



## Enhanced Baltic Sea Game Incubation Roadmap

*Output 4.2 of the BSGI Project*





This document summarises the rationale and structure of the enhanced Baltic Sea Game Incubation roadmap, originally designed during the Baltic Game Industry project (2017-2020) with the Interreg BSR programme.

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Berlin, December 2021

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# Content

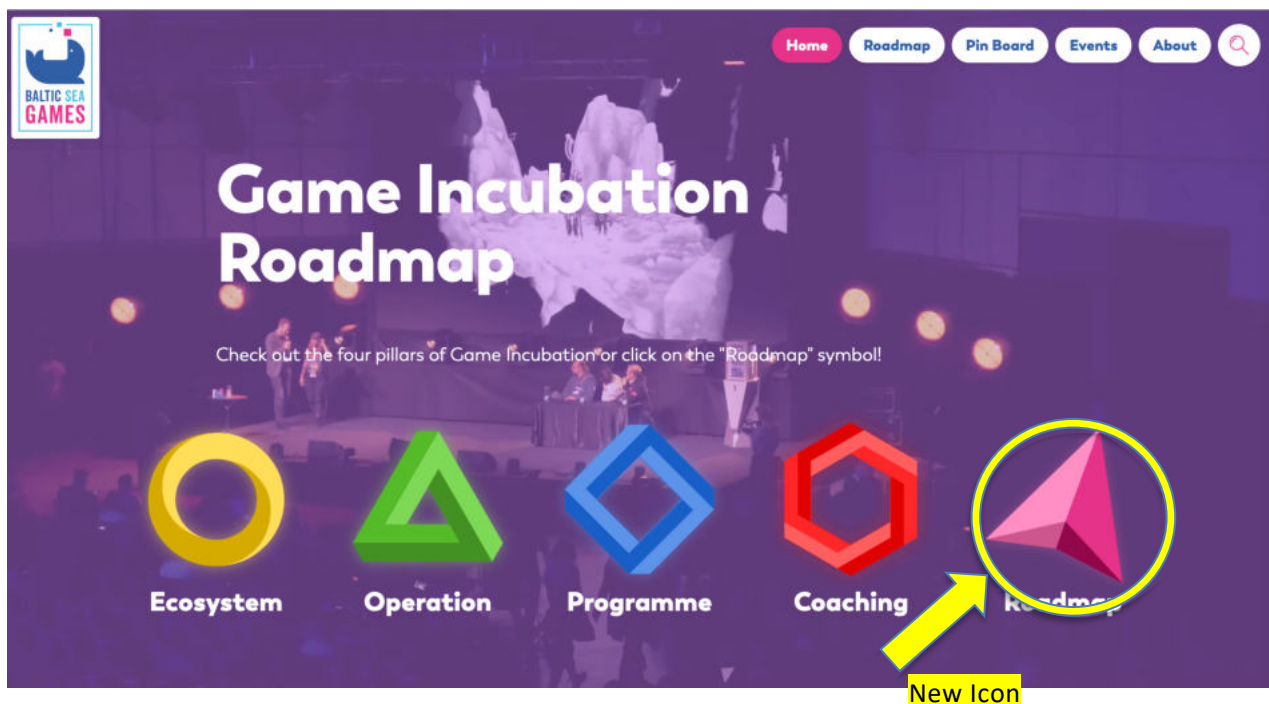
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# Executive Summary

## Enhancing the BGI Roadmap

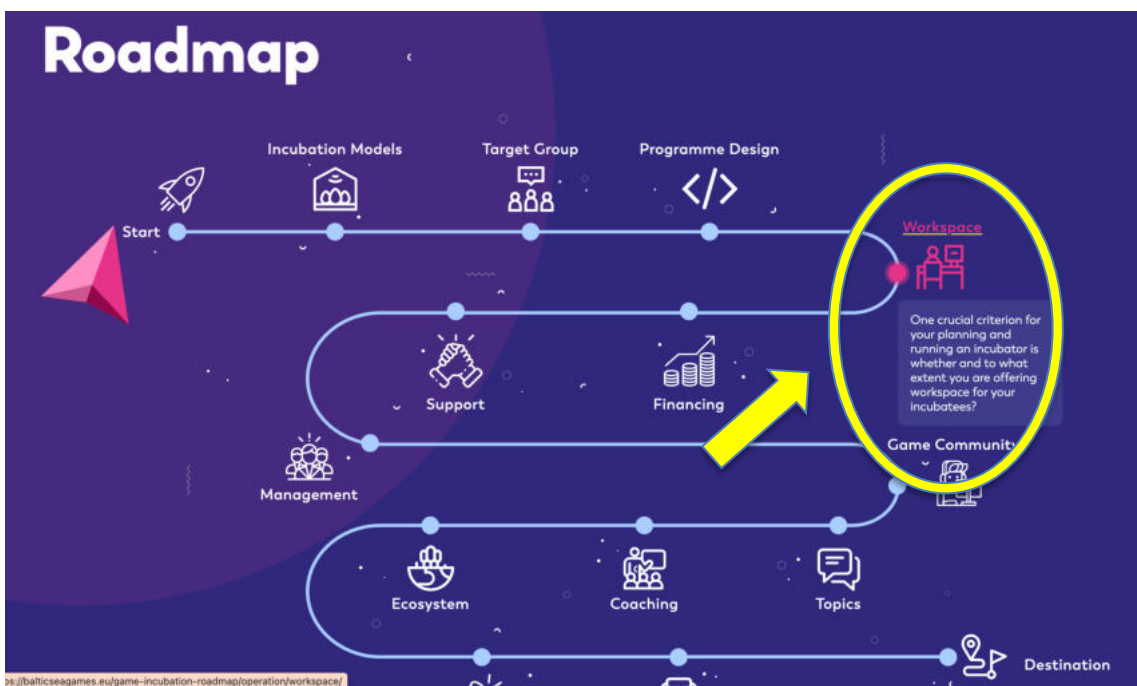
The need to enhance the BGI Roadmap arose from the understanding that dedicated game incubation is a fairly recent occurrence and yet an emerging practice with little standardised or systematised methods. The knowledge gathered during the BGI project was unique in the sense that we ventured into establishing a consistent knowledge base on how to systematically build up a dedicated game incubation programme or organisation. Though there were game or incubation experts in the consortium, only one partner had extensive experience in the combined expertise of game incubation. Thus, we could take the perspective of a user without any prior knowledge of the specifics of game incubation versus e.g. IT incubation, and yet base our study on insight from the partner with game incubation expertise (Dania Academy / Game Hub Denmark). With the pilots, a hands-on address of the different issues was possible which led to a variety of open questions about how to best handle different aspects of which only certain could be addressed by Dania Academy.

This led to the need of a follow-up project, the BSGI project, in order to get more diverse information on routines and current practices in game incubation. For this purpose, we invited game incubation and acceleration experts (Annex I), including consultants and other forms of business development support organisations or services, to discuss with them our questions. This in itself was unique, as these experts do not usually exchange knowledge on their own practices, approaches and considerations for their incubation performance. When they meet, they are more likely to discuss trends and issues regarding the game industry, game market, innovations etc than their actual work as business developers. Bringing together all those experts to discuss in particular our open questions from the BGI pilots was highly appreciated by them, as so far everyone performed to the best of their knowledge but without corroboration with other practitioners, resulting in repeated “reinventing the wheel” individually, but also in the fact that knowledge remained with the individual and was not transferred to establish homogenous concepts, routines and approaches in a systematic and sanctioned body of knowledge.



This is what we attempted to initiate through our expert discussion rounds the knowledge of which was added to the existing roadmap, or which corrected existing texts or text structures from the BGI version. To facilitate finding the relevant information depending on the circumstances of building up an incubator (or for that matter any form of business development support for young game developer teams), we designed a visual interactive roadmap which we introduced as interface between the home page and the landing pages for the different topics.

The new interactive guidance: here the mouse is over “Workspace” and a pop-up gives a hint of the content to be expected. The individual steps along the visual trajectory are the most salient topics to be considered on the way of establishing a dedicated roadmap. The “start” guides the use to the introduction to what the roadmap holds in store for them, while the “destination” was one of the additions during BSGI where we present the lean business canvas, used by the game incubator in Skövde, Sweden (the Game Arena) for their incubation teams, but which we found makes sense for both, as an instrument to support team as well as a tool when building up a game incubator.



The trajectory has been introduced to all topic landing pages, not only as an orientation to where a user currently is within the trajectory, but also as shortcut to the other key topics. The screenshot depicts the user having clicked on the above highlighted topic workspace.



Home Roadmap Pin Board Events About

Start Incubation Models Target Group Programme Design Financing Support Management Game Community Coaching Ecosystem Marketing Evaluation Destination

Workspace

Facilities, equipment, infrastructure.

Table of Contents [ show ]

Introduction

Ecosystem

Operation

- Incubation Models
- Target Groups
- Workspace
- Financing

## The “Destination”: Lean Canvas

List the primary costs of running and operating the incubator.

=> Check out the roadmap:

<https://balticseagames.eu/game-incubation-roadmap/operation/financing/budgeting/>

### Lean Canvas Model by Ash Maurya:

<b>Problem</b> 1-3 top challenges for the game industry or the region or (what else)? you want to solve <b>8 Existing Alternative</b> How is the problem tackled at present?	<b>Solution</b> Outline a possible solution for each problem <b>6</b>	<b>Unique Value propositions</b> Single, clear & compelling message to state why you are different and worth paying attention to <b>2 High level concept</b> e.g. by listing a Y for X analogy: YouTube = Flickr for videos	<b>Unfair Advantage</b> What cannot easily be copied or bought elsewhere <b>5</b>	<b>Customer segments</b> Who are your clients? <b>1 Early adopters</b> List the characteristic of your ideal target group / client?
<b>Key metrics</b> List all key numbers that tell you how your business is doing <b>7</b>	<b>Communication channels</b> to and from your customers <b>4</b>			
<b>Cost structure</b> List your fixed and variable costs <b>9</b>	<b>Revenue streams</b> List your sources of revenue <b>3</b>			

Check out the difference between a business model canvas and a lean canvas:

[https://leanstack.com/bmc\\_alternative](https://leanstack.com/bmc_alternative)

### Introduction

- About This Roadmap
- Game Incubation Landscape in Europe
- Meet the Baltic Sea Game Incubators

### Destination

### Ecosystem

### Operation

### Programme

### Coaching

# Conclusion and outlook

This roadmap “to setting up a game incubator” is only part of a larger vision, one that would allow individual game developer support organisations or experts to draw from existing knowledge, establish new contacts, keep up to date to current activities that would enhance their own work or relations with the ecosystem stakeholders, e.g. the community, other incubators, or investors/publishers etc. This was also discussed with the experts during the expert rounds. The endeavour was to be ready by the end of BSGI with an established association or similar to take charge of the roadmap, together with the Game Hub Denmark who will take care of the roadmap as partner in BSGI. However, this kind of network or community collaboration requires a basis of trust and familiarity with each other which was impossible to establish in online meetings. The hope of having a physical conference in which we would discuss details and formal procedures for such a body was crushed by the resurgence of the new virus and the increase of incidents and ensuing travel and meeting restrictions. Though the discussions online were fruitful enough to provide for the enhancement of the roadmap, we were only able to instil the idea of a collaborative group (alliance, forum or else) on the basis of a proposed structure for the larger vision and value of a roadmap or incubation platform. For this, we required the deep knowledge of what the future members of such an alliance and the target group of such a body of knowledge would need to offer. We commissioned the Association of Swedish Game Developers (Dataspelbranschen) to come up with recommendations (see Annex II). The latest conclusions within the consortium on these issues, were to combine different sites (including social media) and tools (e.g. a database) through linking them to the current roadmap, elaborating more on the wireframe rather than being dependent on one platform management system, as these evolve so quickly over time and, also restrains you with the options which other tools to include. One such tool which we explored further for its use as a source of collaboration amongst game business development support organisations or consultants/mentors was the newsletter. A concept for this had been explored by the Swedish partner, Invest Stockholm, a public agency supporting the economy and facilitating investment into regional business. Together with the East Sweden Game incubator, they experimented with different approaches toward investors, in particular seed investors which are very interesting for incubation but not very prevalent within game investment. One of these approaches was a publisher’s newsletter which was also used as tool to interest investors in young companies. As first pilots during BGI were getting positive feedback, we expanded the scope by using the partner incubators to carry out a second pilot with a transnational BSR approach. The experience led to an enhanced concept (Annex III) which we introduced in the last expert round, and which was highly acclaimed as something to pursue further in order to institutionalise it. This could then be one of the future tools imbedded in the roadmap, but without having to surrender to the content management limitations of the roadmap (wordpress).

# Annex I





## Invitation

to our workshop series

### Game Business Support Intelligence

on 28 April 13-16h CET

Join our select expert group to discuss challenges of game developer incubation and business support and scrutinise or interrogate your past and current practices

We, the Baltic Sea Game Incubation project partnership, would like to launch our workshop series with the following topic:

---

#### Enhancing the Scope of Your Incubation Business Model

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Let's start with mapping out your present situation and its history

- Who are your target groups? What determined you to target these specific groups?
- Do your target groups equal the game developer teams that participate in your programme? Or do you only reach part of the range you actually want to cater for?
- Has your target group approach changed since starting your business support activities? If so, how did this affect your business model and plan, your support programme and activities, your operation and your reach out to the different types of game developers?

Because game business support is a fairly recent practice, each of you will probably have done some quite lonely merry-go-rounds since starting your activities. Yet, although some of you have been in this business for over a decade or close to it, there is little peer-to-peer exchange on determining a shared and thus consensual paradigm for sound and effective game start-up business support. We are still a far cry from a systematic approach endorsed by the majority of experts in this field of business support.

It doesn't take a lot of imagination to see where the discussion could lead to:

- Are we following our own recipes / advice that we give our teams in terms of taking time to build a functioning and successful business model and plan?
- Are we really looking at the right target groups?
- Do we create the best possible setting for our teams?
- Are we giving way to the path of least resistance?

Surely, with our different experiences, we'll discover a stimulating and encouraging "thinking out of the box" together. Would you care to join us?

Who are we? The project "Baltic Sea Game Incubation" is a follow-up of the "BGI Baltic Game Industry" project) funded by the Interreg-BSR programme. Our endeavour is to provide a sustainable expert environment and knowledge base on game developer incubation and business support.

## Invitation

to our workshop series

### Game Business Support Intelligence

on Wednesday 30 June 14h-16h30 CET

to discuss challenges of game developer incubation and business support  
and cross-examine your past and current practices and conceptions

We, the Baltic Sea Game Incubation project partnership, would like to invite you to our second workshop with the following topic:

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#### How to lay the yellow brick road leading to entrepreneurial skills?

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Our last discussion scrutinised “what is your target group?”, “why did you choose this group?” and “Is it the right group for your intentions?”.

Supporting game developers in understanding the market and business, spans from unlocking potential to honing the skills through (pre-)incubation to acceleration (and seed investment).

How much “entrepreneurial skills training” does that require?

To judge by your discussions regarding target groups, be it graduates or splinters, hobby developers or award-winning start-ups, **only few** seem to happily embrace being guided along the yellow brick road of acquiring entrepreneurial skills.

And what does that say about our support strategies? That they are forever doomed to fail grosso modo?

So let’s question ourselves:

**“What is the right programme or approach** for my target group?”, also in terms of scope and design.

And follow up the question of **“How to convey the importance of entrepreneurial competences?”** with the interrogation of your approach on **“how to entice teams to willingly strengthen these skills?”**.

Looking forward to hearing your views, ideas and practices in this field!

Let us know if we should send you the link to the meeting: [sauter@bgz-berlin.de](mailto:sauter@bgz-berlin.de) and [lang@bgz-berlin.de](mailto:lang@bgz-berlin.de)

## Invitation

to our workshop series

### Game Business Support Intelligence

on 3 November 2021 - 15h-17h30 CET

to discuss challenges of game developer incubation and business support  
and cross-examine your past and current practices and conceptions

We, the Baltic Sea Game Incubation project partnership, would like to invite you to our second workshop with the following topic:

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**How do you judge the success of your business development support?**

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After a hopefully enjoyable summer break, we're back with our "expert round" for game business developers and start-up supporters.

After "dissecting" our target group (expectations) in round 1 and looking into your own motivation for helping the often "reluctant" start-ups in round 2, we now invite you to exchange and inspect your views **on how you judge the success of your business development** incubating / accelerating / mentoring efforts.

Looking forward to hearing your views, ideas and practices in this field!

Let us know if we should send you the link to the meeting: Mikkel Fledelius Jensen - [mfj@eaDania.dk](mailto:mfj@eaDania.dk)

## Fostering a Game Business Support Ecosystem

We, the Baltic Sea Game Incubation project partnership, would like to invite you to participate as experts in our game business development activities:

**PART ONE: 3 December 2021 - 10-12h30 CET**

**PART TWO: 17 December 2021 – 10-12h30 CET**

Over the course of this year, we have **piloted a series of different activities** which we believe are beneficial for your game business development programmes or work. There is only so much one regional incubator, accelerator, and other formats of business development can do for game start-ups and scale-ups. Funding is certainly limiting the scope, just as lack of personal, lack of mentors, lack of investor contacts, lack of interested teams, lack of industry knowledge etc. is. However, as our pilot results will show, joint activities are an excellent opportunity to **enhance your programme quality and accommodate a wider range of game developer teams.**

### AGENDA

Friday 3 December 2021	
9h45	Room is open for checks etc. <a href="https://ber.collocall.de/b/hil-ksq-s49-xmz">https://ber.collocall.de/b/hil-ksq-s49-xmz</a>
10h	<b>Meet &amp; Greet</b> – BSGI lead partner: BGZ, Christine Sauter
10h15	<b>Knowledge Base</b> for Game Business Developer and Mentors Presenters: Per Stromback, Dataspelbranschen & Christine Sauter, BSGI/BGZ
11h30	<b>Collaborative transnational formats</b> of business development for game development teams Presenters: Henri Hansen, Tartu SP, Friedrich Schadow, De:Hive, Tautvydas Pipiras, LIC
Friday 17 December 2021	
9h45	Room is open for checks etc. <a href="https://ber.collocall.de/b/hil-ksq-s49-xmz">https://ber.collocall.de/b/hil-ksq-s49-xmz</a>
10h	<b>Meet &amp; Greet</b> – BSGI lead partner: BGZ, Christine Sauter
10h15	<b>Ecosystem approach:</b> from the perspective of Game Business Developers Presenters: Christine Sauter, BSGI/BGZ
10h30	<b>Mentors, Investors, Publishers:</b> presentation of different tools to develop and foster the “game business development ecosystem” by Suvi Kiviniemi, LGIN, Johan Linder, Creative Crowds and Tomas Ahlström, EastSweden

Please join us for the presentation of these initiatives: <https://ber.collocall.de/b/hil-owg-ift-7ry> . You're more than welcome to forward this invitation to your colleagues and network.

# Annex II



## BALTIC SEA GAMES INCUBATOR NETWORK

*The information seeking mantra is  
"overview, zoom, details on demand,  
reversibility and cross reference"*

One purpose of the site is for interested parties (a.k.a. as customers) to get connected as fast as possible to the data, information and resources they need or seek.

Another purpose is to provide a network and community to incubation staff and participants, be it business developers, coaches, trainers, mentors or programme managers or game developers.

An extended reach out needed is to investors, business angels, publishers and others that are keen to find talent, IP, business cases, market and financial data.

### **Users / customers are:**

- **Game Developers, Startups, early stage**
- **Incubator staff, public sector, regional government**
- **investors Professionals supporting or catering to game industry start ups**
- **Trade organisations and cluster initiatives.**
- **recruiters**
- **vendors and providers to the industry**

The fastest way to attract, advice and inform a customer is to provide as tailored service experience that in a smooth way, guides you to what you are looking for. Without any extras or any bugle or bells.

### **THE SITE**

Since resources are limited when it comes to maintaining and administrating the site and provide content, news and updates an open and almost wikipedia-like structure is to prefer. When it comes to usefulness for the identified customers, information density and data are more important than fancy graphics and elaborate design.

That kind of open and accessible structure will also permit and encourage the foreseen community to be a active and (the most) important part of contributing with content, billboard in search of services, discussing issues and topics from business models, user acquisition to technology and software. Or any other related topic

The site need to have enough editorial resources, especially in the beginning to be able to attract, activate and uphold a community, but if it succeed with that the community will be the most important source of content.

Tools for making the site accordingly can be found here:

<https://www.makeuseof.com/tag/4-sites-create-wikipedialike-website/>





*"What we would wish for is a structure and first content, like a curated database with a structure to guide both future content providers and discovery of content"*

- 1) a straight forward approach where the elements are familiar and follow design guidelines of simple website (see Cat 1 below).
- 2) In side menu or coulomb accessible from the starting page, whea sort of binary tree structure where you tell the site a bit of your interest and then you get a choice struktur.

Ex: Given you are a game developer you will get a set of choices. If you visit the site as an investor your will get a different set of choices and so forth.(see Cat 2 below).

## THE USERS

### Cat 1:

INTRODUCTION | ABOUT | COMMUNITY | INCUBATOR NETWORK | MEDIA & LINKS | SEARCH

### Cat 2:

GAME STARTUPS | GAME INDUSTRY | INVESTOR | PUBLISHER | PUBLIC SECTOR |  
| COMMUNITY | RESEARCH | STUDENTS

Under each category a very condensed "at a glance" and sections as follow.

- Links and useful tools and checklist section
- Easy accès to detailed information on each section Facts and figures section
- Links and useful tools checklist section
- Easy accès to detailed information on each section
- easy to update structure for facts
- Most importantly updated and maintained contacts is a main feature for creating and upholding value for user!

- *A high-level categorisation (perhaps 4-5 areas)*
- *Sub-categories where it makes sense (2-3 per high-level category)*
- *A list of tags*
- *For each category a first set of content (links)*
- *For each link a short indication of what the content is about*
- *For each link a set of suitable tags*

## AT THE TOP

- **Introduktion**  
Short intro text on purpose and aim.
- **About**  
Coordinating level, main point of contact
- **Community**  
Why to join community and perks from doing so.  
+ structure for joining  
Contacts for the Balitic, trade organisations
- **Media & Links**
- Third party media such as <https://www.gamesindustry.biz/>

Data:

Keywords:

Links:

## MAIN USER PROFILES

SUB/MENUES accordingly

### Game Developer,

**Aim for this customer is to find assets in the form of an incubator close by.**

The person runs a 3 person team and wants to make games for Iphone.

Data:

Keywords:

Links:

- <https://medium.com/@ekisterev/indie-friendly-game-publishers-list-2018-47c2d96e6cbb>
- <https://www.perforce.com/p/resources/hns/master-game-production>
- <https://www.reportlinker.com/market-report/Gambling/526288/Gaming?>
- <https://www.gamesindustry.biz/>
- <https://newzoo.com/your-business/#Game-Dev-Publishing>

### Investor / financing

This customer comes with money in his pocket.

It's somebody who is curious on games as business and want to find out where to invest and get engaged in and support start ups

Data:

Keywords: #startups, #invest in games, #

Links:

- [https://baltic-games.eu/files/bsgi\\_output\\_2.1\\_investor.pdf](https://baltic-games.eu/files/bsgi_output_2.1_investor.pdf)
- <https://investgame.net/>
- <https://embracer.com/investors/the-share/>
- <https://newzoo.com/your-business/#Finance-Consultancy>

### Incubator staff

This customer want to check things out, to find the last figures on mobile sales or find a person in Finland and invite the community to an event. While at the site this person also want to find out licensing models for two different game engines.

Data:

Keywords:

Links:

- <http://his.diva-portal.org/smash/get/diva2:744447/FULLTEXT01.pdf>
- <https://www.entrepreneur.com/article/363827>
- <https://www.reportlinker.com/market-report/Gambling/526288/Gaming?>
- <https://newzoo.com/your-business/#Game-Dev-Publishing>

### Public sector

This user is within the public sector a region in the Baltics. The reason for the visit to the site is to find out whether or not the region should put resources to the regions media cluster and support local game companies. The information need is what other regions have done and also finding some Best Practise examples and interviews on setting up support and starting a game incubator.

Data:

Keywords:

Links:

- <https://www.entrepreneur.com/article/363827>
- <https://www.reportlinker.com/market-report/Gambling/526288/Gaming?>

## Students

This is the talent pool customers. You want to interest them in educations and possibilities. These are also the entities that will form the users, the community in the long run.

*Data:* Educations around Baltic Sea

*Keywords:*

**Links:**

- <https://jobs.gamesindustry.biz/>

## THE MEMBERS

We strongly recommend that the site will provide an account / membership opportunity.

The Baltic Region is a small place in the world. The network and community of people is huge advantage a small region can have and an important key to success. This have been proved over and over again over the approximately twenty-five years of build-up of the games industry in the Nordic countries.

**LOG IN**

The reason for registering and creating an account can and should be deliberated in the design process of the site. After Login / account access to more detailed info and contact persons and community functions and lists. If you provide your contacts and make a log in you also can get contact details from the network to each of the existing incubators in the baltic region in the form of someone you can call.

The log-in will also give you right and opportunity to post and receive notices from forum(s) tied to the site

## THE CONTENT

Content need to come from several sources in order to build something long-term.

Curation or shared upload – group looking after it, acknowledged member structure, user generated content for blogs and some databases is examples there of.

The editorial responsibility needs to be addressed in a sustainable fashion.

To keep the site lean, fact and data based and encourage community building and interaction between users is important for the future of the Baltic initiative.

NOTE: Content can also and be generated by news services or automated thru API:s and coding.

## SOCIAL MEDIA

Suggestion is to make LinkedIn main social media out reach.

LinkedIn reaches the business side of Games Industry and can reach potential investors of which there always will be a shortage.

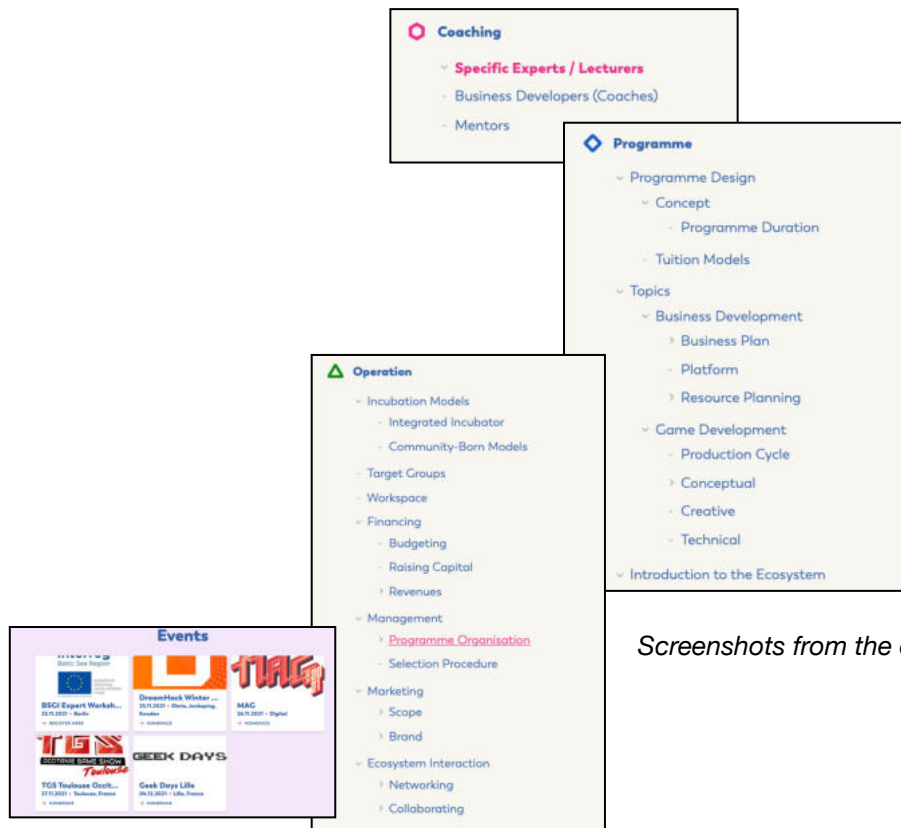


## DATA AND LINKS ALREADY ON THE SITE

The below screenshots are from the exiting site.

That data can and should be reused in the re-design of the site.

But perhaps sorted differently and simplified.



Screenshots from the exiting site.

## CONCLUSION & THE NEXT STEP

The conclusion is that the site should be reorganised and redesigned.

The next step is to allocate resources for a thorough designprocess.

That includes taking it all the way to running operations with design and development.

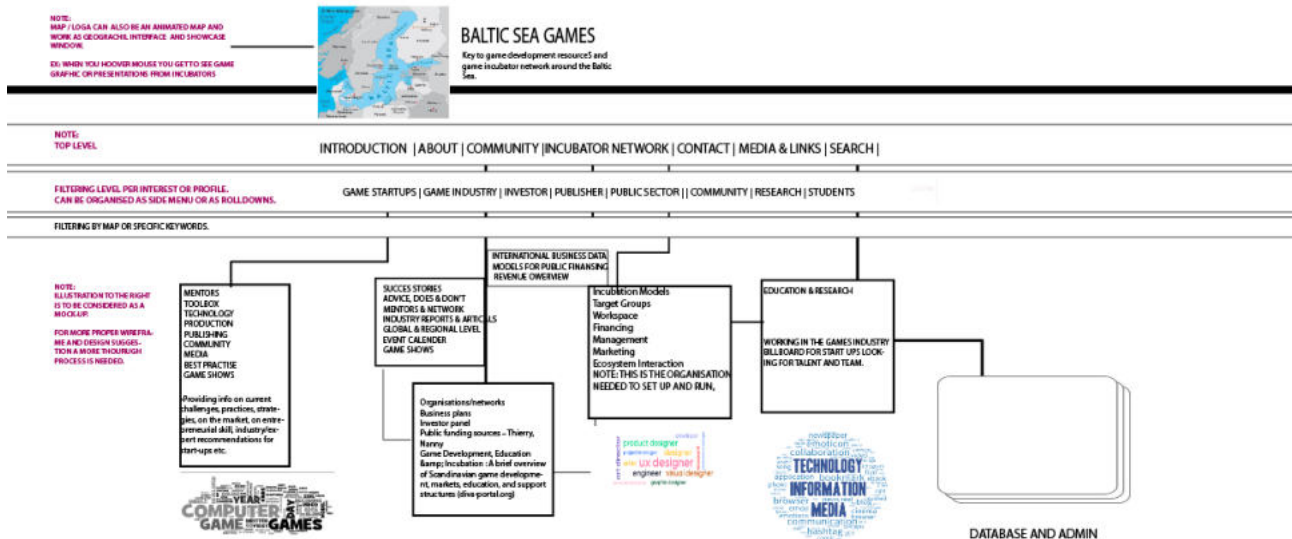
The content providing, organising and editorial resources need to be budgeted for as well.

If the purpose of this investigation on the prerequisites of site is to gain insight, material and reasoning for a more advanced project application we recommend to include the redesign and creation of a modernised and more befitting site as a work package of it's own. Closely bounded with communications work, but with enough considerations taken for the technical infrastructure and for any externa resources (e.g. consultant / communication agency) needed.

### **Recommendations:**

*Allocate resources, either from existing financing or as part of new project application. Prepare for procurement process for to find right developer / communication agency as external consultant to help do design and database. Organise / secure an internal project lead oversee project development and make sure that the project is well taken care of. Make sure that content production is guaranteed and provided for over entire foreseen lifespan of site.*

Below a mock up suggestion of analysis reasoning applied and wireframe model for structure



# Annex III

# Publisher Newsletter

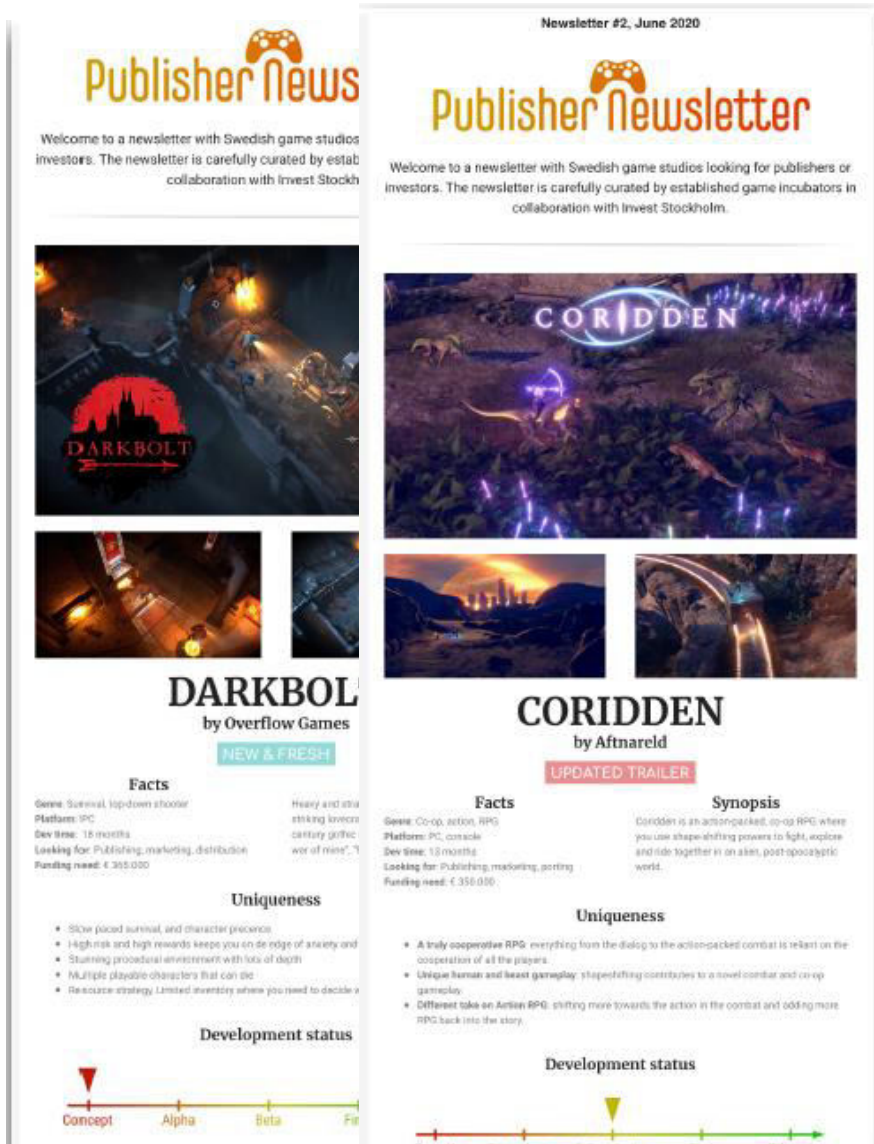
**A pilot project aimed to improve communication between publishers, investors  
and game developers**





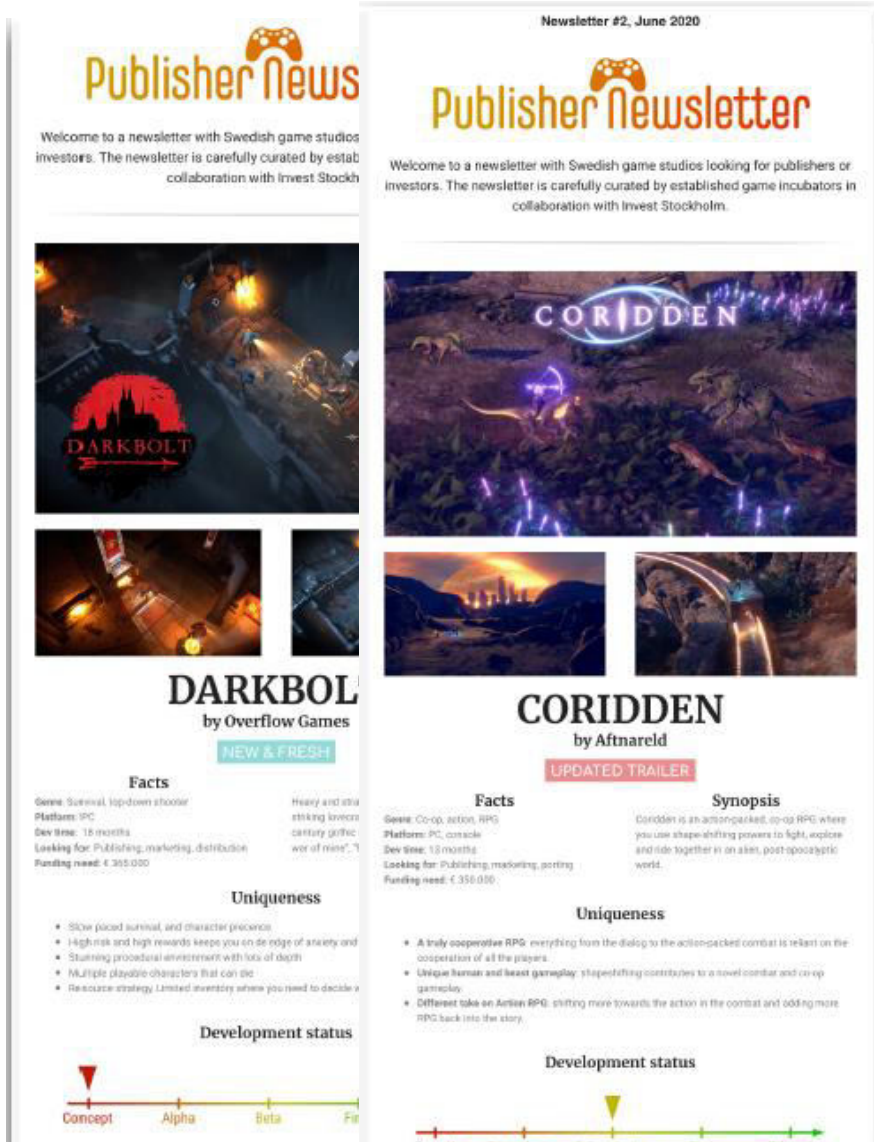
# Background

- One of the biggest challenges for independent game developers is to secure financial means to launch their titles
- One of the most common means of financing commercial game projects is through partnership with a game publisher
- Current process and communication between publishers or investors and game studios is perceived as inefficient
- This results in waste of time and money for all parties



# Hypotheses

- Could we use established clusters, hubs and incubators to make the communication between studios and publishers/investors more efficient?
- Could a newsletter containing a curated list of game projects be a mean to achieve or facilitate this?
- Could each incubator/cluster/mentor provide this type of help to game studios?





# The tender process

- December 2019
- February 2020: one contractor selected
- The pilot project ran between Feb-June
- Total project hours:

CATEGORY	HOURS
Planning & Meetings	35
Production & Distribution	42
Analyze & Report	21
Communication with Devs	17
Aggregate Publisher Data	31
TOTAL	146

## **Pre-study and key takeaways**

A small pre- study based on interviews was carried out to validate and capture publisher/investor needs, business models and challenges. Gained better idea of what types of projects are typically interesting to publishers and how to curate the newsletters

The findings strengthened our belief that publishers expect to know the current development status of the project.

Presentation preference: a gameplay video helps to get a rough idea of what the game is about and how it plays.

A timeline of the project development, a budget or budget range, cost per month ("burn rate") for the team, target platforms and service needs.

## Digital tools

- Mailchimp : for creating and distributing the newsletter
- Airtable:
  - serves as publisher/investor contact database
  - outreach to game studios information collection

## Submission for Publisher Newsletter #2 (open)

'Publisher Newsletter' is a newsletter with selected games, developed by Swedish startup developers looking for a publisher. Enter your game details here to submit your game for upcoming releases.

### Game title \*

The final title of your game (a working title is ok)

### Name of development studio \*

The company name (if you don't have a company, a cool sounding team-name is ok)

### Game header image

1000px wide 16:9 JPG-format (landscape), showing the game in a clear and interesting way (it's ok to show the game logo, but keep it fairly small in a corner)

 **Attach file**

 Drop files here

# Game project outreach form

### Game genre

What genre is your game targeting?  
Example: FPS, RPG, strategy, co-op etc

### Game platform(s)

What platform(s) are you aiming for?  
Example: PC, console, VR etc.

### Expected development time

How long production time do you plan for, with the requested resources?  
(From signing with the publisher until the game is ready to be launched)

### Development status

Describe the development state of your game.

Choose between:

- Concept (a cool idea, mockup or equivalent)
- Pre-production (development of a prototype, experimenting with concept and scope)
- Full production (development based on a GDD with budget and milestones)
- Final (the game is basically ready to be shipped)
- Released (the game is released on a platform, but you need help with more platforms, distribution, porting etc)

### What are you looking for?

What kind of support are you looking for? (It is ok to choose more than one)

- ☐ **Publisher**
- ☐ **Investor**
- ☐ **Distribution**
- ☐ **Porting**
- ☐ **Marketing**
- ☐ **Not sure, sorry**

### What are your funding needs?

Are you asking for funding? How much are you asking for (in euros)? A budget range is ok. (Be prepared to show a budget upon request)

### Game synopsis

Describe your game in an engaging and selling way.  
(Keep it short: 2-3 sentences)

### What makes your game unique?

What differentiates your game against other games in the same genre? This must be crystal clear.  
(2-5 short bullets)



# Game project outreach form

## Traction

(Optional) Have you built up any tracking in your target group, that you can brag about? If so, please explain. (For example a successful crowdfunding campaign, followers in social media, mentioning by press, youtubers etc)

## Link to gameplay trailer on Youtube

Publishers want to see clear gameplay mechanics and the look and feel of your game. (We want a Youtube-link, no Google Drive or Dropbox links please)

## Link to homepage

Make sure that your homepage is updated. Can be a game or studio homepage.

## Link to Facebook/Twitter/etc

Choose your primary social media channel  
(one link is enough)

## Contact person at developer \*

Name, email and phone to the formal contact person at your studio.

## Associated game incubator \*

What game incubator are you connected to? The incubator will handle all incoming interest from the publishers

## Contact person at incubator

Name and email to your contact person at the local games incubator.

## GDPR \*

By submitting this form, I understand that the provided information is stored in a database. The information will not be used in other context, or distributed to third parties. The developer may request that the information shall be deleted at any time. Contact [tomas@eastswedengame.se](mailto:tomas@eastswedengame.se) for such requests, questions or more info.

☐

Submit

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# 1st Publisher Newsletter

Promotion and distribution through events  
(Game Investor Session & Nordic Game conference)

## Publisher Newsletter

Welcome to a newsletter with Swedish game studios looking for publishers or investors. The newsletter is carefully curated by established game incubators in collaboration with Invest Stockholm.



### DARKBOLT

by Overflow Games

NEW & FRESH

#### Facts

Genre: Survival, top-down shooter  
Platform: PC  
Dev time: 18 months  
Looking for: Publishing, marketing, distribution  
Funding need: € 305.000

#### Synopsis

Heavy and strategic top down combat, visually striking lovecraftian apocalypse set in an 19th-century gothic city. Draws inspiration from "The war of mine", "Bloodborne" and "Darkwood".

#### Uniqueness

- Slow paced survival, and character presence
- High risk and high rewards keeps you on the edge of anxiety and relief
- Stunning procedural environment with lots of depth
- Multiple playable characters that can die
- Resource strategy. Limited inventory where you need to decide what to keep.

#### Development status



## 2nd Publisher Newsletter

This email contains confidential information

[View this email in your browser](#)

Newsletter #2, June 2020

# Publisher Newsletter

Welcome to a newsletter with Swedish game studios looking for publishers or investors. The newsletter is carefully curated by established game incubators in collaboration with Invest Stockholm.



# Results

	Newsletter #1	Newsletter #2
Recipients	70	110
Demographics	Over 65% Male, from 18 and up	Over 65% Male, from 18 and up
Opened (unique)	41	45
Clicked (unique)	11	16
Bounced	1	1
Unsubscribed	0	0
Successful deliveries	69	109
Total opens	342	845
Forwarded	0	0
Clicks per unique opens	n/a	35,60%
Total Clicks	37	42
Abuse reports	0	0
Top link clicked #1	Darkbolt Prototype intro: 14	Farmech Trailer: 12
Top link clicked #2	Usurper Trailer Draft: 10	Strobophagia - Rave Horror Trailer: 9
Top link clicked #3	Plunder Pack - Gameplay Trailer: 7	Coridden Game Trailer - 2020 v.2: 5
Top link clicked #4	Descent Alps gameplay trailer: 4	eastswedengame.se/publishernewsletter/
Top link clicked #5	Event link: 2	Nienix Trailer #1: 5
Publisher contact requests	6	5
Incubator staff not included in top clicked or most open		

## Lessons learned

- The newsletter, as a recurring activity, requires continuous attention and management
- This can be a useful tool within innovation system to incentivizes game studios to reach a point of readiness to present the game to external parties
- Hypotheses were tested to a limited extent during a limited time frame. Some real however limited results were seen with publishers and game developers actively discussing potential partnerships and collaborations.
- A number of challenges have been identified : the biggest challenge is the dedicated attention from clusters to prioritize the newsletter
- With enough engaged hubs we can create a momentum and steady flow of games being presented in the newsletter to bridge trust between all parties

## THE PROJECT

The extension project “Baltic Sea Game Incubation – Piloting Network Activities to Foster Game Incubation in the BSR” (BSGI) builds upon the BGI-project and continues to work on boosting the game industry in the Baltic Sea Region – giving special attention to capacity building. Its main objective is to enhance business support of game incubators through strategic transnational collaboration with other game incubators in the Baltic Sea region (BSR). Joining forces in transnational cooperation will significantly raise the impact on industry development as opposed to acting alone. A viable international incubation network, a standardised incubation approach with powerful support tools and the expansion of the talent pool will enable young game studios and game developers to compete successfully in the game market and turn it into a growth market.

Read more at <https://baltic-games.eu/171/project-extension-bsgi/>

## PROJECT LEAD

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## PROJECT PARTNERS

- Denmark: Dania Academy
- Estonia: Tartu Science Park Foundation
- Finland: Metropolia University of Applied Sciences, Turku Game Hub
- Germany: HTW Berlin University of Applied Sciences
- Lithuania: Lithuanian Innovation Centre
- Sweden: Creative Crowd AB, Invest Stockholm

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