

FAQ Games Lift Incubator

Gamecity Hamburg

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1 General Principles and Goals of the Games Lift Incubator

1.1 Fundamentals and Principles

1.1.1 What are the goals of the Games Lift Incubator?

The Games Lift Incubator aims to enable young developer teams to create successful concepts for digital games and games related projects with high market potential. Its mission is to provide the developer teams with the necessary resources to allow them to work on their projects in a first step with high concentration accompanied by input from experienced industry professionals.

1.1.2 What does the Games Lift Incubator offer?

Games Lift provides developer teams with a workshop program, financial support, and office space in a co-working space.

1.1.3 What kinds of projects can be supported?

Eligible for support through the Games Lift Incubator are digital games related concepts and projects. Teams can apply with concepts for a digital game as well as other games related projects and innovations. If you are in doubt about whether your project is a fit for the Games Lift incubator, we recommend setting up a consultation appointment with funding@gamecity-hamburg.de.

1.1.4 What stage should my project be in when starting the Games Lift Incubator?

There are no strict requirements regarding the stage of the project you want to work on in the Games Lift Incubator program. On your application, please state what stage the project is in now and what you want to achieve inside the Games Lift program.

1.1.6 How does the Games Lift Incubator relate to the Gamecity Hamburg Prototype Funding Program?

Both programs support the same main goal of supporting Hamburg-based game developers to successfully launch a product with high market potential but are independent of each other. The Incubator program supports teams in creating high-quality concepts that can be used as a basis for application to the prototype funding afterward. Please note: teams of the Games Lift Incubator will still have to pass the general prototype funding application and pitch process.

2 Eligibility to Apply and Application Process

2.1 Applying for the Games Lift Incubator

2.1.1 Who can apply for the Games Lift Incubator?

Eligible to apply are developers and developer associations, student teams, start-ups, and teams in the process of founding a company. Small and medium-sized companies (SMEs) are also eligible to apply.

2.1.2 What do I have to consider to apply?

- Team size should not exceed 5 members per team.
- All team members should be available to attend workshops on approx. 2 days per week for the three-month duration of the Incubator program.
- The precondition is always that the team is already based in Hamburg or can prove that they will relocate their residence to Hamburg or open a subsidiary or branch establishment in Hamburg upon entering the Games Lift Incubator program.

2.1.3 Can I apply if I already receive prototype funding from Gamecity Hamburg?

You cannot be granted funding through both programs at the same time for the same project. If you are applying for the Incubator with one project while being granted the prototype funding for another project, this is generally possible if you can plausibly demonstrate how your team can handle each project and that it does not affect the timing or any other aspects of your prototype funding contract. Please make sure to discuss this in your consultation appointment before applying.

2.1.4 Can I apply if I already receive funding from another source?

If de minimis subsidies are involved, yes, but these may not exceed a total volume of 200,000 euros in three years from the first subsidy. Other public subsidies that are not subject to the de minimis regulation can be applied independently of this. Gamecity Hamburg must be consulted for a planned accumulation of subsidies for a project supported by Gamecity Hamburg.

2.1.5 What else should be considered in connection with a de minimis funding?

- A funding recipient may receive a total amount of up to EUR 200,000 without notification within three years from the date of the first de minimis aid.
- Furthermore, the grant recipient is required to disclose all de minimis aid received during the three years in relation to the maximum allowable de minimis aid. The recipient is also obliged to declare any aid granted under this policy when applying for other aid.
- If the aid exceeds the permitted thresholds or the highest possible funding rate, the aid is inadmissible and results in the aid not being able to be granted or, if it has been granted, must be recovered in full.

2.1.6 Can I apply if I don't live in Hamburg?

Yes, but at the same time the precondition for entering the Games Lift Incubator program is always that the team is already based in Hamburg or can prove that he will relocate their residence to Hamburg or open a subsidiary or branch establishment in Hamburg upon.

2.1.7 When and how can I apply?

The current application round runs from June 26 2020 to July 27 2020 11:59 pm. Applications are submitted online through [this airtable form](#).

A detailed document on How to apply for the Games Lift Incubator can be found on <https://www.gamecity-hamburg.de/funding> and will take you through the application form step by step.

We strongly recommend a **consultation appointment** before submitting the application. Please contact us at funding@gamecity-hamburg.de to set up an appointment and include the following information:

- Short project outline (max. half a page of text or a slide) of the project
- Background of the team (max. half a page of text or a slide)
- Questions regarding the application

2.2 Application & Awarding process

2.2.1 What happens after I submitted my application?

The awarding committee will review all valid applications and invite teams to an online pitch in August. Based on the pitches, the committee will give a recommendation on which five teams will enter the Games Lift Incubator program.

2.2.2 Why is there an awarding committee?

The funds available for the Games Lift Incubator shall be used in the best possible way to contribute to increasing the quality, market opportunities, and variety of digital games developed in Hamburg. Besides, the program is intended to support new founders, start-ups, and companies and create new jobs on site. To achieve these goals, the experts on the awarding committee will have to make an assessment and decide on all submitted applications. This is also necessary if more applications are submitted in one application round than can be covered by the available budget and workshop capacities.

2.2.3 How is the applicant's project pitched before the awarding committee?

The applicants will be informed by Gamecity Hamburg about the date and necessary preparation for the pitch in front of the awarding committee in time. During the pitches, the contents of the application documents will be presented by the applicants and the awarding committee will have the opportunity for further questions.

3 The Games Lift Incubator Program

3.1 Workshop & Coaching Program

3.1.1 What can I expect from the workshop program?

Workshops will cover basic knowledge needed for developing game projects with high quality and market potential like defining your project's main concept, USPs, needed resources, potential target groups, and market strategy. The program will also cover business and legal aspects relevant for founding a new company.

Games Lift aims to tailor the workshop program to the teams' needs based on the project they apply with as much as possible while making sure they stay relevant to all attending teams.

Workshops will be held typically once per week. Since some topics might take up more time than others, please prepare for being available for workshops on 2 days per week during the Incubator duration.

3.1.2 Is attendance mandatory for all workshops?

Providing teams with industry knowledge and experience is a primary component of the Games Lift Incubator. Therefore, all teams should be available for all workshops to make sure they can make full use of the program. If a team member should be indisposed for a particular workshop, please give notice to Gamecity Hamburg in advance.

3.1.3 When and where will the workshops be held?

Depending on the Corona situation, workshops will be held either inside the co-working space in the Hamburg city center and/or online. We will provide participating teams with further information regarding online workshops ahead of time.

3.1.4 What language will the workshops be held in?

Workshops will be held in German or English with regards to both the language of the speaker and the teams.

3.2 Expense allowance

3.2.1 What is the amount for the expense allowance and when will it be paid out?

Teams can receive an expense allowance of up to €15,000. The first batch of €7,500 will be paid out at the beginning of the program in September. The second batch will be paid out after the team has successfully completed Phase 1 of the Incubator program as well as the milestone pitch in October.

3.2.2 What can the expense allowance be used for?

The expense allowance can be used to cover project related-costs. This may refer to the livelihood of team members as well as contracting freelancers for tasks on the project as well as software or travel expenses to showcase the project.



3.2.3 Does the funding have to be repaid?

No, the funding is granted as a non-repayable grant on a de minimis basis. Only under certain specific circumstances that constitute a breach of the funding contract must the grant be repaid.

3.3 Co-working space

3.3.1 What does the co-working space offer?

Aside from workstations (desk, chair, lockable mobile container), the co-working space provides WIFI, conference rooms, printer/copier, a mailbox as well as water and coffee.

3.3.2 Where is the co-working space located?

The co-working space is located in central Hamburg.

3.3.3 When can the co-working space be used?

The office space is provided to teams 24/7 for the whole duration of the Incubator program from early September to early December 2020, pending the Corona situation.

Workshops, pitches, and networking events are also planned to be held inside the co-working facility.

3.3.4 What is to be considered in regard to the Corona situation?

Depending on the then-current legal and hygienic regulations, the co-working space might not be available for the full duration of the program. Gamecity Hamburg will closely monitor the requirements and inform participating teams ahead of time.