

InGAME

R&D Voucher Scheme Guidelines – Round 1 July 2019

The scheme in brief...

Award:	£1,000 to £5,000 (non-monetary award)
Deadline:	23:59 30 th August 2019
Link to Form:	Expression of Interest Form
Aim of the fund:	The InGAME R&D Voucher Scheme supports new modes of industry-academia R&D collaboration and facilitates the prototyping, piloting and de-risking of innovative new gaming products, services, experiences, processes, technologies and market opportunities.



Contents

Introducing the InGAME R&D Voucher Scheme	3
Who should apply?	3
Categories of R&D	4
Experimental Prototyping	4
Proof of Concept	4
Feasibility Assessment	4
Audience Insight	4
Business Modelling	4
Data-Driven Design	4
IP Exploitation	4
Commercialisation Support	4
Process and Timeline	6
What is InGAME?	6
Eligibility	7
Requirements of successful applicants	7
Expression of Interest Walkthrough	7
FAQs	10
Find out more	10

Introducing the InGAME R&D Voucher Scheme

The InGAME Research & Development Voucher Scheme provides organisations engaged in game development – or with game developers - with the specialist knowledge, expertise, resources and support necessary to prototype innovative ideas, de-risk investment, test audience behaviour, and assess the feasibility of creative and commercial opportunities. Through the award of R&D Vouchers, InGAME creates mixed teams from enterprises and the InGAME academic partnership to explore new modes of interdisciplinary R&D collaboration and stimulate product, service, experience, process and technological innovation.

Note:

- R&D vouchers provide access to academic value (knowledge, expertise, background IP, specialist equipment and facilities). InGAME does not offer monetary awards,
- Successful voucher applicants are expected to contribute an equal value in cash, in kind (such as staff time, intellectual assets, materials or equipment) or a combination of both.
- Successful R&D voucher applicants retain full ownership of any intellectual property generated from the R&D collaboration, with a royalty free license provided to InGAME and its partners for the purposes of anonymised research.

Who should apply?

The InGAME R&D Voucher Scheme enables organisations engaged in, or with, game development to develop innovative ideas, exploit emerging opportunities and validate commercial potential through bespoke R&D support that could not have been undertaken otherwise. R&D Vouchers are free to access and InGAME takes no stake in foreground intellectual property that may be generated. We have identified a range of example applicants:

1. Start-ups (pre- and post-incorporation)
2. Freelancers
3. Small and medium-sized enterprises (SMEs)
4. Third sector Organisations
5. Public sector Organisations

* InGAME uses the definition of micro, small and medium-sized enterprises (SME) set out in the European Commission Recommendation of 6 May 2003, which defines upper ceilings for SMEs consisting of: a headcount of no more than 250 employees; and/or company turnover under 50 million Euros (or equivalent in British Pounds).

Categories of R&D

Successful applicants gain access to state-of-the-art R&D facilities and world-class research talent within the InGAME R&D Centre. Typical R&D collaborations include:

Experimental Prototyping

The development of a demonstrator, pilot, prototype or process to explore experimental ideas, new gaming contexts and novel applications of game designs and/or technologies.

Proof of Concept

The development of a demonstrator, pilot or prototype to test the desirability, feasibility and/or viability of a promising idea.

Feasibility Assessment

The analysis and evaluation of a specific audience, market, platform, process or technology's potential, aimed at supporting the process of decision making.

Audience Insight

The testing of prototype, work-in-progress and pre-release products, services and experiences to assess user experience, usability and/or player engagement.

Business Modelling

The design and testing of innovative business models to realise the potential value of new products, services and experiences.

Data-Driven Design

The development of a demonstrator, pilot, prototype or process to explore data-driven design innovation and/or the intelligent automation of process through Artificial Intelligence/Machine Learning.

IP Exploitation

The identification of latent product, process and technology innovations with standalone commercial potential.

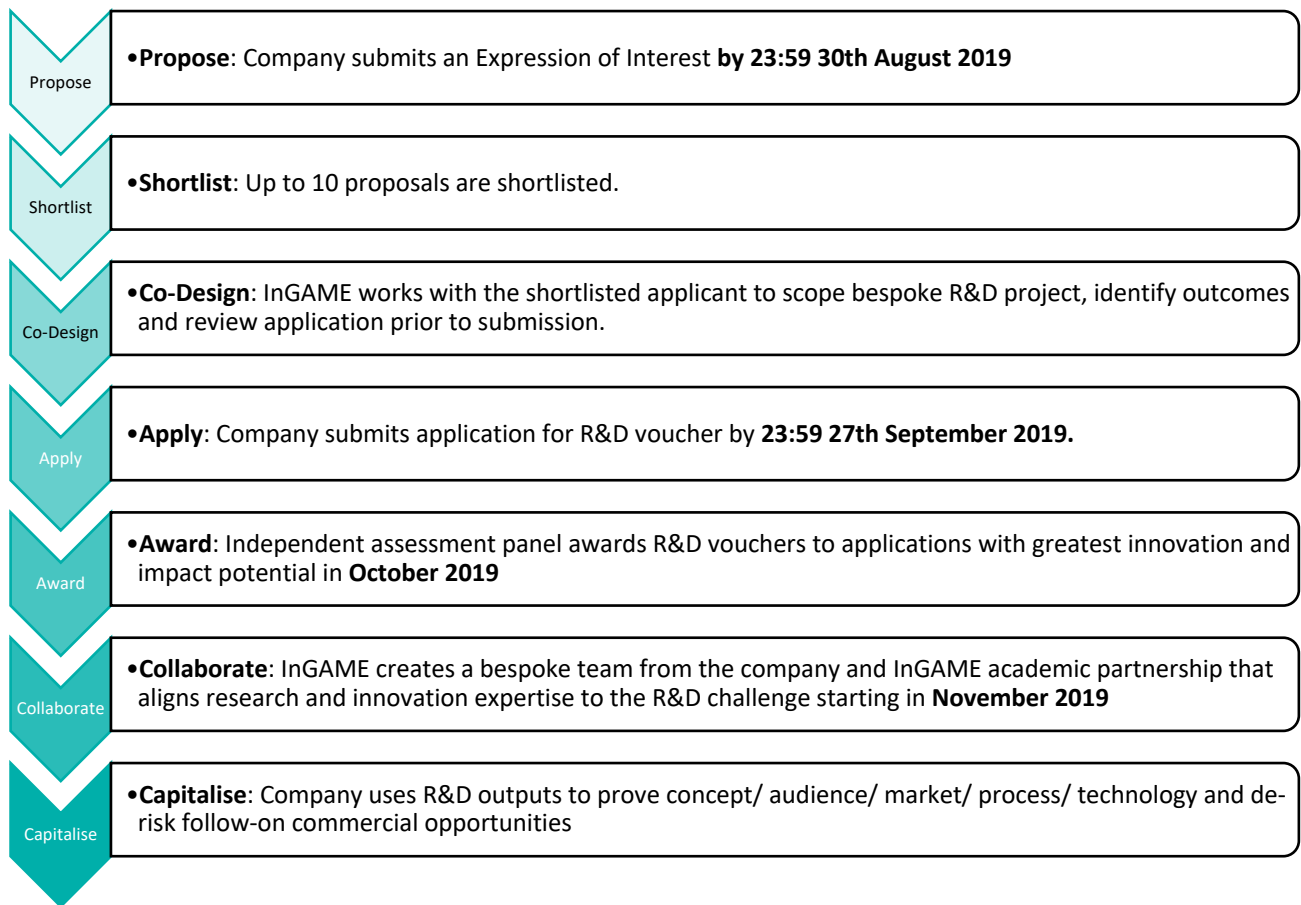
Commercialisation Support

Driving commercialisation through strategic business development support, including funding application co-writing, marketing and branding strategy, organisational transformation and investor readiness mentorship.

InGAME draws on academic and industry experts specialising in audience insight, interactive engagement, animation, narrative and storytelling, performance and play, sound design, equality, diversity and inclusivity, technology innovation, technology diversification, experimental game development, data-driven design, game production

process, entrepreneurship, creative economy, collaborative networks, design thinking, organisational development, management and leadership, and business model innovation.

Process and Timeline



What is InGAME?

InGAME: Innovation for Games and Media Enterprise is a R&D Centre based in the heart of the Dundee videogames cluster. InGAME is led by Abertay University, in partnership with the University of Dundee, the University of St Andrews and local and international industry partners. We deliver innovative research and offer R&D support to games companies in the city and beyond. InGAME has assembled a [world class research team](#) to help you exploit the most exciting opportunities available to you. The primary purpose of the project is to increase the scale and value of the Dundee cluster.

InGAME is part of the Creative Industries Cluster Programme, funded by the Arts & Humanities Research Council and part of the Industrial Strategy. We also receive significant funding from the Scottish Funding Council.

Eligibility

Anyone can apply to the voucher scheme, providing they:

- Have their main company operations in the UK or are individuals based and eligible to work in the UK
- Propose an R&D collaboration concerned with game development, game developers or media enterprise
- Propose an R&D collaboration with InGAME that creates value for the Dundee videogames cluster.

Requirements of successful applicants

InGAME is committed to making the R&D Voucher scheme as accessible as possible to successful applicants. There will, however, be a minimum expectation of your participation to maximise the outputs of the scheme including:

- Availability throughout September 2019 to refine and scope your full application with our dedicated team of R&D Fellows
- Match our R&D Investment through the provision of co-funding (cash) or resources, equipment or intellectual contribution (in kind)
- Provide ongoing support and data for the successful monitoring of R&D outputs for the duration of InGAME programme (March 2023).

Expression of Interest Walkthrough

The Expression of Interest form is your gateway to the InGAME R&D Voucher Scheme. Expressions of Interest forms are reviewed by the InGAME team to ensure that we provide you with the most relevant support available. Even if you're not shortlisted to develop an application for InGAME R&D voucher scheme, we or our partners may be able to work with you through the delivery of our wider programme of R&D activity.

The following describes how to complete the Expression of Interest form to maximise your chances of shortlisting:

1. Full Name of Lead Contact

This person should be the lead contact for activities relating to the InGAME R&D voucher scheme. If your proposal is shortlisted, you will be invited to involve wider team members to help refine your application.

2. Contact Email Address

The preferred email address for the lead contact. We would prefer if this was an email address belonging to a named individual rather than a generic or shared account.

3. Contact Phone number

The preferred phone number for the lead contact.

4. Organisation Name (if applicable)

If you are applying on behalf of an organisation, please provide your company name as registered on Companies House, where appropriate. Only businesses registered in the UK are eligible for the InGAME R&D Voucher Scheme.

5. How do you describe yourself as an organisation?

You will need to select the most appropriate description of your business from the drop-down menu provided:

- Video Game Studio
 - Businesses involved directly in the creation of video games, whether it is your own IP or contract work.
- Video Game Service or Middleware providers
 - Businesses that provide support to video game studios including HR/Recruitment agencies, software developers or event organisers.
- Creative Industries (non-video games)
 - InGAME welcomes applications from the wider creative sector who are interested in exploring how playful technologies can help them grow their business. This can include animation studios, film makers, fashion and traditional print media companies amongst others.
- Third Sector Organisation
 - Third sector organisations are neither public sector nor private sector. It includes voluntary and community organisations (both registered charities and other organisations such as associations, self-help groups and community groups), social enterprises, mutuals and co-operatives.
- Public Sector Organisation
 - Public sector organisations are owned and operated by Government (UK, Scottish Parliament or Local Authority).
- Other Private Enterprise (non-video games)
 - This option is for all other privately-owned organisations that do not work within the creative sector.
- Individual
 - For those applying who are not a registered business.
- Other
 - If you feel that none of the above categories accurately reflect your status you are still welcome to apply. Please add your own description in the space provided

6. Where are you and your organisation (if applicable) based?

We welcome all applications regardless of your location. Please remember, however, that there is a requirement to identify the benefit of your proposal to the Dundee video games cluster later in the Expression of Interest form.

7. Which R&D category best fits your proposal?

Please select the most appropriate R&D category from the drop-down menu. More details about our R&D categories can be found in the ['Categories of R&D'](#) section of this document. If you believe your proposal does not neatly fit within our pre-defined categories, please select 'other' from the drop-down menu.

8. Please provide some background to you and your organisation (if applicable)

This section looks to explore a little more about you and your organisation (if applicable). Please include links to personal biographies, portfolios and Company websites where available. (max. 2500 characters)

9. R&D Collaboration Proposal or challenge

This is your opportunity to convince us that InGAME should invest resources in your vision. You should clearly detail the problem you are trying to solve, why it is innovative for you or your business and why it can only be achieved through the InGAME R&D voucher scheme. We welcome proposals of all shapes and sizes. (max. 2500 characters)

10. How will your proposed collaboration support the development of the Dundee video games cluster?

InGAME's primary purpose is to increase the scale and value of the Dundee video games cluster. For those already based in the city, this could be the desire to start a new organisation or grow an existing one. We welcome applications from outside the city limits and we are open-minded on how the value to Dundee can be articulated. Acceptable examples include the anticipated expansion to Dundee or partnership working with an organisation within the cluster. (max. 2500 characters)

11. Are you happy for InGAME and its partner universities and organisations to contact you with further funding opportunities, events and other services offered through our R&D centre?

We would like to keep you up to date with the latest news and opportunities offered through InGAME. Clicking yes to this question will see your email address added to our mailing list, accessible by InGAME and its partners. You will be able to unsubscribe from this list at any time.

FAQs

1. What are your criteria for shortlisting proposals for further refinement?

Expression of Interest forms will be assessed by the InGAME R&D Team against the following criteria:

- Does the applicant meet the eligibility criteria set out in this document?
- Does the proposal identify a clear challenge / innovation, which couldn't be achieved without InGAME intervention?
- Does the proposal indicate the potential to increase the scale and value of the Dundee video games cluster?
- Does InGAME have the relevant resources available to support the proposal
- That the applicant isn't requesting a monetary award

We will issue an email confirming whether we will pursue your proposal further. The R&D Voucher Scheme is just one of many ways that InGAME can support you and we will signpost other opportunities that might be more suitable for you, should you not be shortlisted at this stage. You will also be welcome to submit an expression of interest again in the future if you address the concerns raised from your first submission.

2. Can I submit more than one proposal?

Yes, you may, but we strongly advise you to consider how managing multiple projects may weaken your proposals. Each organisation will only be awarded one voucher per funding round.

3. If successful, how long will we be given to realise the output of our voucher?

An estimated delivery date will form part of your final application and this should be established on what is reasonable for the output, rather than a fixed timescale. The InGAME team will work with you to ensure that your output is delivered on schedule.

4. Who will own the Intellectual Property generated through the process?

Upon being awarded an InGAME R&D Voucher, you will be required to sign our Voucher Applicant Agreement (Terms TBC). The agreement clearly states that the applicant will hold exclusive rights to the foreground IP generated as part of the R&D process but that InGAME and its university partners will hold a royalty free licence for the purposes of anonymised research.

Find out more

For more information about InGAME and the R&D Voucher Scheme, please visit www.innovationforgames.com or email the team at enquiries@innovationforgames.com.