Information sheet
on Guidelines for Funding Prototypes

(Last revised: 3/31/2020)

General information on Prototype Funding

gamecity:Hamburg, as part of Hamburg Kreativ Gesellschaft, is the contact partner for prototype funding in Hamburg and manages the process.

- In total, up to EUR 400,000 per year will be distributed in up to two funding rounds.
- The funding for prototype development is available as a non-repayable grant on a de minimis basis.
- The grant can cover up to 80 percent of the assessed development costs but may not exceed EUR 80,000 per individual project.
- Within the scope of the funding, the applicant must budget for and provide evidence of his contribution of at least 20 percent of the eligible development expenses.

Who can apply for Funding?

- Developers and developer associations (natural and legal persons)
- small and medium-sized enterprises (SMEs²)

²An SME is defined as an enterprise which, at the time of application, has fewer than 250 employees and whose prior-year revenue did not exceed 50 million euros.

The precondition is always that the applicant 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 being granted funding.

Goals of Prototype Funding

- Funding promotes the quality, market opportunities, and diversity of digital games developed in Hamburg.
- For use as start-up financing, the funding supports founders, start-ups and companies in developing prototypes in order to publish the project independently or find additional investors.
- The aim is to attract founders, start-ups, and companies alike and kept them at the location while also creating new jobs in the industry.
What is the distinctive aspect of Prototype Funding in Hamburg?

gamecity:Hamburg will start an incubator program beginning in 2020 in addition to prototype funding, to support developers financially, but above all with mentoring as well as workshop and coaching offers in the development of computer games. Selected workshops within the framework of the incubator will also be optionally accessible to recipients of Prototype Funding.

How do I apply for Funding?

1. A consultation appointment is mandatory and is recommended at least two weeks before the respective submission date in order to be able to resolve any arising questions timely and prepare potential applicants for their application in the best possible way. Appointments with the corresponding gamecity:Hamburg contacts can be arranged by email to funding@gamecity-hamburg.de.

2. Applicants are expected to have carefully read the guidelines and FAQ (available online at https://www.gamecity-hamburg.de/funding) on Funding before seeking consultation and submitting an application.

3. All the necessary documents must be submitted in time for the application. The first step is to apply online using the application form at https://airtable.com/shrGxHdIYOWhYOMm3. In addition, the signed original of the following documents must be submitted to the Kreativ Gesellschaft in time for the online application.

In the context of the funding application, the following documents must be submitted by post in a single signed copy:

Attachment 1 SME confirmation (required for applications from companies)
Attachment 7 De-minimis declaration
Attachment 9 Data protection declaration
Attachment 10 Declarations funding application

Please send the documents to:

Hamburg Kreativ Gesellschaft mbH
gamecity:Hamburg
Hongkongstraße 5
20457 Hamburg/Germany
The following documents must be submitted online via the application form at https://airtable.com/shrGxHdIYOWWhYOMm3:

Attachment 2  Executive summary of the project (maximum of 3 pages including short description, USPs, and exploitation strategy)

Attachment 3  Convincing project description (content, concept, technical data, platform/system, target age classification, schedule with pre-set milestones) also in reference to the funding criteria

Attachment 4  Reference material – mood board, demo, graphics, or animations

Attachment 5  Cost and financing plan

Attachment 6  Proof of own funds/personal contribution

Attachment 8  Current excerpt from the commercial register, business registration if available or proof of the headquarters in Hamburg

The template documents and further information on prototype funding can be found at https://www.gamecity-hamburg.de/funding.

How is the awarding of funds organized?

An awarding committee comprised of representatives from the Hamburg Kreativ Gesellschaft/gamecity:Hamburg, the Free and Hanseatic City of Hamburg, and other experts will decide on the selection of projects and the associated funding based on the applications submitted and personal presentations (pitches). 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.

The following funding criteria serve as basis for the funding recommendation by the awarding committee.

What are the applied criteria?

Funding for prototypes is generally only possible if the projects are considered to be of high quality and marketable, and also meet several or all of the following criteria. The order of the criteria provides information on the weighting used to make the funding recommendation:
• Promotion of young talent: The developer of the prototype has recently set up a company or is about to do so. Projects realized during degree programs or are the result of hobby development prove the competence of the applicant and the team in terms of the development of sophisticated digital games.
• Feasibility: The applicant can credibly demonstrate that the prototype can be realized with the resources available.
• Market potential: The exploitation strategy includes a market analysis on the project in question, which indicates successful marketing among the intended target group.
• Location effect: The development of the project creates jobs and/or the procurement of development services in Hamburg.

Other criteria that can be used are the amount of funding applied for and the applicant’s own financial contribution.

Further information and application forms

Further information and the application forms for the Prototype Funding can be found at https://www.gamecity-hamburg.de/funding.

Contact for Prototype Funding

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