

# Partnermeeting Aalborg May 2017: Game Incubator Status

Presentation of the UCN  
Game Incubator program, in  
cooperation with UCN Next  
Step, for the Pendlerbroen  
Partner Meeting in May 2017.



**Interreg**

Öresund-Kattegat-Skagerrak  
European Regional Development Fund



EUROPEAN UNION



**Business  
Aalborg**



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# 1) Game Incubator Introcutioin



# What is it?

- A 10 week *Internship (15 ECTS)* with exclusive focus on game development.
- A cross-functional team of 4-7 students with complimentary skill sets as required for game development, for example programming, 2D & 3D graphics design, audio design, storytelling, business development, online marketing, etc.



# What is the goal?

The goal is to create a (potentially) market ready  
Minimum Viable Product for a computer game  
(in short, a playable demo highlighting ***the fun factor***)

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a go-to market strategy, which might later form  
the basis for a indie game development company

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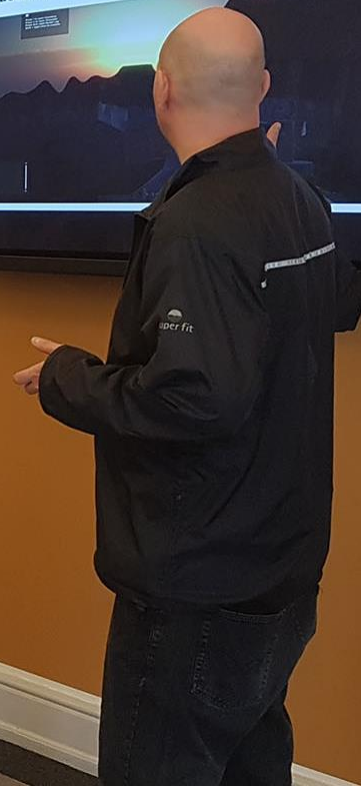
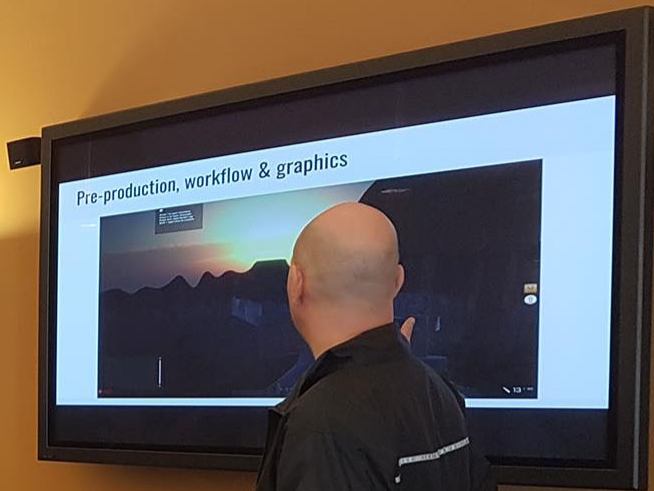
give the students actual game development experience, and  
a first shipped title to their name.

# What is UCN Next Step

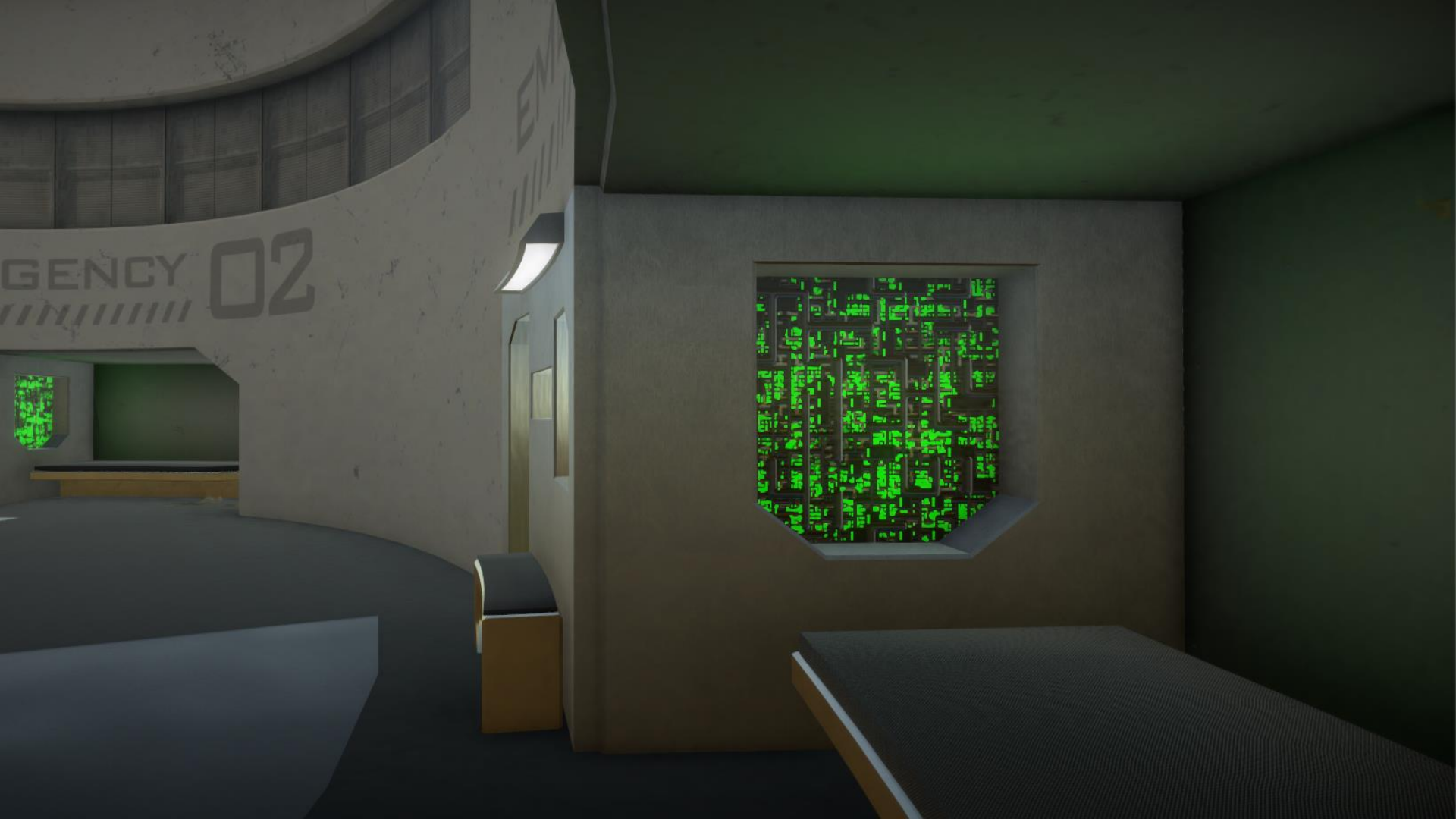
- The Pendlerbroen Game Incubator is so far operated in cooperation with UCN Next Step.
  - Next Step is UCN's entrepreneurship and business incubator program.
  - We're just bootstrapping our program around Next Step's established success, learning goals taxonomy, didactic model etc.

## 2) Team 1, January 2017









Press I to open Inventory  
Press C to open Character  
Press Q to open Quest Log  
Shift + right click to unstack



+ 100 %

0 / 0

Press I to open Inventory  
Press C to open Character  
Press Q to open Quest Log  
Shift + right click to unstack

+ 20%

15 / 30

# Team 1, January 2017

- A full, playable first chapter of an open world first person shooter was created by the team
  - The team plans to release this as a for-free appetizer on indie game sites, and as a for-money title on Goplai, a UCN NextStep company.
- The teams evaluation of the Game Incubator program was very favorable.
  - And, they got great grades at their exams. 😊

# Who helped Team 1

- Bedtime Digital Games and ALL CAPS Entertainment provided mentorship



- Thomas Lykke Larsen helped 😊
- Ronni Hansen and Jesper Mortensen, UCN, were the daily drivers.

# Team 1, lessons learned

1. More help from the program at the very beginning, regarding game idea, fun factor.
2. A smaller, narrower MVP, highlighting the **fun factor** in a narrow slice of gameplay.
3. Students' inner drive a key factor.
4. More Mentorship at the beginning.
5. The students love it & integration with UCNs Internship learning goals was unproblematic.

## 3) Team 2, September 2017



# Team 2, in process now

- Next round (hopefully) begins in week 36.
- Video created for Swedish students. (Status?)
- Ronni Hansen and Jesper Mortensen conducted info meetings for UCN students May 23rd
  - Solid number of applicants from UCN so far.
  - We have some 2D & 3D graphics skills, but more 2D, 3D & audio design skills would be great.
- Go/no-go decision by mid June.
  - Strictly required so that students have time to find another internship. Anything else would be inappropriate.

# Team 2, interreg cooperation

- We would love to have Swedish participation this September.
  - Special demand for 2D, 3D & Audio design, but all skillsets relevant to game development welcome.
  - Housing a hard issue. Business Aalborg has knowledge and existing partnerships, but it's not easy, and may be too expensive for students.
  - No real connection to Swedish teaching body.
- Grab the idea, and liberate it to Sweden!

FIN

