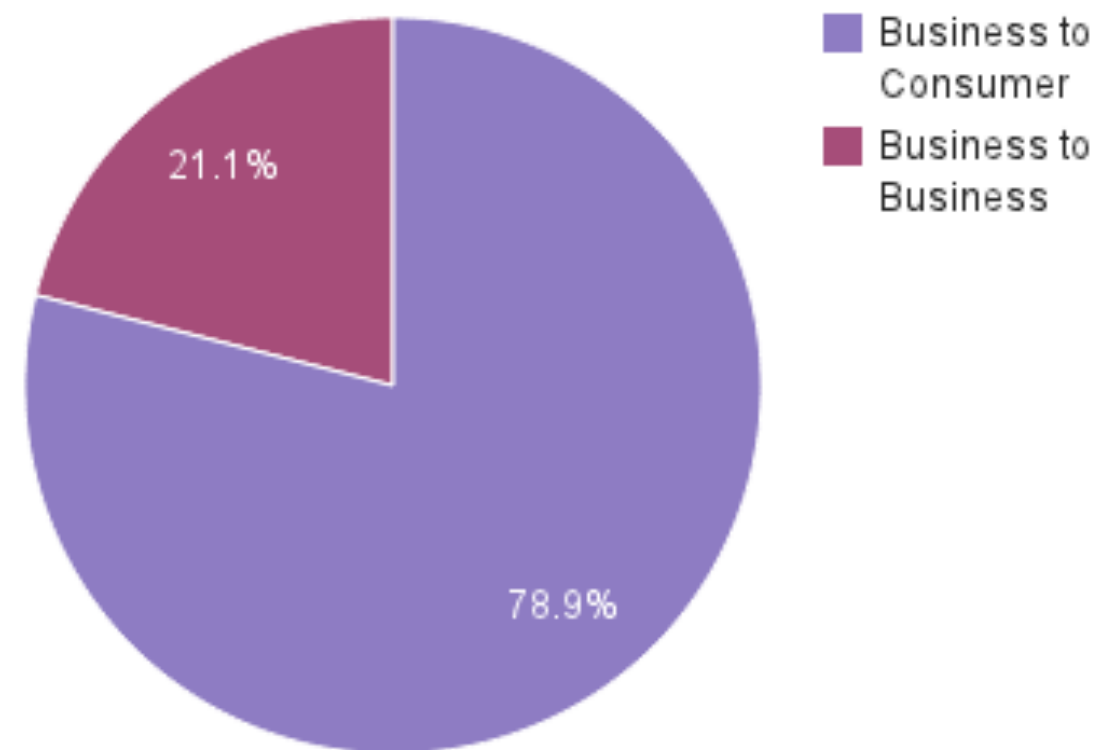


### Incubation Companies with a Founder from HKU



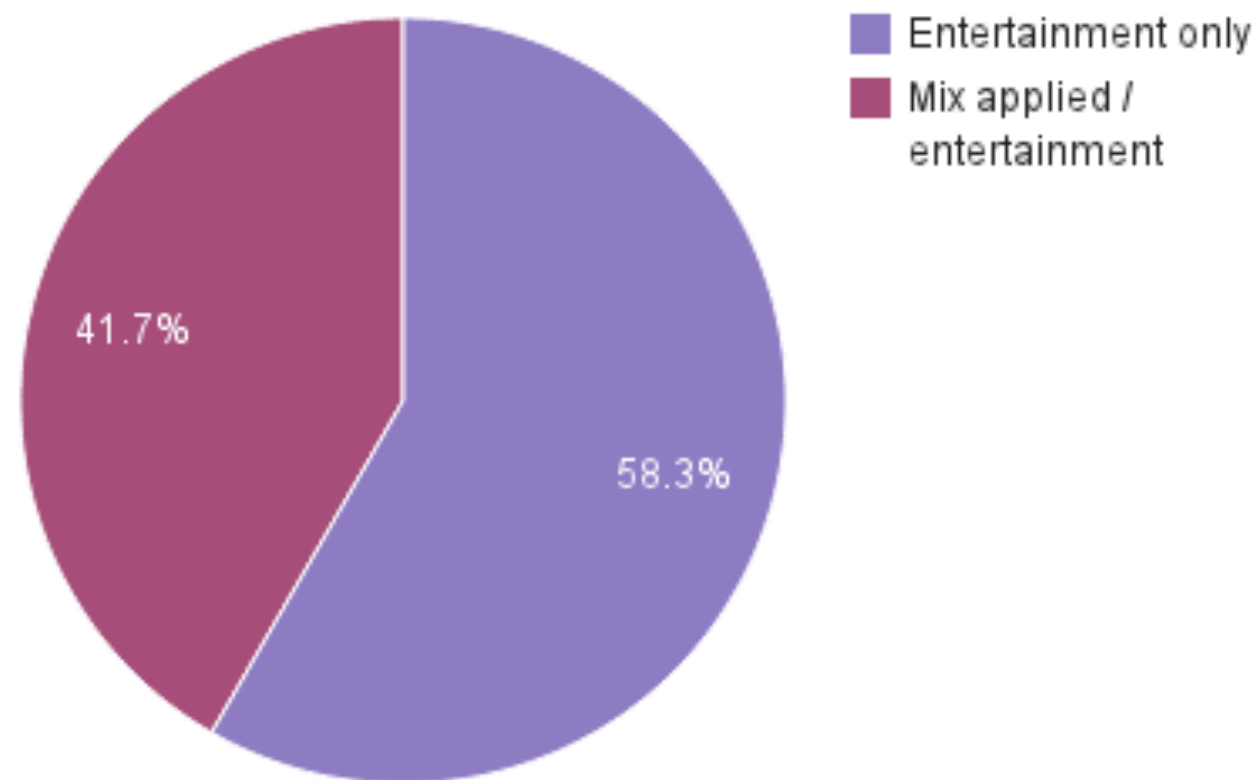


### Core Business (all-time)





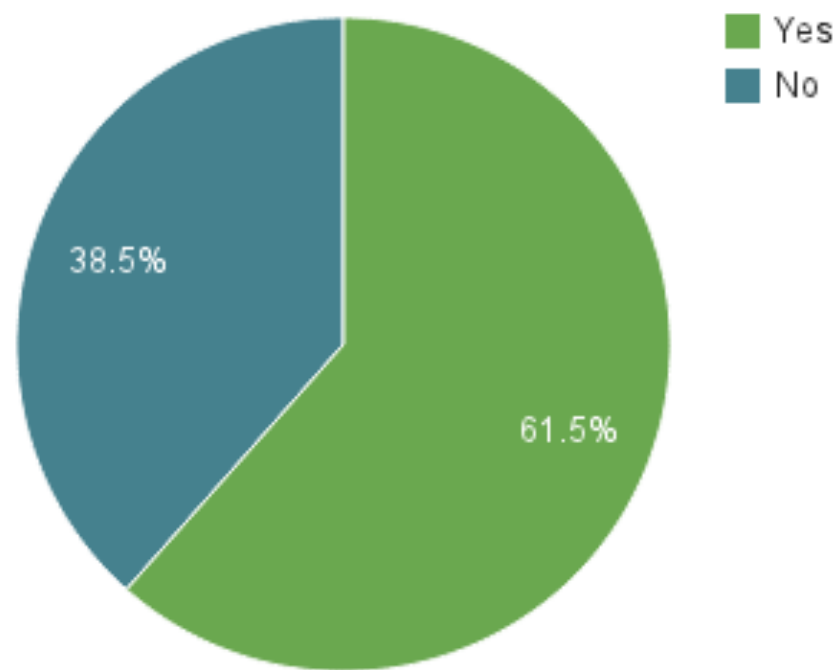
## Incubation Company Product Focus



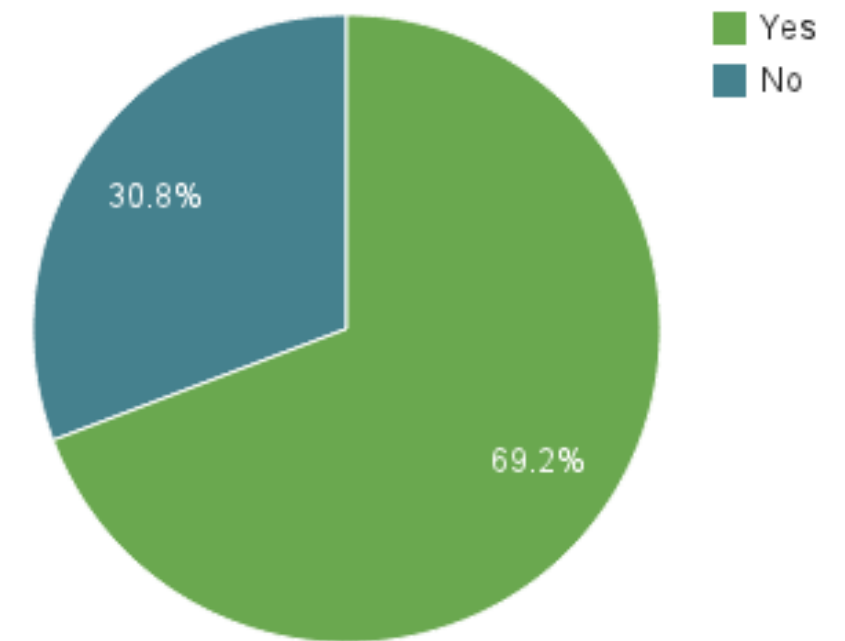
*There are no dedicated applied gaming companies in the incubation program*



**DGG Incubation Companies Employing Interns**

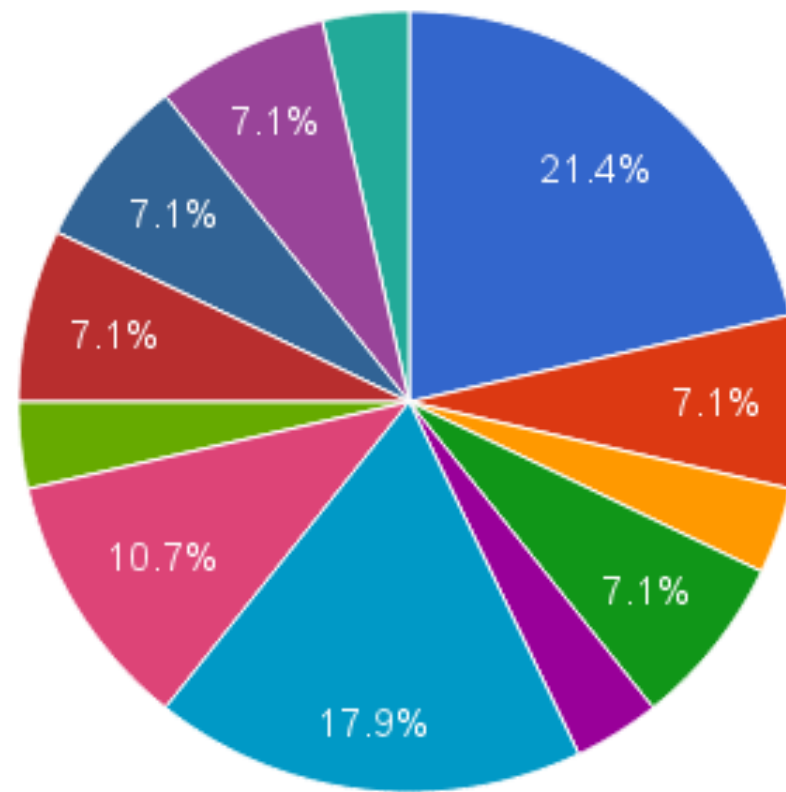


**DGG Incubation Companies Employing Freelancers**





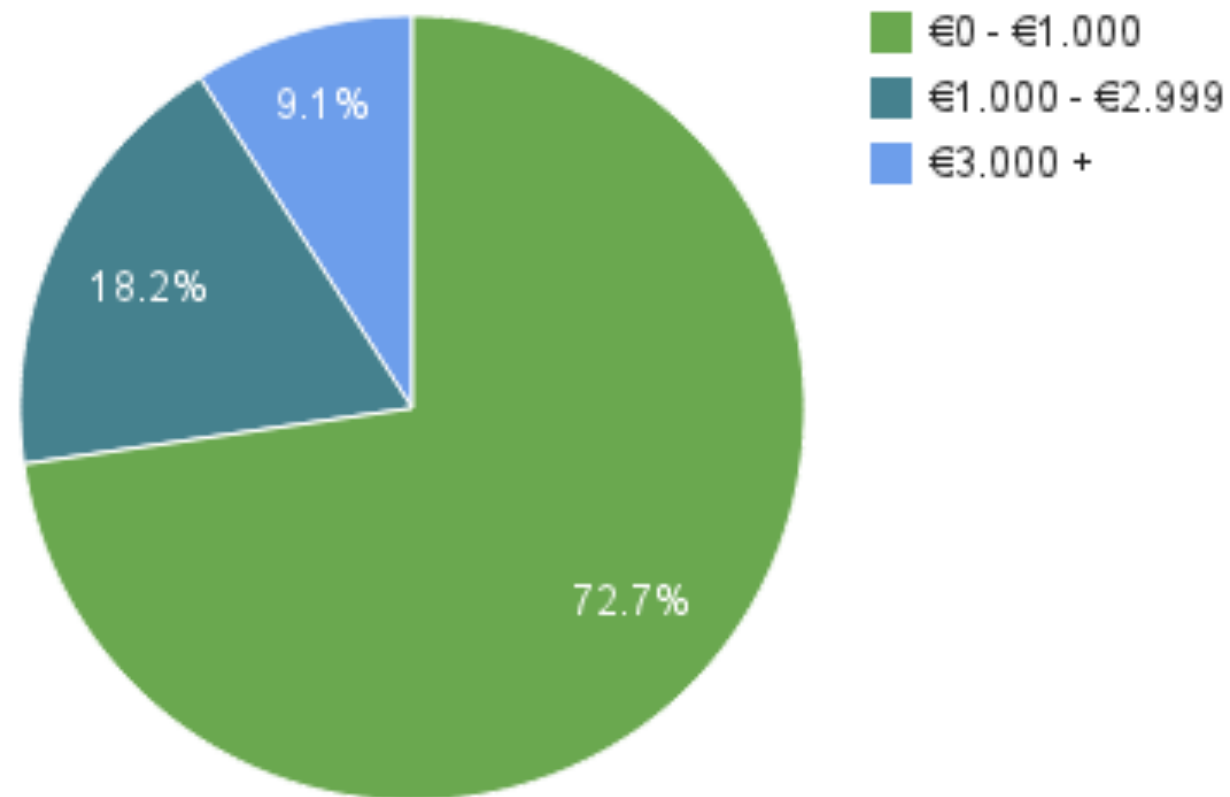
## Revenue Streams (Current Incubation Companies)



- Game Sales
- Licencing
- Loans
- Gamefonds
- Other Subsidies
- Work-for-hire
- In-app-purchase/micro transactions
- Demonstrations/Presentations
- Consulting
- Studie Financiering
- Outside private investment
- Advertising

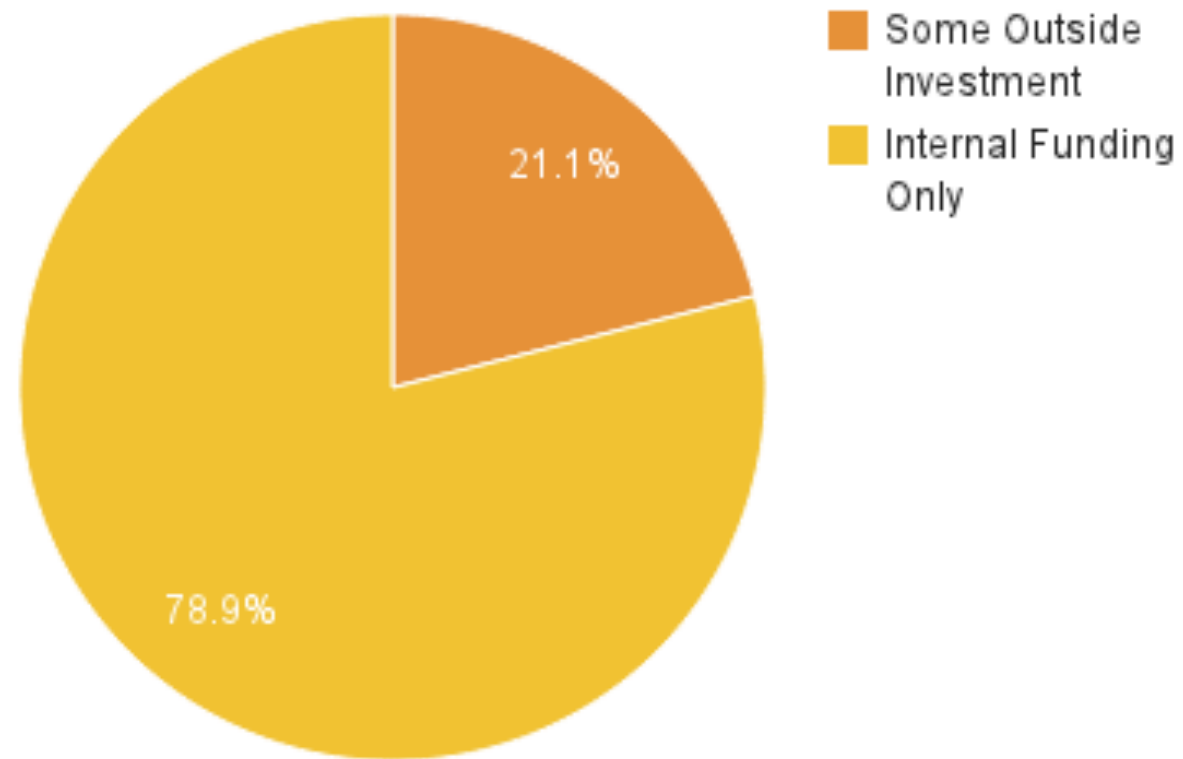


## Average Monthly Salary (Founder) - Current Incubation Companies

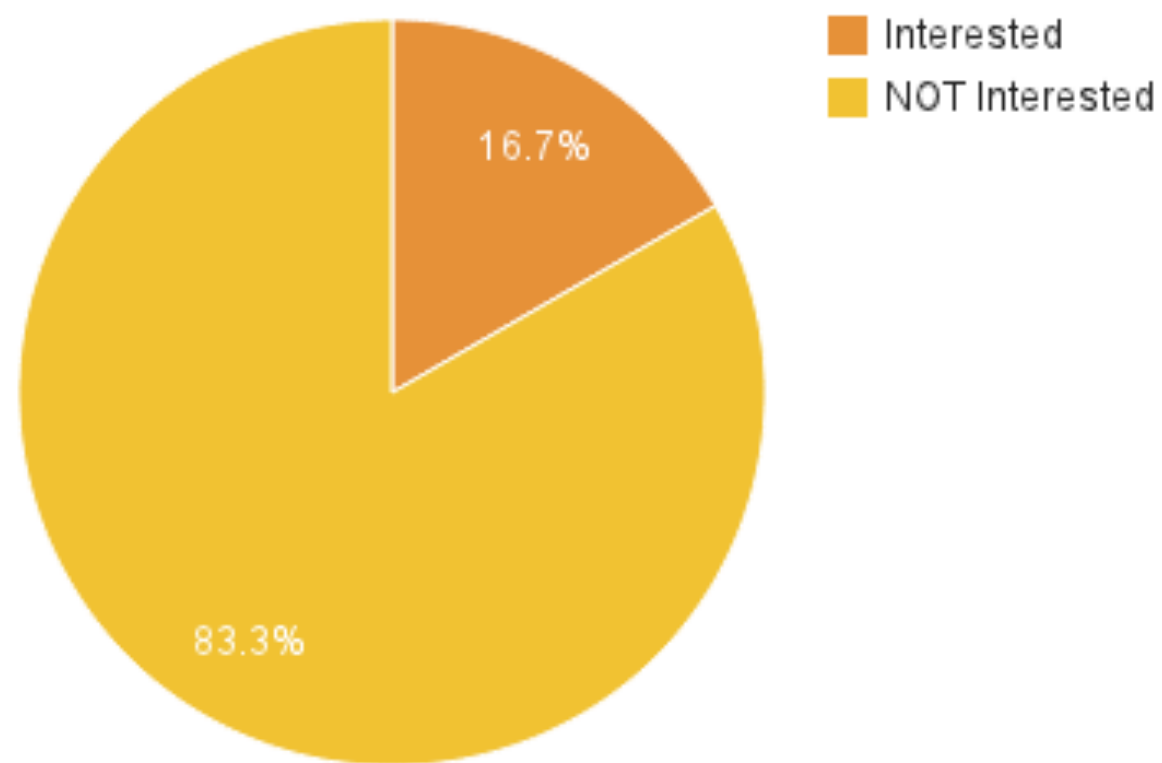




### Funding Source (all-time)



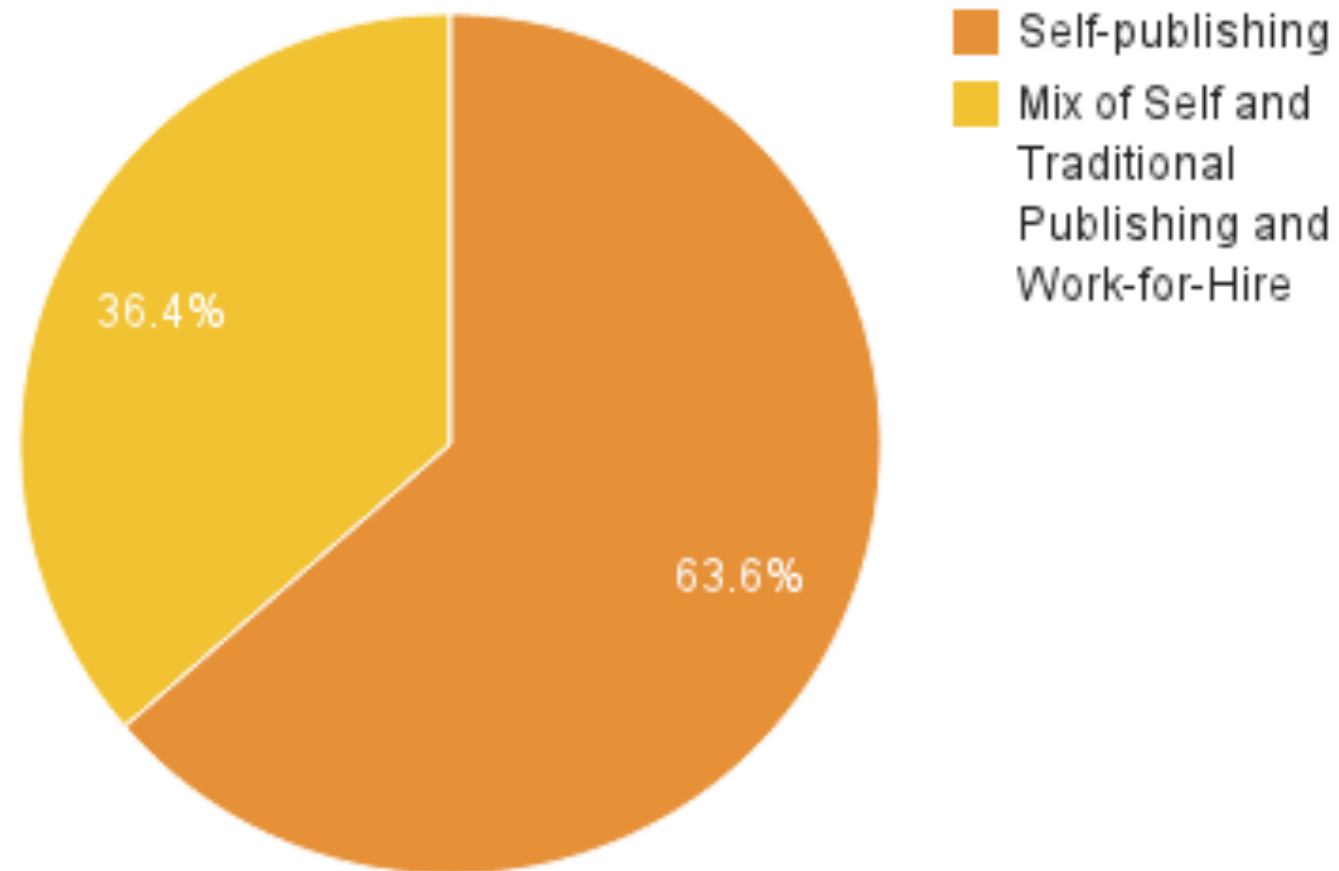
### Companies Interested in Outside Funding (current incubation program)



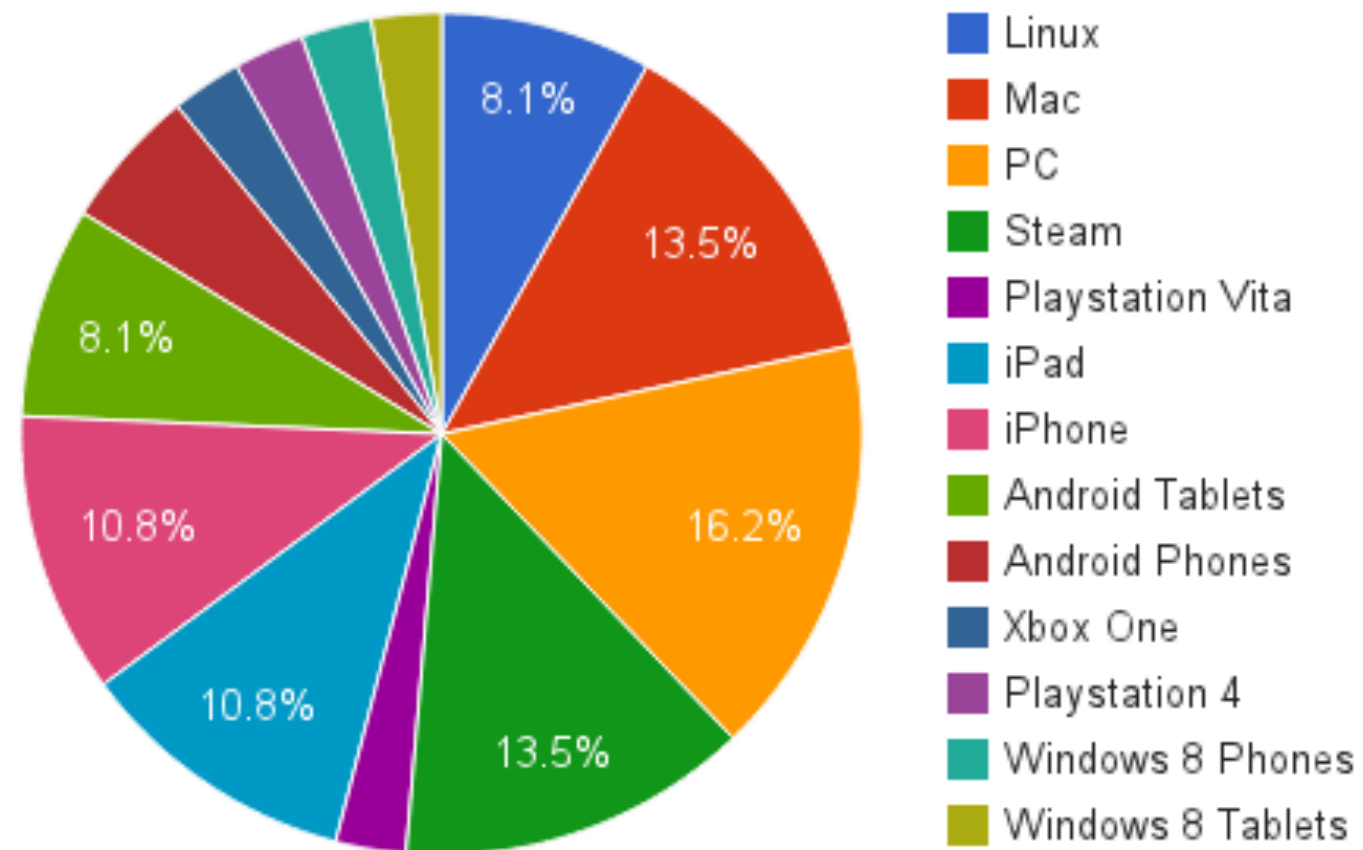


# Operations

**Preferred Business Model**

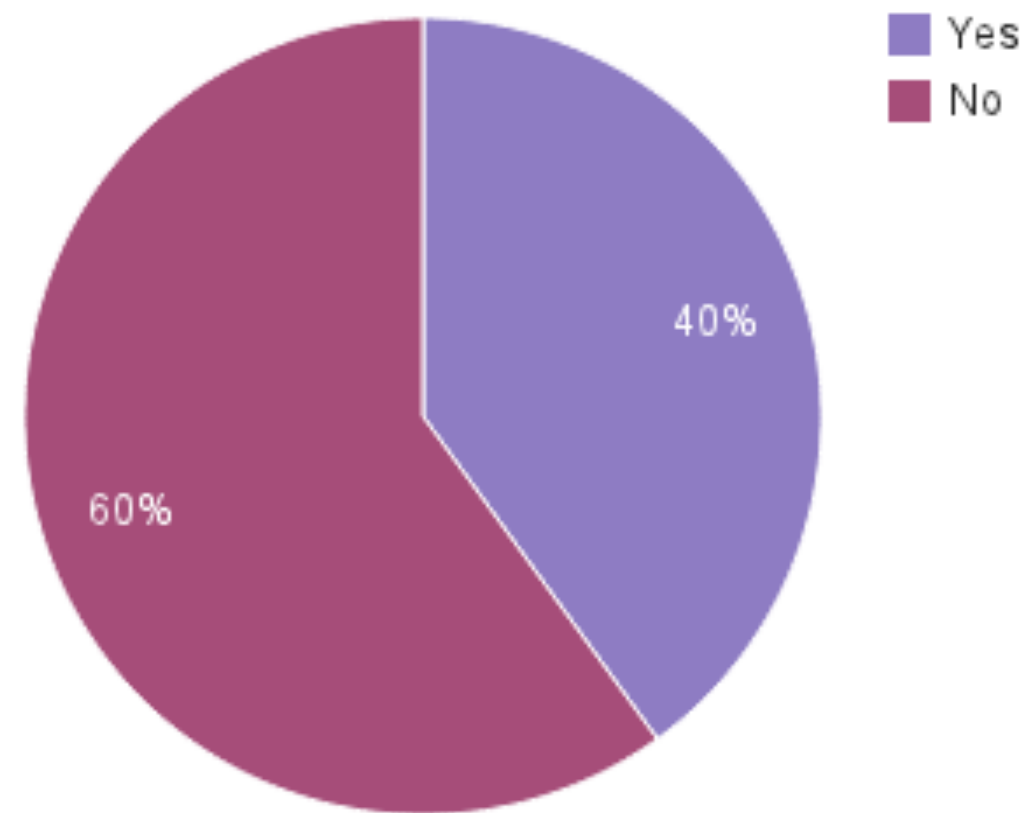


## Targeted Release Platforms - Current Incubation Companies

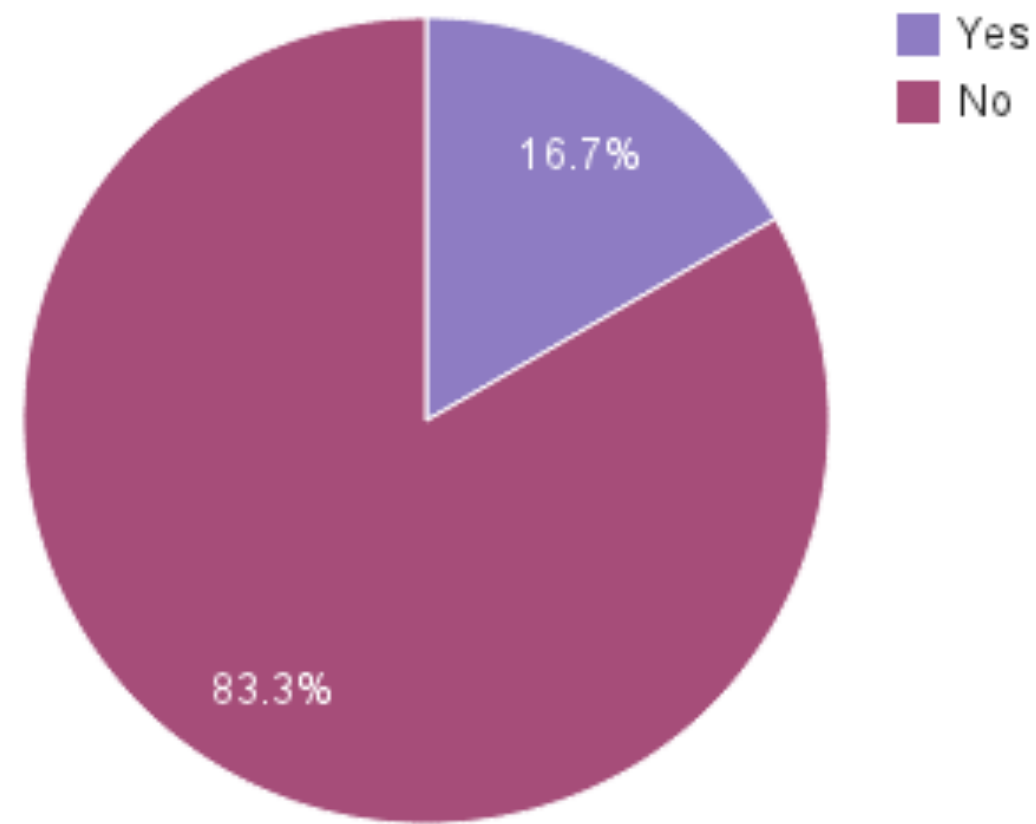




### Companies on iOS (all-time)

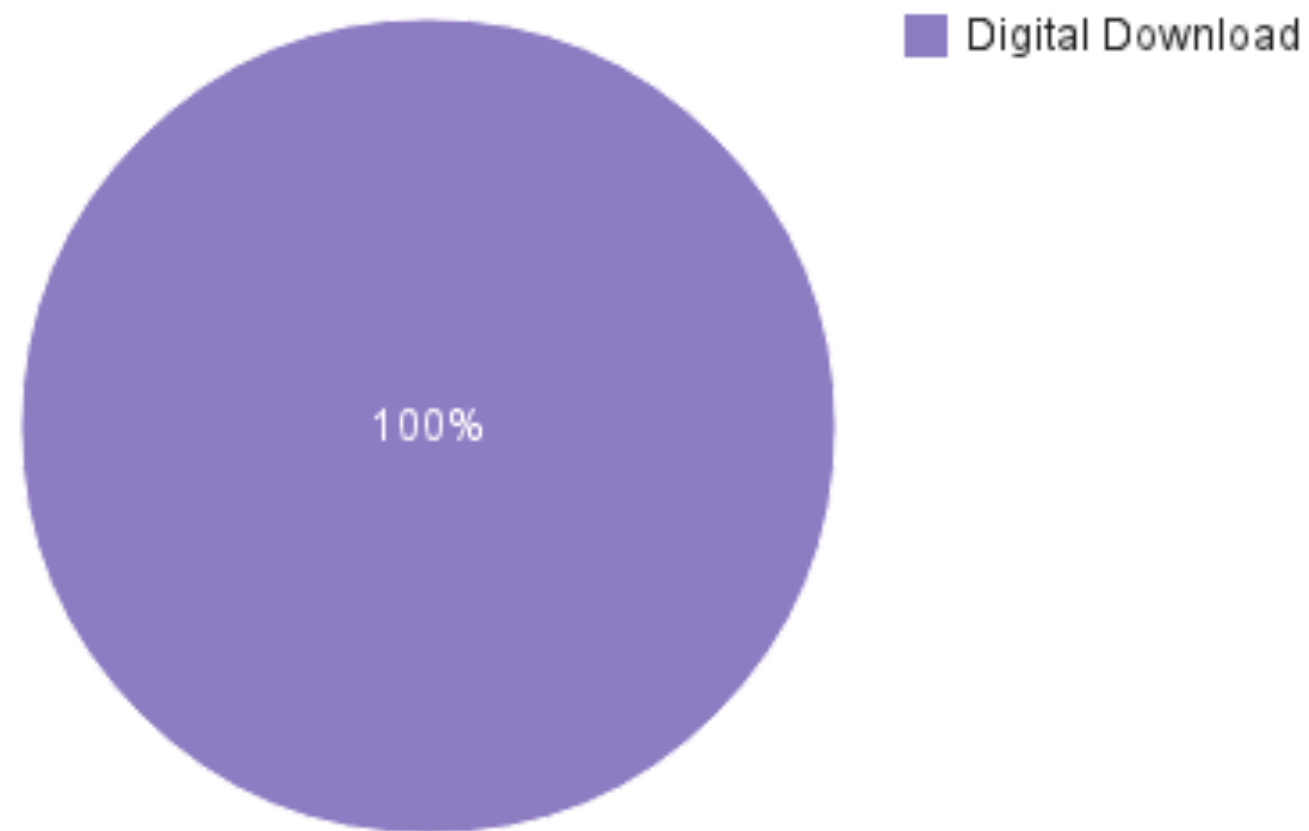


### Companies on Steam (current incubation)

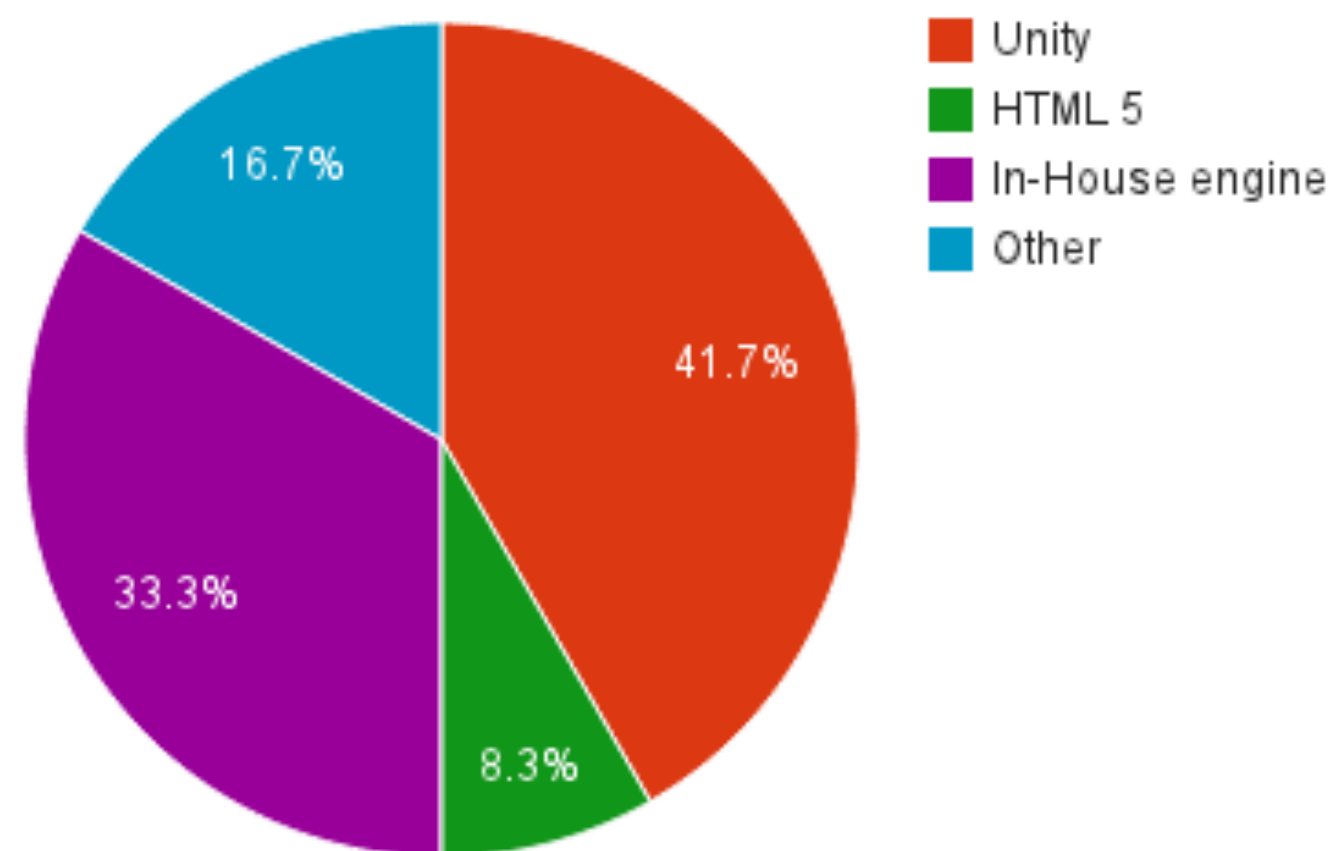




## Distribution Method - Current Incubation Companies

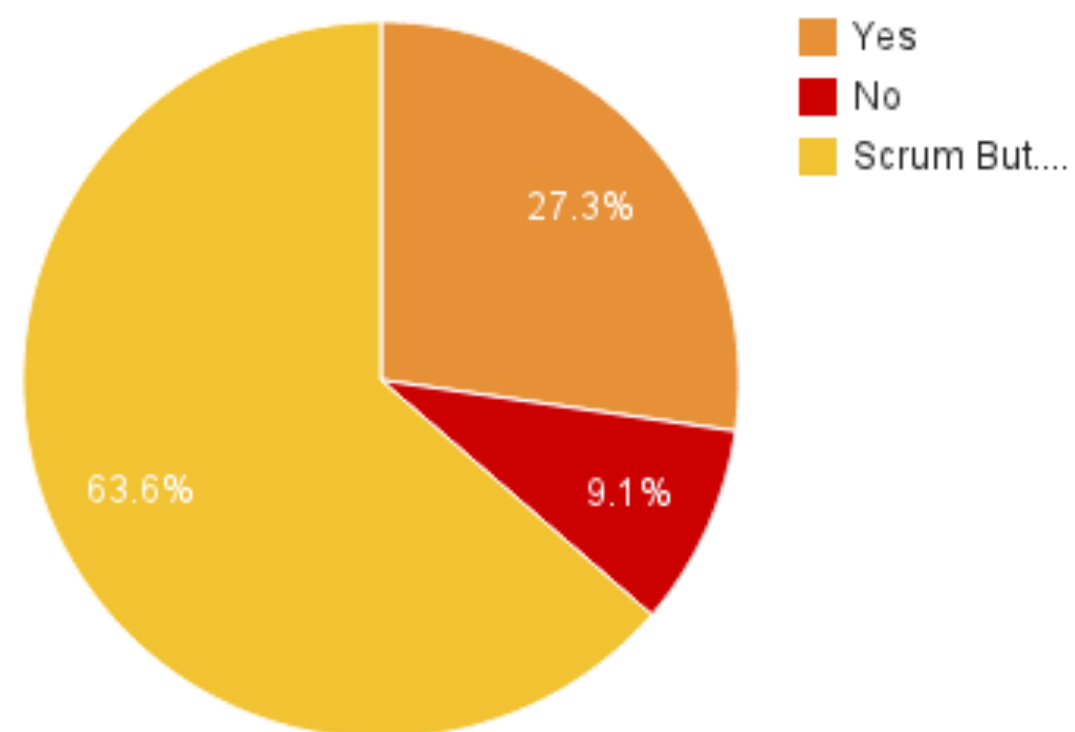


## Software that Drives the Game

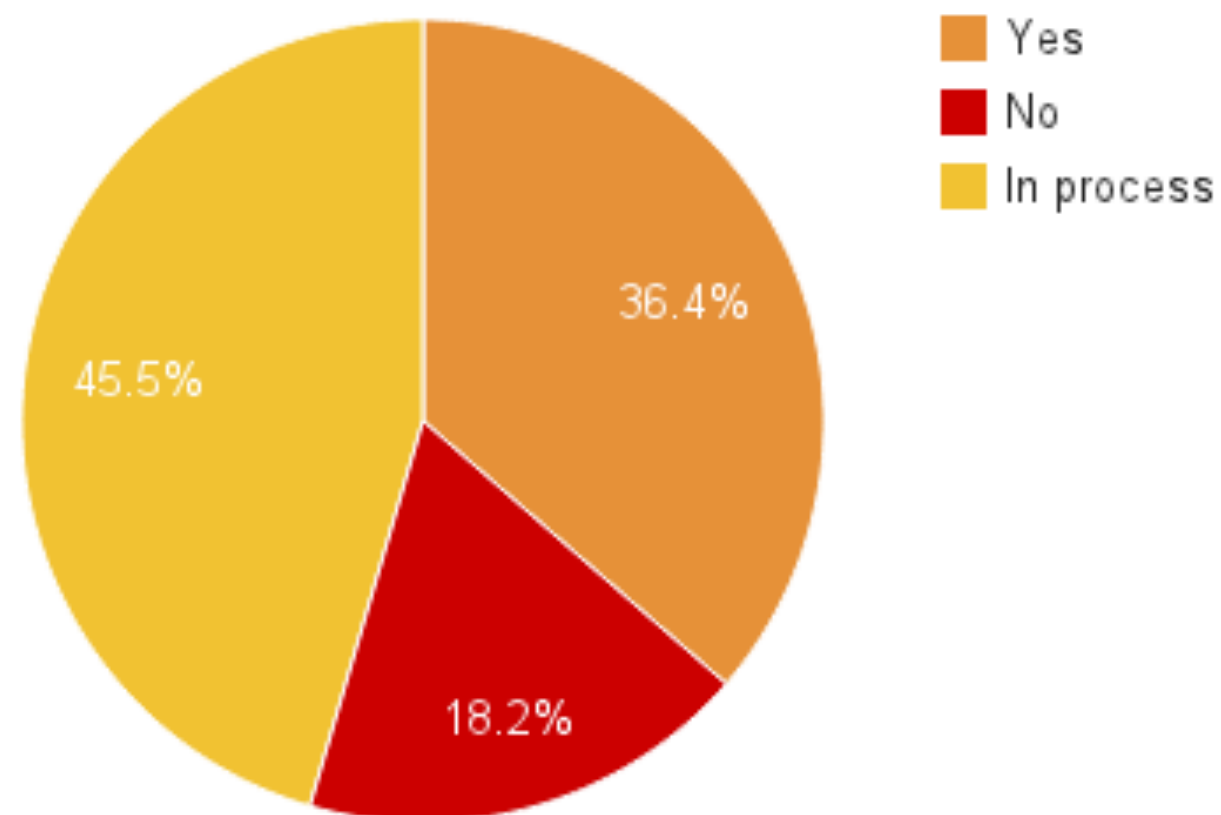




### Scrum Use (Current Incubation Companies)

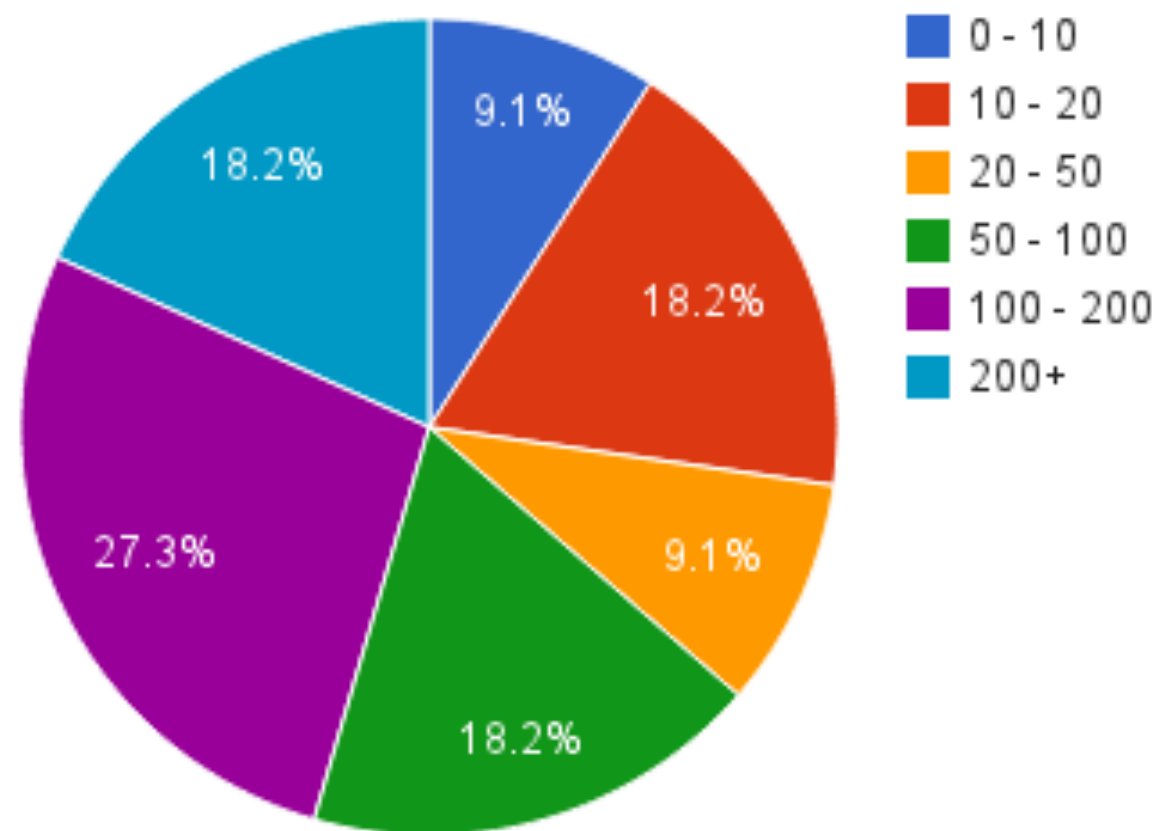


### Companies with Formalized Business Strategy

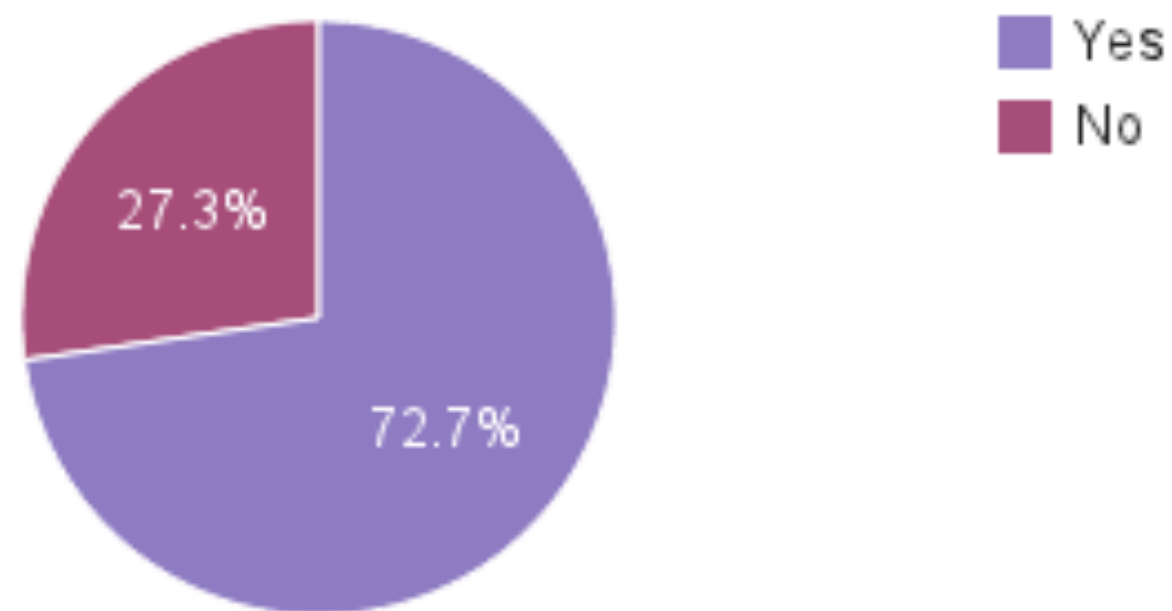




### Journalists in Press Contact List (Current Incubation Companies)

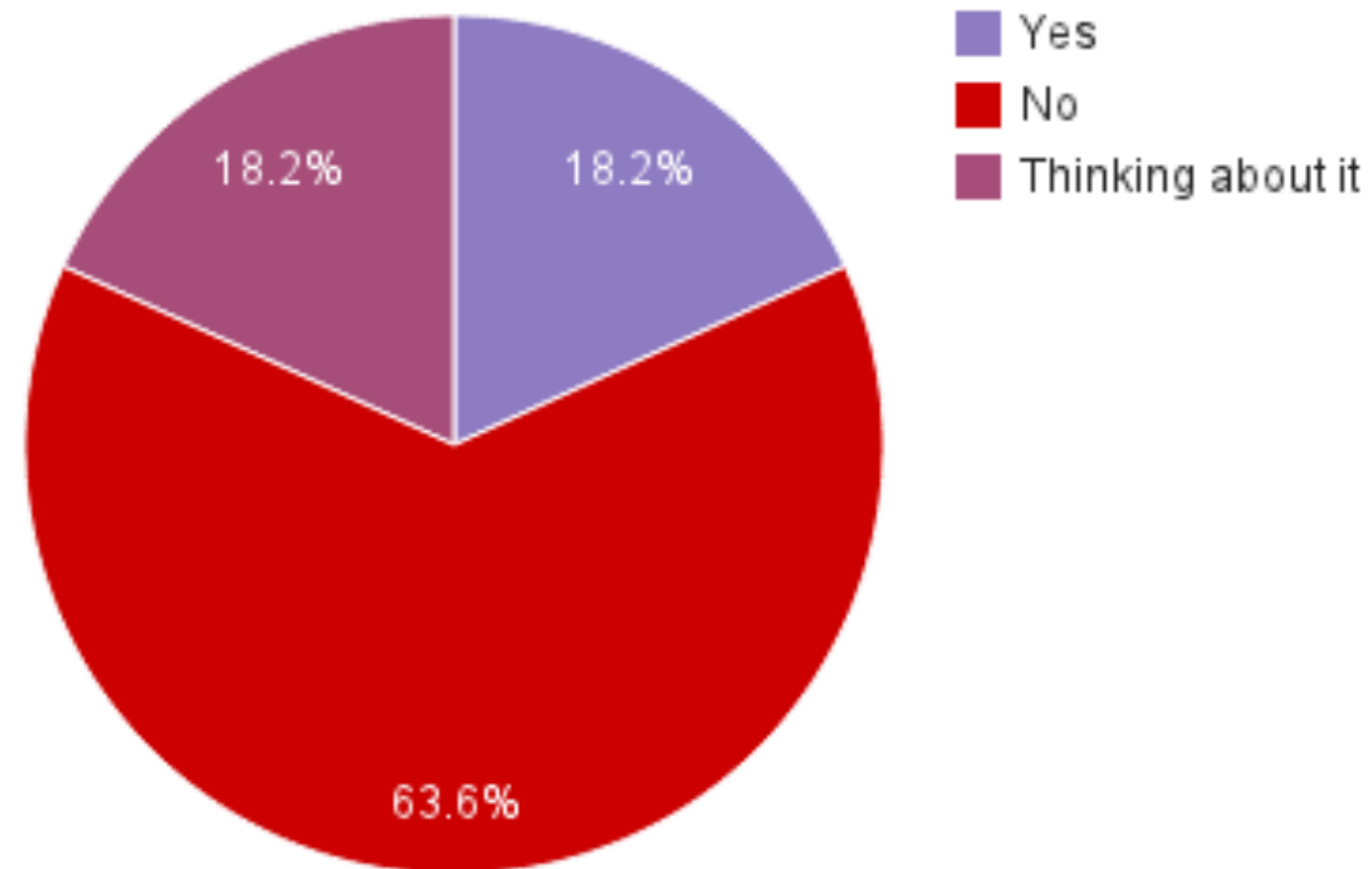


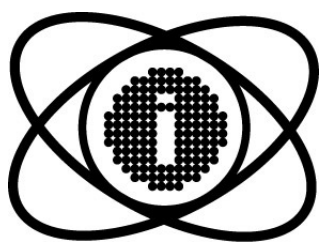
### Current Incubation Companies Using presskit()





## Current Incubatin Companies that Livestream Development



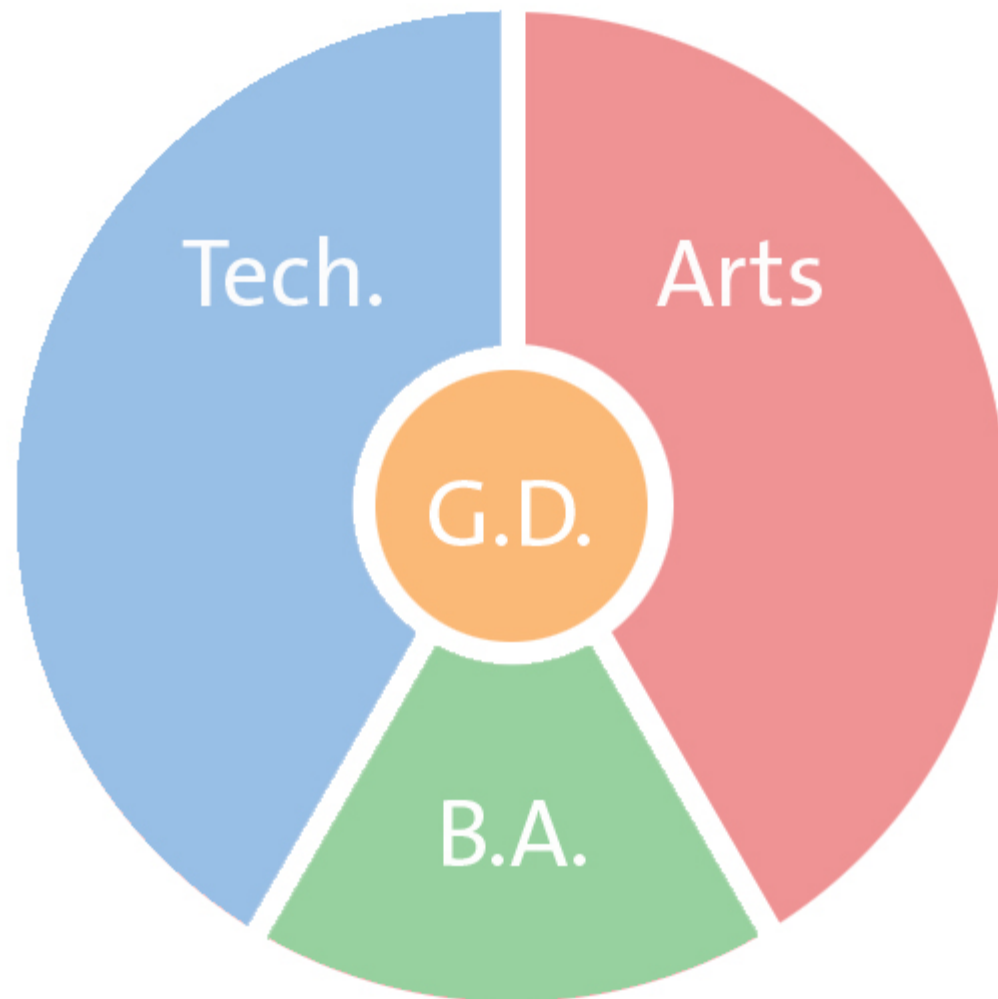


# INDEPENDENT GAMES FESTIVAL

Year	Game	Award	Type	Company	School
IGF 2007	de Blob	Student Showcase	Nominee	(Ronimo)	HKU
IGF 2008	-				
IGF 2009	-				
IGF 2010	Paper Cakes	Student Showcase	Nominee		HKU
IGF 2011	Super Crate Box	Seumas McNally Grand Prize	Honorable mention	Vlambeer	HKU
	Super Crate Box	Excellence in design	Nominee	Vlambeer	HKU
	Bohm	Nuovo Award	Nominee	Monobanda	HKU
	Dinner Date	Nuovo Award	Nominee	Jeroen Stout	HKU
	EXP	Student Showcase	Honorable mention		NHTV
IGF 2012	Proun	Excellence in visual arts	Honorable mention	Joost van Dongen	HKU/UU
	Ridiculous Fishing	Best mobile game	Nominee	Vlambeer	HKU
	Fingle	Best mobile game	Honorable mention	Game Oven	HKU/UU
	Fingle	Nuovo Award	Nominee	Game Oven	HKU/UU
	Glitchhiker	Nuovo Award	Honorable mention	Vlambeer	HKU
IGF 2013	ATUM	Student Showcase	Nominee		NHTV
	Farsh	Student Showcase	Nominee		NHTV
	SneakSneak	Student Showcase	Honorable mention		HKU
IGF 2014	Westerado	Student Showcase	Nominee	Ostrich Banditos	HKU
	Symmetrain	Student Showcase	Nominee	Phillip Beau and Daniel Goffin	University of Amsterdam
	Engare	Student Showcase	Nominee	Mahdi Bahrami and Moslem Rasouli	NHTV



# 1:Skill DNA

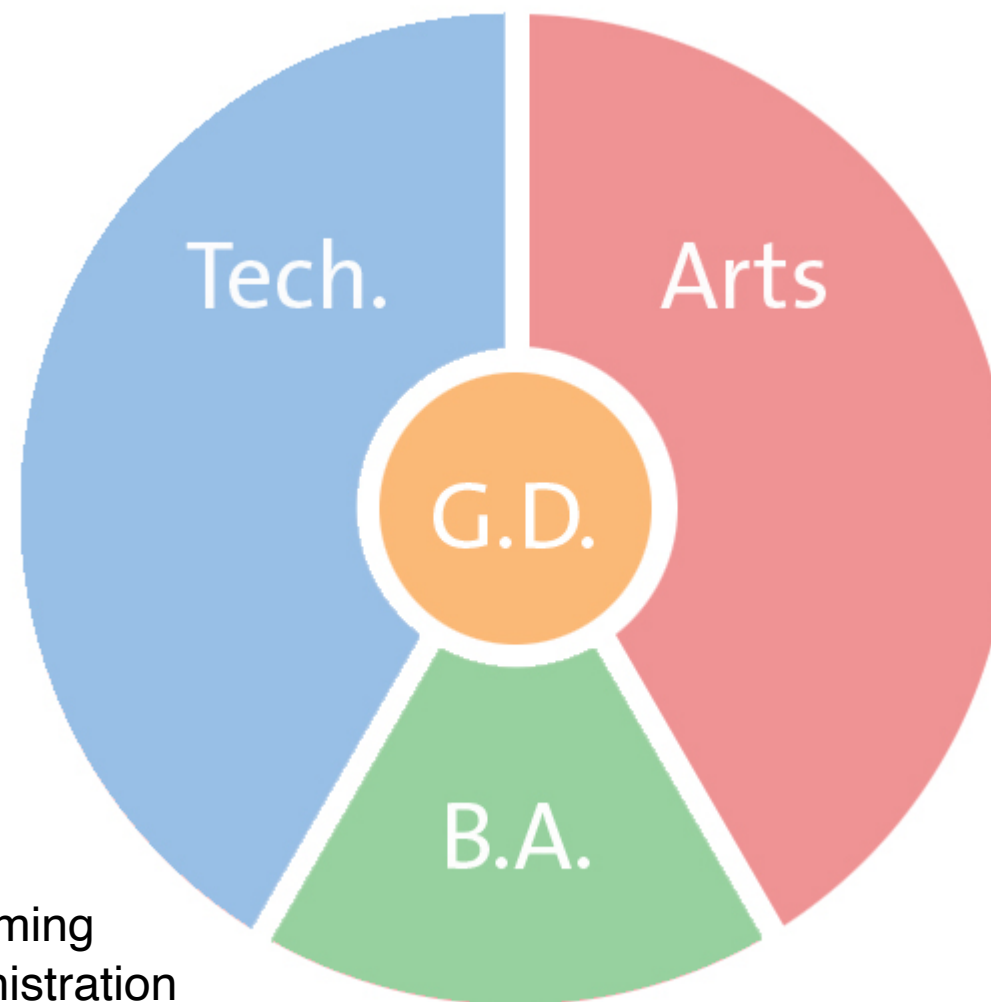


# 2:Personality DNA



# 3: Attitude

# Skill DNA

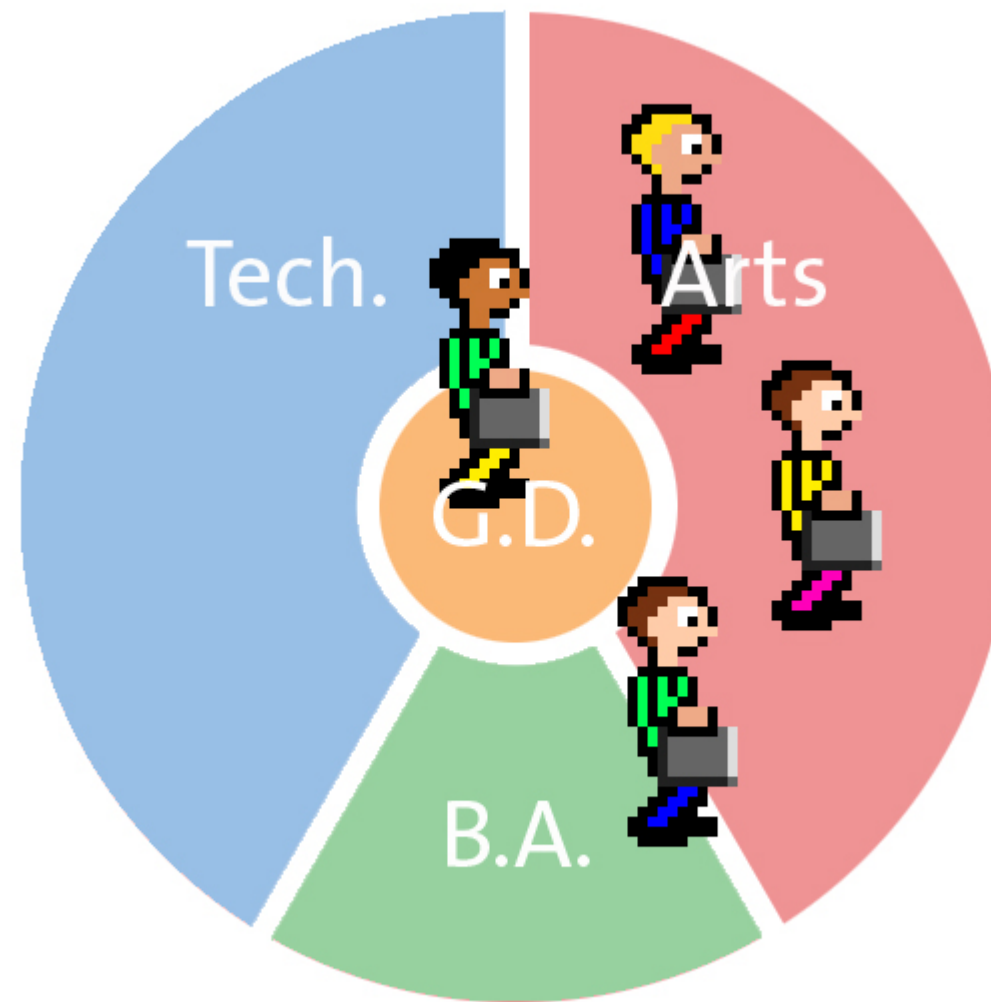


Tech = Game programming  
B.A.= Business Administration  
Arts = Graphics, Music, Sound  
G.D = Game design, interaction design, storytelling

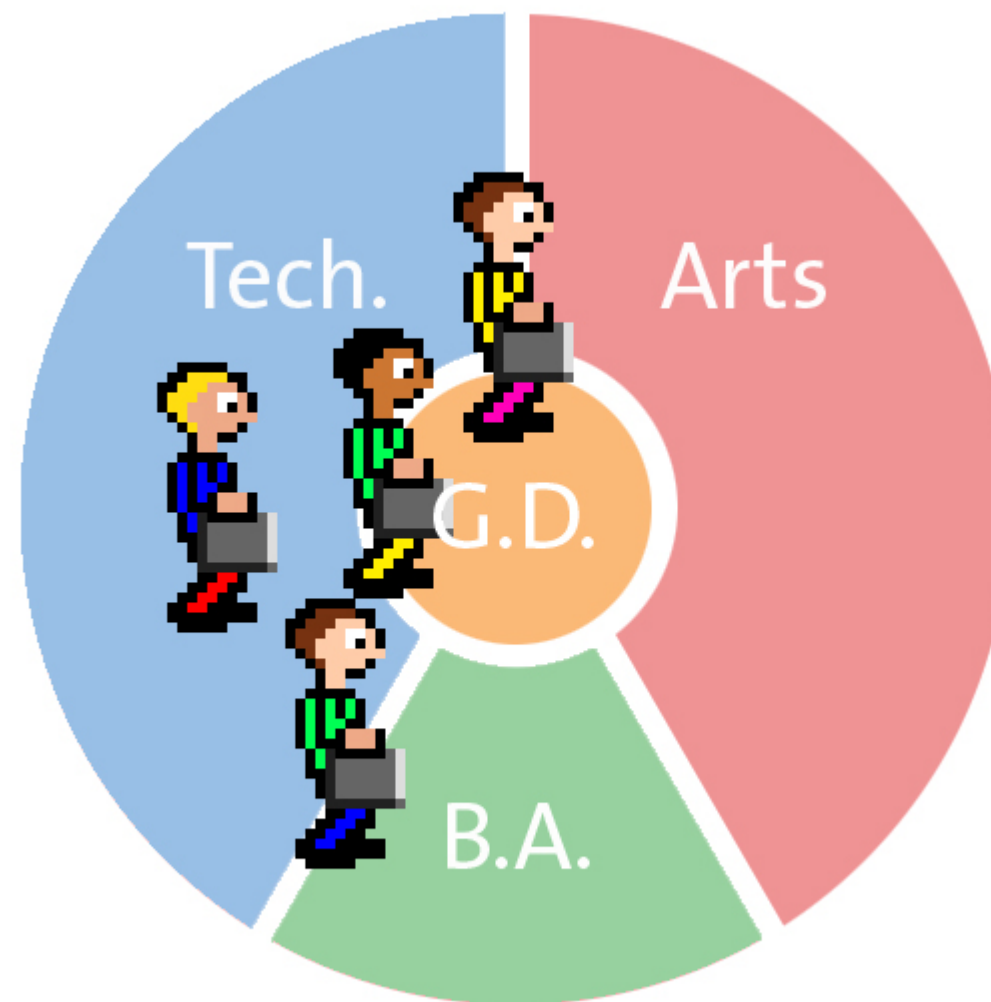
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# Art school start-up

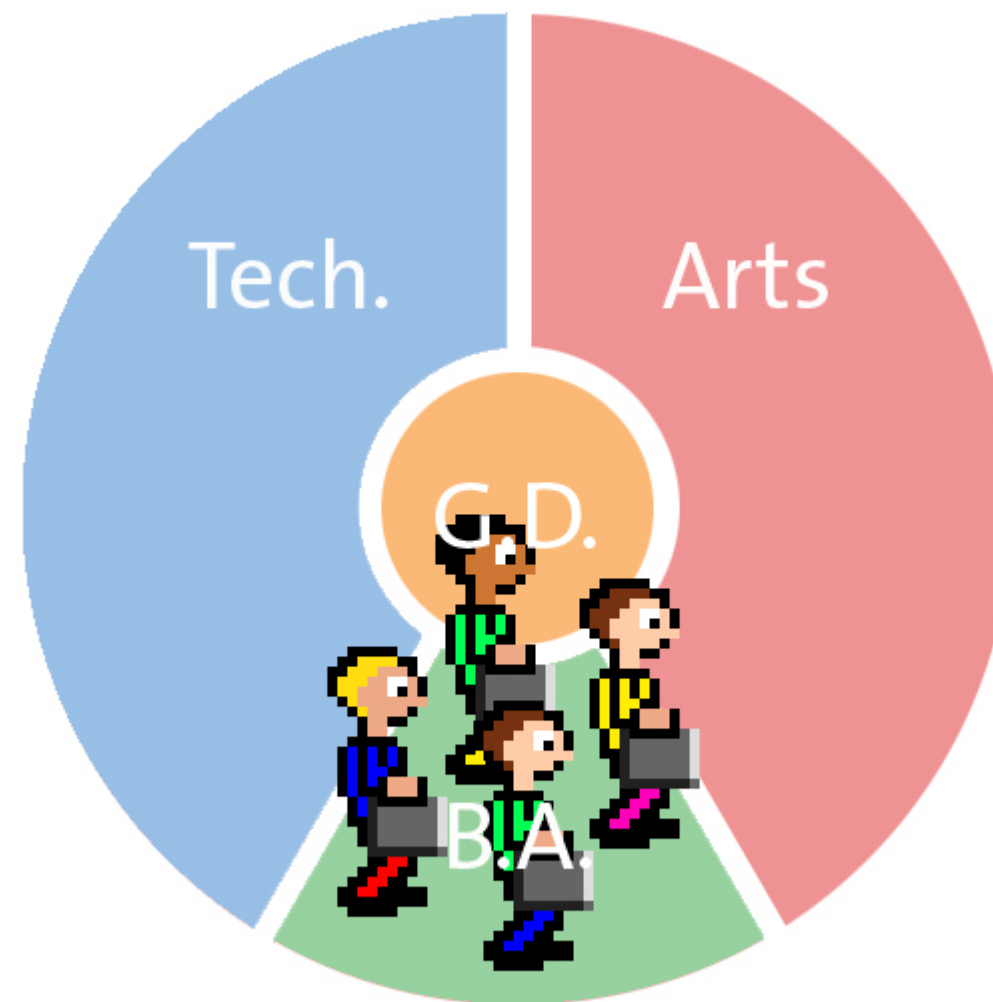


# Tech school start-up

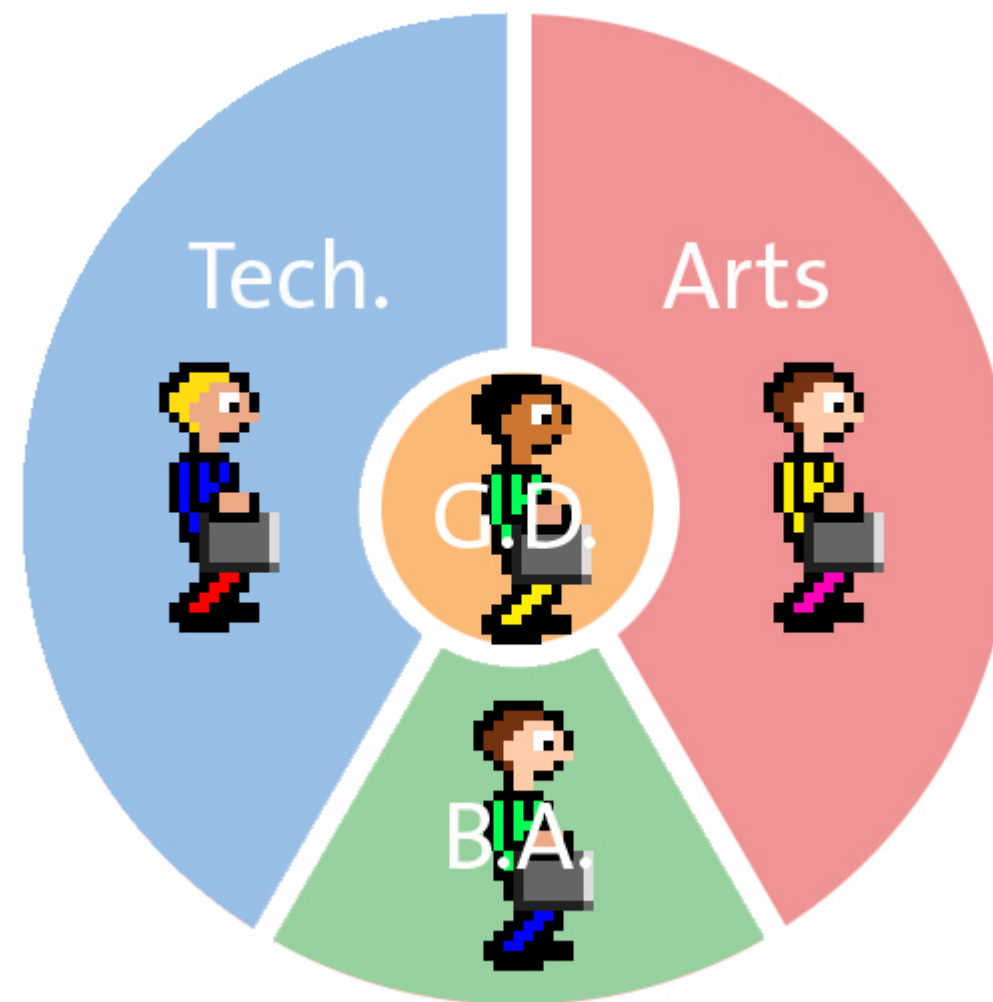




# Business school start-up



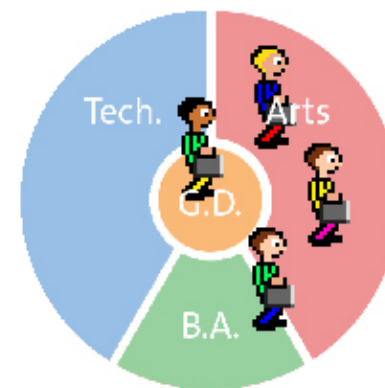
# Ideale situatie





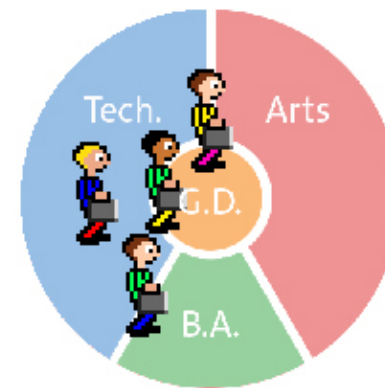
## Start Up DNA

DGG



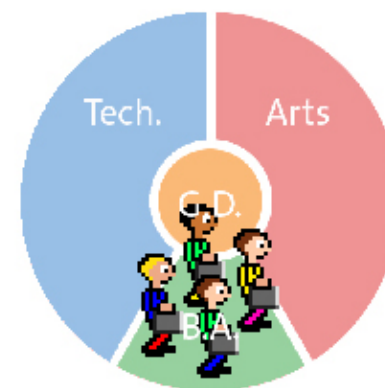
Art school

80%



Tech school

15%



Bus. school

5%

Start-up	Founders-DNA	Performance
Company A	Unchanged	Success
Company B	Unchanged	Success
Company C	Changed	Slow
Company D	Changed	Slow
Company E	Unchanged	Slow
Company F	Unchanged	New
Company G	Unchanged	New
Company H	Unchanged	New
Company I	Changed	New
Company J	Changed	New
Company K	Changed	Success
Company L	Unchanged	Success
Company M	Unchanged	Success
Company N	Changed	
Company O	Changed	Slow
Company P	Changed	Slow
Company Q	Unchanged	Success
Company R	Changed	
Company S	Changed	Slow
Company T	Changed	Slow



# Personality DNA



# Game start-ups (Indies)

Good game developer

Someone who loves to make good games

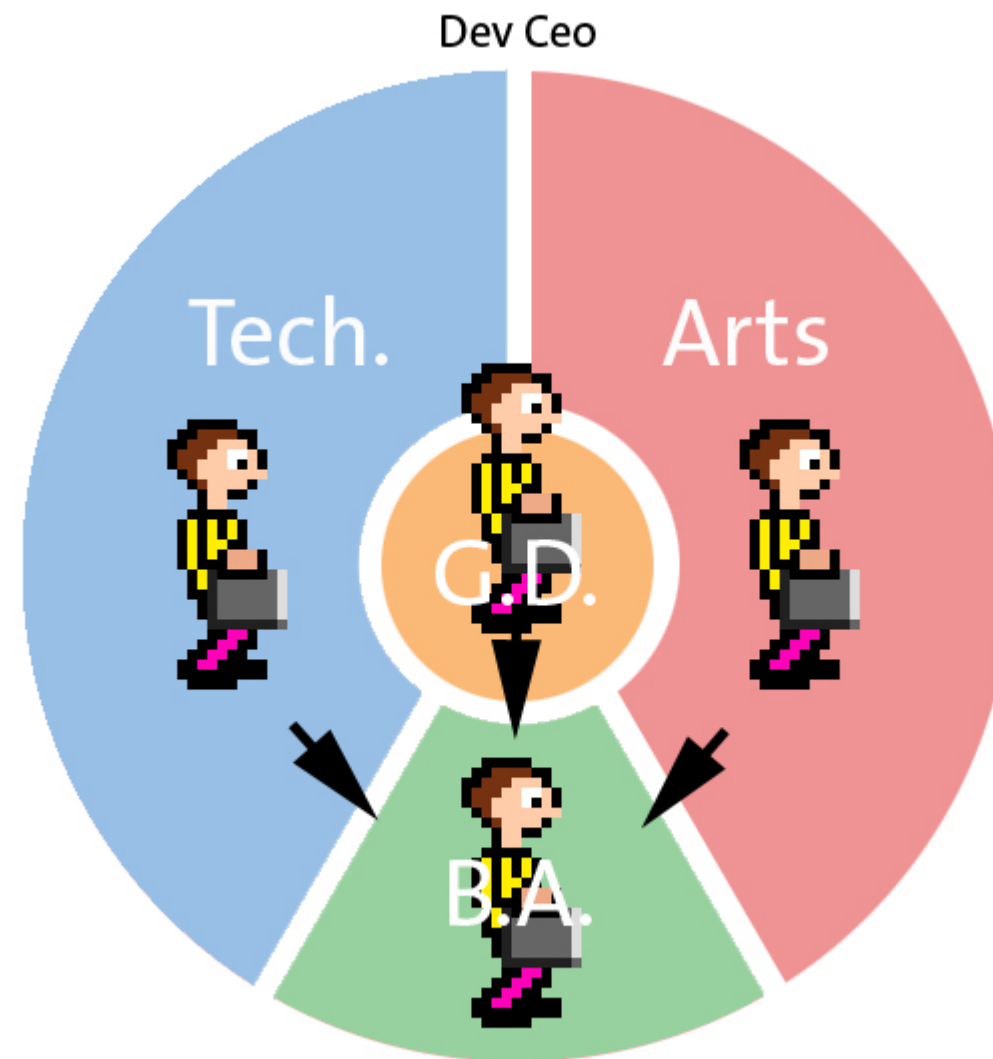
Good game entrepreneur

Someone who loves to make a good company



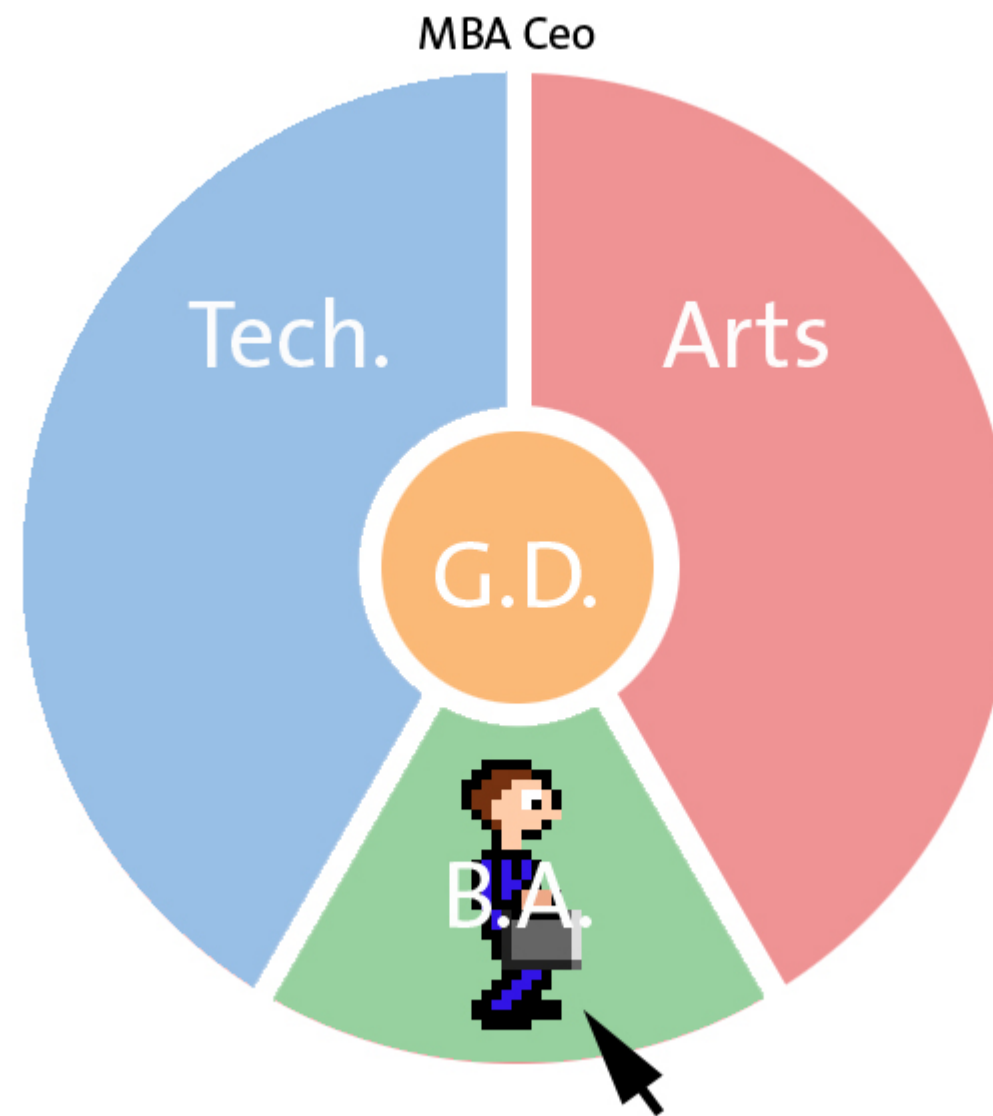


# Development entrepreneurship



"Makers" run the company

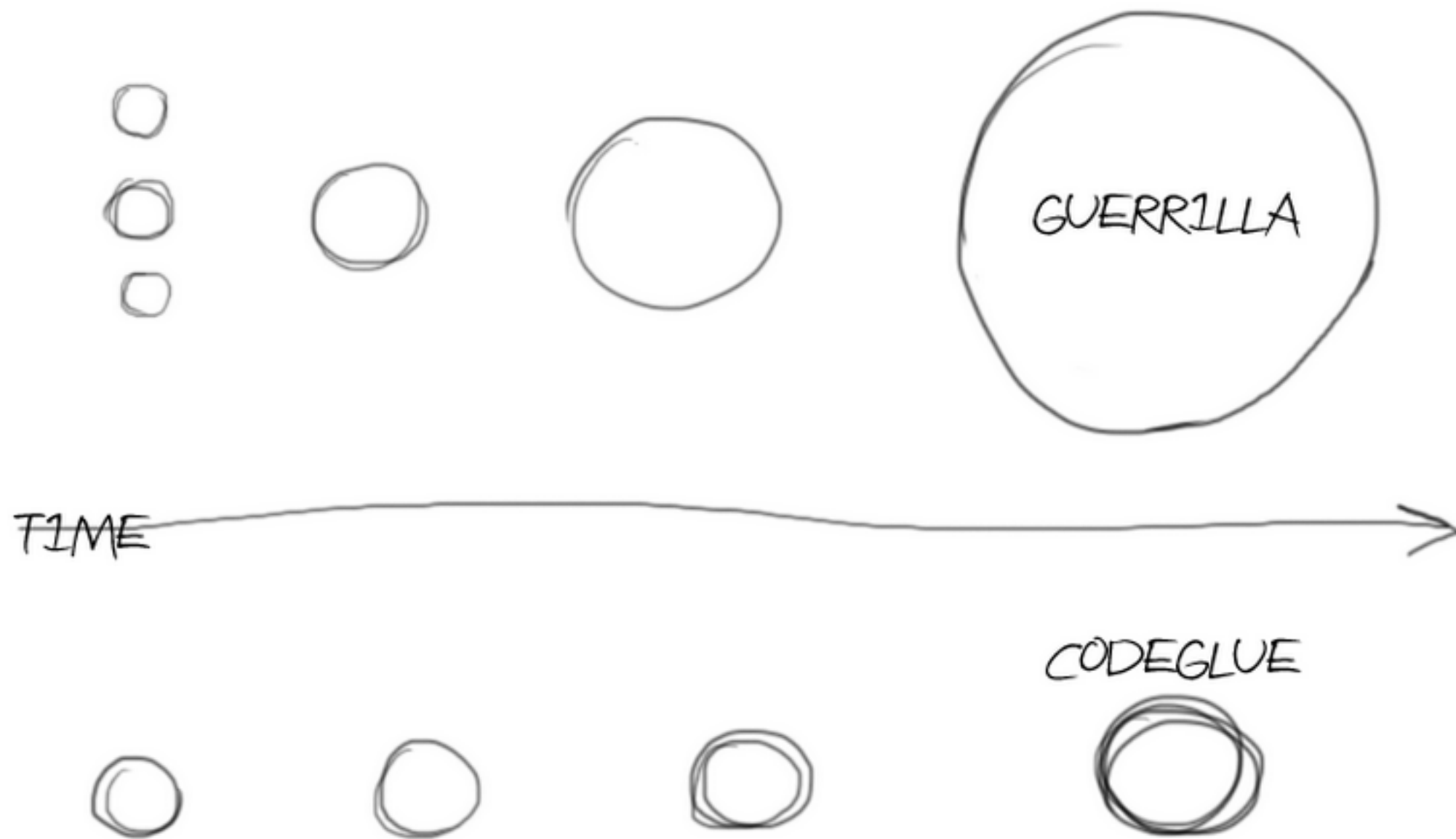
# MBA entrepreneurship



Some fancy university (still paying loans...)

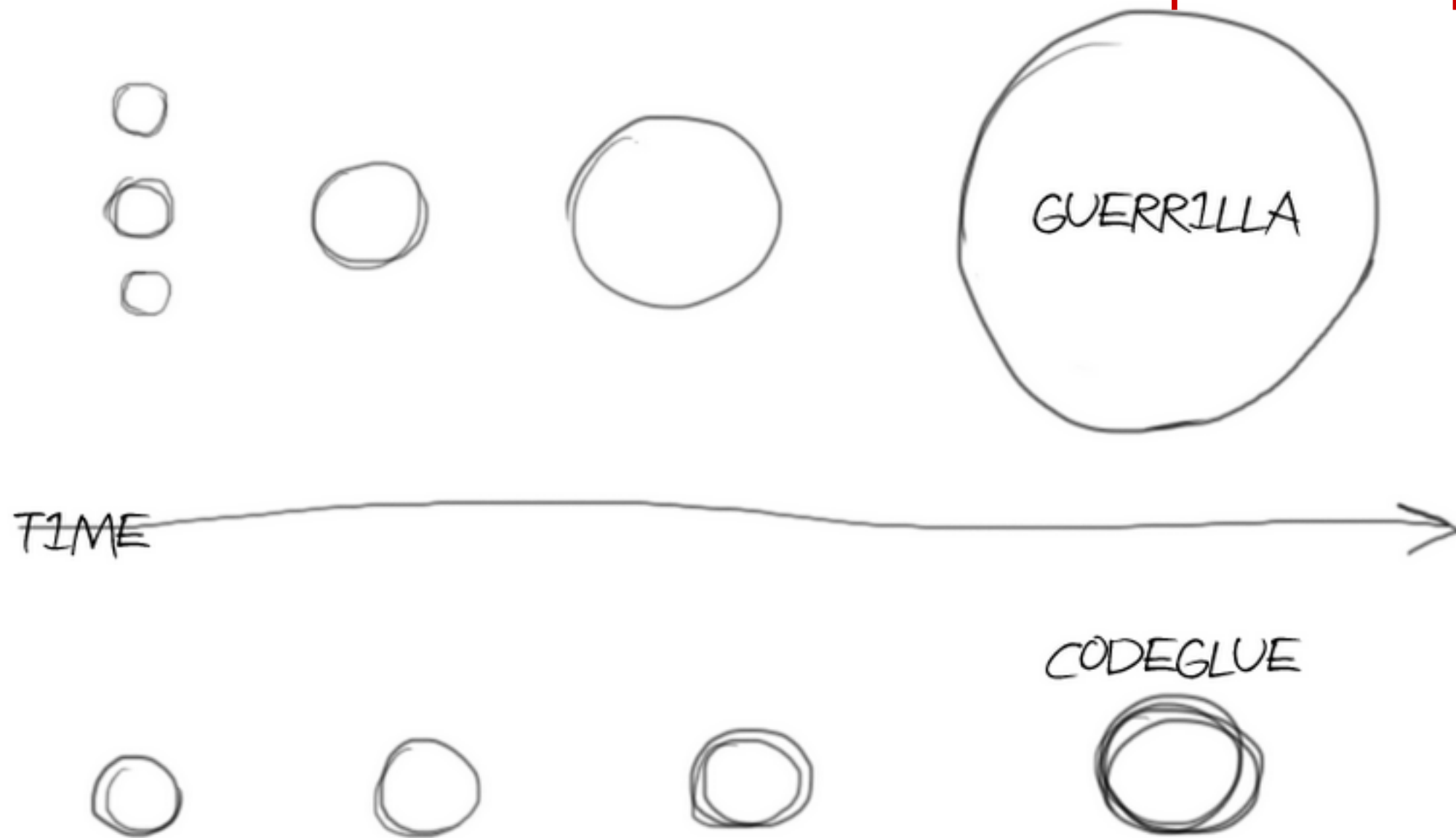


# Growth games company



# Growth games company

MBA entrepreneurship



Development entrepreneurship



# Don Daglow

Don Daglow



Don Daglow at the [Game Developers Conference](#) in 2010

<b>Born</b>	c. 1953
<b>Nationality</b>	<a href="#">American</a>
<b>Occupation</b>	<a href="#">game designer</a>

**"Being an entrepreneur  
enables me to make the games  
I want to make"**

# Community Acceleration



**National  
Economy**



## **Next steps:**

- **More roads to funding**
- **Developing commercial activities**
- **Start 2nd year of university**

**Tomorrow: Intergame**