



## **Games Lift - the Incubator for Game Developers - from Gamecity Hamburg enters Round 5: Application phase until June 10**

Hamburg, May 2, 2024: The location initiative Gamecity Hamburg kicks off the application phase for their Games Lift Incubator 2024. This unique funding program for game developers in Germany is open for applications from May 2 to June 10 at <https://gamecity-hamburg.de/incubator/>. Five teams will receive financial support in the form of 15,000 euros, a comprehensive workshop program and access to the Games Lift Network of experts from the international games industry. In addition, the teams can benefit from 1,000 euros in coaching budget. After a three-month workshop phase, the teams will be further supported in their project development with individual mentoring and will travel together to an international industry event until August 2025.

Since 2020, Gamecity Hamburg's Games Lift incubator has supported a total of 20 start-ups and developer teams in the development of their digital games. Graduates of the program include Symmetry Break Studio, who received the Young Talent Award for the "Best Prototype" at the German Computer Game Award 2024. Other incubator alumni share their experiences in the incubator here: <https://gamecity-hamburg.de/de/news/games-lift-alumni-why-go-for-the-incubator>

**New Diversity Checklist:** As it has been mandatory for Prototype Funding since the funding round in 2024, Gamecity Hamburg is also introducing a **Diversity Checklist** as part of the application process for Games Lift. This contributes to the applicants' examination of their structures and processes in the development of game projects.

"We continue to develop the Games Lift Incubator program every year. To support our incubator teams even more effectively in addressing publishers and end consumers in the future, we are integrating a joint trip to an industry event into Games Lift.", explains Margarete Schneider, Project Manager at Gamecity Hamburg.

### **Further components of the Games Lift program**

Indie developers who are accepted into the incubator can expect a year of support in form of knowledge transfer, provision of resources and a strong network.

**Specifically, the participants receive:**



- 15,000 euros financial support
- An extensive workshop program tailored to the needs of indie developers
- Individual mentoring by five experienced industry professionals
- An additional coaching budget of 1,000 euro
- Workspace for collaboration and exchange
- Joint trip to an international industry event
- Access to the Games Lift Network consisting of around 30 industry experts
- Playtesting sessions and other internal as well as public events

**New to the 2024 selection committee: Kristin von der Wense and Tobias Graff**

The awarding committee of experts from the local games industry and representatives of Gamecity Hamburg, will decide which applicants will be accepted into the Games Lift Incubator 2024.

**Kristin von der Wense** is a Publishing Producer at Daedalic Entertainment and has also advised numerous teams in our Pitch Level Up events. **Tobias Graff** is Co-founder, Programmer and CEO of the Hamburg-based indie studio and publisher Mooneye Studios, with a focus on narrative and cozy games.

**Other experts on the awarding committee: Ole Schaper** (Managing Director of The Sandbox Hamburg (Sviper GmbH)), **Heiko Gogolin** (Managing Director of Rocket Beans Entertainment) and **Margarete Schneider** (Project Manager at Gamecity Hamburg).

**Info event "Games Lift Insights" on May 14 with Cassia Curran**

The online event "Games Lift Insights" on May 14 at 2 pm will give a first insight into what the participating teams can expect in the incubator's workshop program. **Cassia Curran**, strategy and business development consultant for indie games and part of the Games Lift Network, will give an introduction to market analysis for indie games. In addition, the Gamecity team will provide information about Games Lift and the application process.

**Information and registration for the event:**

<https://www.eventbrite.de/e/games-lift-insights-basic-market-analysis-for-indies-tickets-881221466127>

**All further information on the Games Lift Incubator can be found at:**

[www.gamecity-hamburg.de/incubator](http://www.gamecity-hamburg.de/incubator)

**Photos for editorial use:**

Photo 1: Jan-Marius Komorek

Photo 2: Oliver Reetz



Photo 3+4: Gamecity Hamburg

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**About Gamecity Hamburg**

Gamecity Hamburg supports, connects and makes the gaming hub Hamburg visible. The aim is to improve the general conditions for companies and founders of the games value chain in the city, to support them in their further development and to anchor Hamburg in the public perception as one of the leading games locations in Germany. Gamecity Hamburg is the contact point for Hamburg's games funding as well as the Games Lift Incubator and also offers programs, events, and services in close cooperation with the games industry to strengthen local developers. At the same time, the exchange of knowledge within the sector and with other industries is promoted. The promotion of young talent, the development of new formats that activate the strong network of games companies in the city, and internationalization are the focus of the location initiative's activities. Gamecity Hamburg is part of Hamburg Kreativ Gesellschaft.

**About the Hamburg Kreativ Gesellschaft**

Since its foundation in 2010, Hamburg Kreativ Gesellschaft has seen itself as a central contact point for all players in Hamburg's creative industries from the eleven sub-markets of architecture, visual arts, design, film, literature, music, press, radio, software/games, theatre/dance, and advertising. It supports creative professionals with contemporary services and promotes innovation within the framework of the "Cross-Innovation Hub" project. Since 2017 the industry-specific initiatives Gamecity Hamburg, nextMedia.Hamburg and Design Zentrum are part of the Hamburg Kreativ Gesellschaft mbH.