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GamesLab West Midlands: GDC 2015 Application Form

Application Guidance: January 2015

GamesLab West Midlands: GDC 2015

Creative England operates with the core purpose of supporting the sustainable growth of independent creative businesses and the talent that feeds them, in every part of England outside of London.

Creative England's GamesLab is a programme of funding and business support, designed to aid and sustain the growth of the burgeoning games industry through the development of innovative games and IP. Working with emerging and established companies, the GamesLab programme aims to create the conditions necessary for the most innovative and commercially astute games companies to flourish.

The GamesLab **GDC 2015 Trade Mission** offers regional studios the opportunity to attend the Game Developers Conference (GDC) in San Francisco March 2-6 2015. GDC is the world's largest and longest running professional-only game industry event. GDC attracts over 24,000 attendees, and is the primary forum where programmers, artists, producers, game designers, audio professionals, business decision-makers and others involved in the development of interactive games gather to exchange ideas and shape the future of the industry

GamesLab West Midlands are currently offering up to 5 placements, which would include:

- Summits, Tutorials & Bootcamps Pass for 1 representative of your company
- Return Flight from UK to San Francisco, USA*
- Up to 5 nights Accommodation*
- GamesLab Business Matchmaking with Publishers and Platform Holders

*Flights and Accommodation will be booked directly by the GamesLab Team. Flights will be direct where possible, and accommodation will be booked through the official GDC housing partner

IMPORTANT: You will be notified in writing once your application is successful and your place is reserved. If you accept the placement at this stage, you will be liable to refund any costs incurred in the event that you cancel thereafter.

Eligibility

This programme is open to companies who satisfy the following criteria:

- Are a company based in the following areas: **Birmingham and the Black Country, Warwickshire, Worcestershire, Staffordshire, Herefordshire, and Shropshire.**
- Registered at Companies House
- Qualify as an SME - For advice on business types, please visit the European Commission Website and an online "SME Checker" paying particular attention to the thresholds for number of employees, turnover, and permissible amount of ownership by a parent company.
http://ec.europa.eu/enterprise/policies/sme/facts-figures-analysis/sme-definition/index_en.htm
- Have game development experience, or similar.

- Companies who plan to release a game for sale by October 2015 and will retain the rights of any IP created (i.e not working on a “work for hire” basis).
- The Creative England GamesLab programme operates under ‘De Minimis’ State Aid rules. This means a private company cannot receive over **€200,000** worth of public sector support granted under ‘De Minimis’, from whatever source in any three year rolling period. As part of the application process, applicants will be asked to list any state aid received so we can check it does not exceed the ‘De Minimis’ threshold. For the avoidance of doubt SEIS investment does contribute to a company’s overall ‘De Minimis’ State Aid allowance

The application

To apply, please complete the application form below and return it to ella.waving@creativeengland.co.uk.

Q1. Please confirm that you satisfy the criteria for the Creative England GamesLab programme by ticking the relevant boxes below. If you are unable to confirm your eligibility, then unfortunately your application will not be progressed

Please tick to confirm that the applicant company;

- Is a games company,
- Has plans to release a game commercially by October 2015
- Is an SME. Read the guidelines here - http://ec.europa.eu/enterprise/policies/sme/facts-figures-analysis/sme-definition/index_en.htm
- Is registered at [Companies House](#)
- Is based in the West Midlands areas of England (defined as; Birmingham and the Black Country, Warwickshire, Worcestershire, Staffordshire, Herefordshire, or Shropshire).
- Has not already had support from a GamesLab programme (either via a grant or business support e.g. GamesLab masterclasses)
- If successful, will not be taken over the current state aid threshold of €200,000 by the financial value of the offer made here.

Q2. Company Name

Q3. Company Address

Q4. About the Applicant

- Contact Name
- Position within company
- Email Address
- Contact Number

Q Q5. Please provide a brief paragraph on what your company do, and why you feel you'd benefit from attending GDC 2015.

>> Insert Here <<

Q6. Please provide a brief summary of the game you are currently developing. Please also forward any assets in your email when submitting your application.

Q5. Do you currently have a pending application for a grant or loan from Creative England?

Yes/No

Q7. Have you received funding from Creative England in the past 3 years?

Yes/No

>> If Yes, please provide details here <<

Q8. If you are successful in your application for complimentary tickets, travel and accommodation to GDC 2015 you will be required to attend business matchmaking meetings as arranged by the GamesLab team during your stay. You will also be required to provide Baseline Company details, such as turnover and number of employees at the point of acceptance, in order that we can map the sector in the region for statistical purposes. You will be contacted 6 – 24 months after the event to revisit your company data and identify growth or ongoing company needs. Are you happy to provide the information required by the programme?

Yes/No

Timeline

The deadline to complete this application form is **Midnight on Tuesday 20th January 2015**. Please submit your completed application form to ella.waving@creativeengland.co.uk

Applications will be reviewed and processed internally by Creative England. Successful applicants will be informed of their reserved place by February 2nd 2015.