



Gamecity Hamburg funds three games prototypes with € 159,000 in second funding round 2021

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Hamburg, November 17:

In the second funding round in 2021, Gamecity Hamburg supports three promising games projects with a total of 159,000 euros through its Prototype Funding program. The non-repayable grant enables companies and developers based in Hamburg to develop prototypes of their games for the growing global games market. Together with the six projects selected by the awarding committee in the first funding round, Gamecity Hamburg funds nine prototypes with a total of 411,000 euros this year.

Starting March 4, 2022, right after the Hamburg Games Conference, companies and developers can apply again for the next funding round of Gamecity Hamburg's Prototype Funding. The application phase for the second funding round will start directly after gamescom 2022.

"Both 2021 funding rounds have impressively shown us that there is a great deal of dynamics in the games industry in Hamburg. We were impressed by how diverse the funding applications were - in addition to games of all genres and for all platforms, a serious game, and a home training app convinced the awarding committee with their market potential for the first time in this funding round," says Dennis Schoubye, Head of Gamecity Hamburg and member of the awarding committee for prototype funding.

The funded projects of the second funding round 2021

- Castle Town by Sviper - 80,000 euros
- CR4NKUP by CR4NKUP - 40,000 euros
- Mambio by neurodactics – 39,273 euros

In the mobile game **Castle Town** by **Sviper**, players can build towns in a medieval setting and optimize supply chains for all the goods they need on a grand scale. Sviper is an indie studio from Hamburg and was able to celebrate its first successes with the debut "Super Spell Heroes". With Castle Town, Sviper wants to take off further.



CR4NKUP by **CR4NKUP** is an indoor training game that combines real bike training with a virtual world filled with a large number of fellow players. Through gamification elements such as multiplayer and online tournaments, the free-to-play app is designed to motivate professional athletes and amateur cyclists alike.

Mambio by **neurodactics** is the first serious game supported by the Hamburg prototype funding. Mambio is an inclusive learning game for elementary school-aged children that playfully promotes the fun of math and aims to make learning arithmetic easier for children with disabilities as well.

A total of eleven start-ups, games companies and solo developers applied for funding in the second funding round 2021 from August 30 to October 16. After an online pitch, the projects were selected by an awarding committee, consisting of Hamburg industry experts Nina Müller (Head of Publishing, Goodgame Studios), Michael Schade (Co-Founder and CEO, ROCKFISH Games), Valentina Birke (Project Manager, Super Crowd Entertainment), Jens Unrau (Head of Department Media and Digital Economy of the Ministry of Culture and Media in Hamburg) and Dennis Schoubye (Head of Gamecity Hamburg).

In addition to a convincing presentation of the project and the team members, the experts evaluated the submitted projects according to further criteria such as promotion of young talent, team, market potential and location effect for Hamburg.

Prototype funding from Gamecity Hamburg

In 2020, the funding program already supported the development of seven prototypes with a total of 430,000 euros.

All information on prototype funding in Hamburg can be found at:

www.gamecity-hamburg.de/funding/.

The next application phase for prototype funding 2022 will start directly after the Hamburg Games Conference on March 4, 2022. The application phase for the second funding round in 2022 will start directly after gamescom.

Those who would like to discuss prototype funding and other funding programs for the games industry more intensively are cordially invited to do so on the Gamecity Hamburg Discord server: <https://discord.gg/gamecityhamburg>.

Further funding opportunities through Gamecity Hamburg

With its support and funding program Games Lift Incubator, Gamecity Hamburg supports five teams per year with up to 15,000 euros and a three-month



coaching and mentoring program by experienced, international experts from the games industry.

For the teams participating in the Games Lift Incubator in 2021, the intensive phase of their participation in the program will end on December 2 with the "Games Lift Graduation" event.

Guests can register to participate in the Graduation event via live stream or on-site. Free tickets are available on Eventbrite: <https://games-lift-graduation-2021.eventbrite.de/>

For further questions please contact:

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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 designxport are part of the Hamburg Kreativ Gesellschaft mbH.