



MFG
BADEN-WÜRTTEMBERG

From GamesHub for Health to Developer Boost and game funding – The Game BW funding strategy at a glance

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MFG Baden-Württemberg
28th November 2023



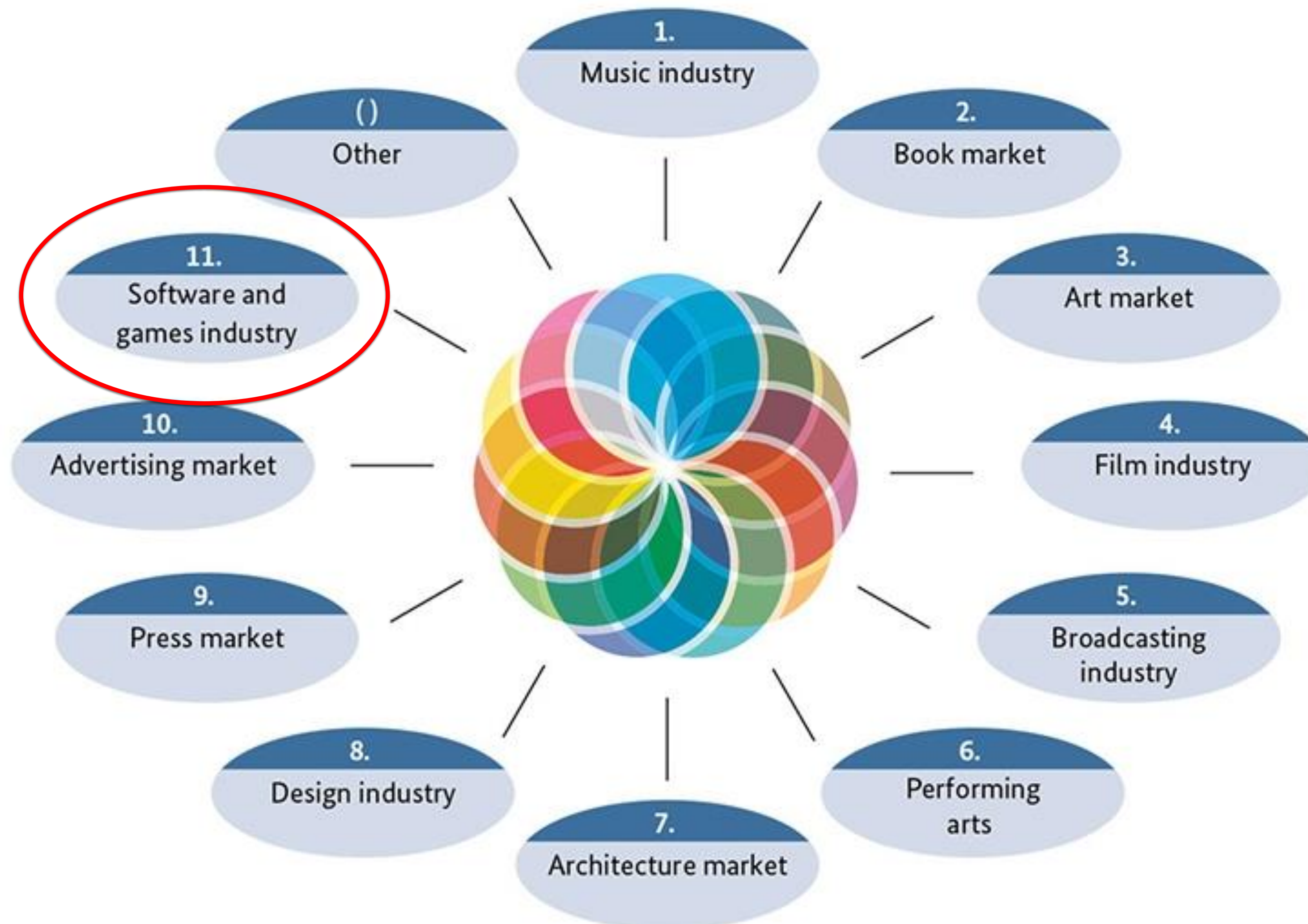
About the MFG



- **Who we are...** state-run institution of the country of Baden-Württemberg and the “SWR” - Southwest Broadcast, founded in 1995, approx. 50 employees
- **What we do...** promoting film culture and the film industry as well as supporting cultural and creative workers in the southwest
- **How we go about it...** qualification, funding, competitions, consultation and coaching, networking, cooperation, visibility
- **With what kind of focus?** Among others on games, digital culture and film



Why Games in Baden-Württemberg?



THE LÄND Global Game Jam BW



“Experience the universal language of games together!”

- **Idea:** Global Game Jam: world's largest game development event, 48 hour long game jam taking place world-wide, debut in 2009
- **New:** Special Baden-Württemberg-site in Karlsruhe with focus on students and young talents, in partnership with 12 universities and 7 game studios – amongst others, Hochschule der Medien
- **Target group:** Games students and games studios, development enthusiasts and experienced/professional developers from games companies, technology and game enthusiasts

Key facts:

- January 26, 2024, 4:00 p.m. - January 28, 2024, 6:00 p.m
- University of Design Karlsruhe

Registration possible from 4th December 2023 here:
www.globalgamejam.org



HOLA



**HOCHSCHULE
DER MEDIEN**

GamesHub for Health / Life Science Heidelberg



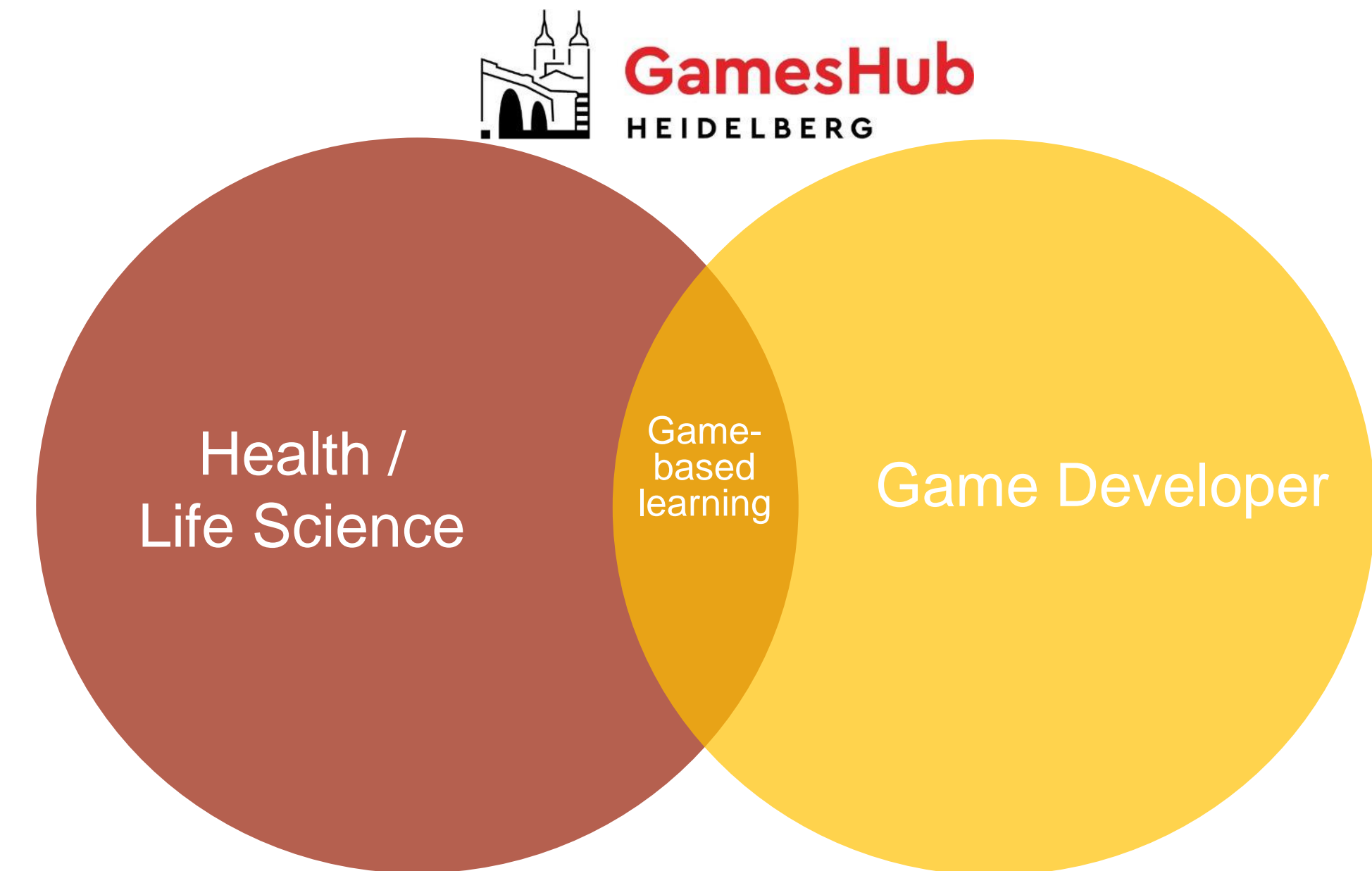
Competence center and incubator for the development of games for preventive, therapeutic and educational use in the healthcare industry

Promotion of **cross-innovative prototypes** and **start-ups** in the area of serious games for health and playful applications

New: Student-track to sensitize young talents for this promising special cross-innovation market

What the teams get: Qualification and coaching program tailored to individual needs, access to expert pool, rent-free workspaces, technology, team funding

In **partnership** with a growing network of local and regional players:



Initiated by:



MFG
BADEN-WÜRTTEMBERG

**HOCHSCHULE
DER MEDIEN**

Funded by:



Baden-Württemberg
MINISTERIUM FÜR WISSENSCHAFT,
FORSCHUNG UND KUNST

In partnership with:

Heidelberg

srh

**Technologiepark
Heidelberg**

**LIFE SCIENCE
ACCELERATOR**
Baden-Württemberg

**hei
INNOVATION**



**UNIVERSITÄT
HEIDELBERG**
ZUKUNFT
SEIT 1386

**Heidelberg
Startup
Partners**

GamesHub-example „Augmented Education“



- Sport and exercise are important therapeutic elements in the treatment of cancer, but patients, in particular young ones, often struggle
- Augmented Education is an app-based serious game that uses augmented reality to motivate children with cancer to do sports and exercise for cancer treatment
- Team development in the GamesHub: founded a company at the end of 2021, got prototype funding as part of Games BW, presented “Augmented Education” at Gamescom 2022



Student B.A.
Business
Administration,
Media Management
Game-Development



Student B.A.
Business
Administration,
Media Management
Illustration & App-
Design



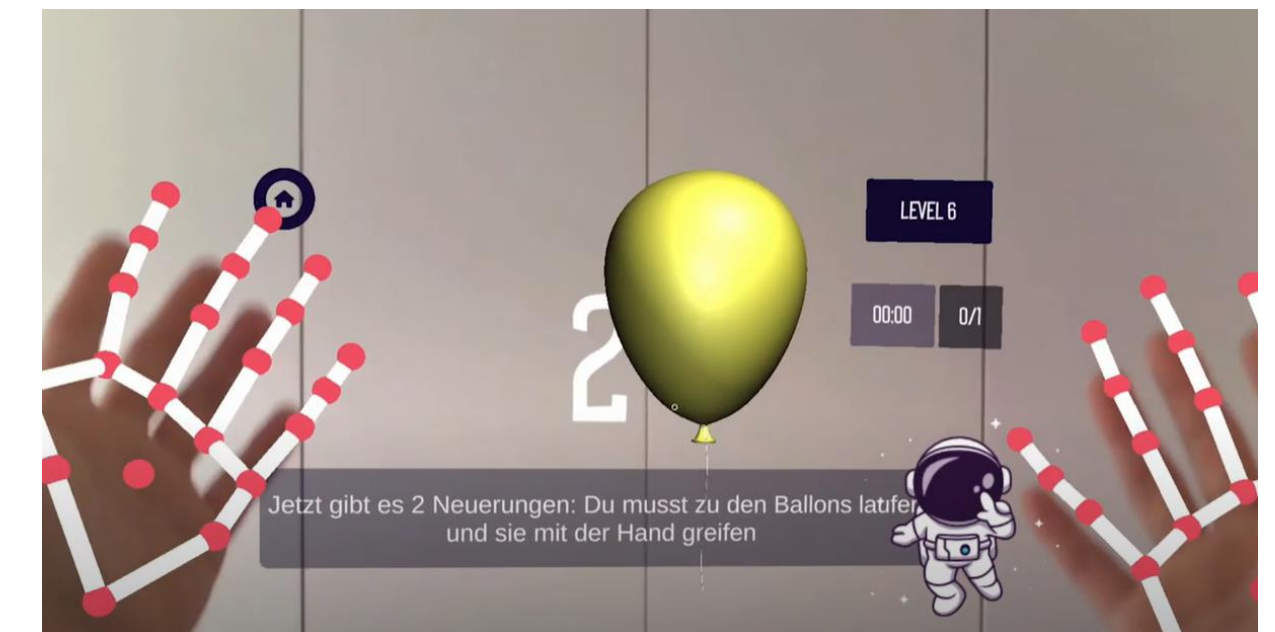
Student B.A.
Business
Administration, Sport
Management
Marketing &
Distribution



National Center for
Tumor Treatment
cooperating with 60
therapy partners
Access to testing
patients



App-Development
Heilbronn
Agency with know-
how in app-
development for
mobile devices



GamesHub for Health / Life Science Heidelberg



- **Currently:** 30 students, 4 start-ups and 6 projects, October 2023 – March 2024
- **Challenges** such as “How can we use a mobile game to increase motivation for daily oral hygiene routines in adult patients and impart knowledge about periodontitis?” (Heidelberg University Hospital, Dentistry)

Interested? Invitation to...

- 19 January 2024, 3:30 – 6:00 p.m., Marsilius Kolleg in Heidelberg: **Interim presentation**
- 12 April 2024, Heidelberg: **Final event**
- More on www.games-bw.mfg.de/gameshub-heidelberg



Developer Boost



Basic information:

- 7 month coaching program (February – September)
- recently founded gamestudios and teams who are planning to start a games company in BW
- ongoing project
- team size: 2-5
- free of charge

Developer Boost



Goal:

- enable teams to establish their own studio, run their own business, release their own game
- team development through
 1. coaching
 2. expert-workshops:
 3. pitch practice and real pitch in front of investors/publisher

Application deadline tba on our website in December

<https://games-bw.mfg.de/developer-boost/>

Games BW Funding



Basic information:

- financial, project based funding
- for companies based in Baden-Württemberg
- 50% of the team got to be Baden-Württemberg residents
- applicants have to be the right owner
- game age rating of max. 16 years
- conditionally repayable loan, free of interest OR grant

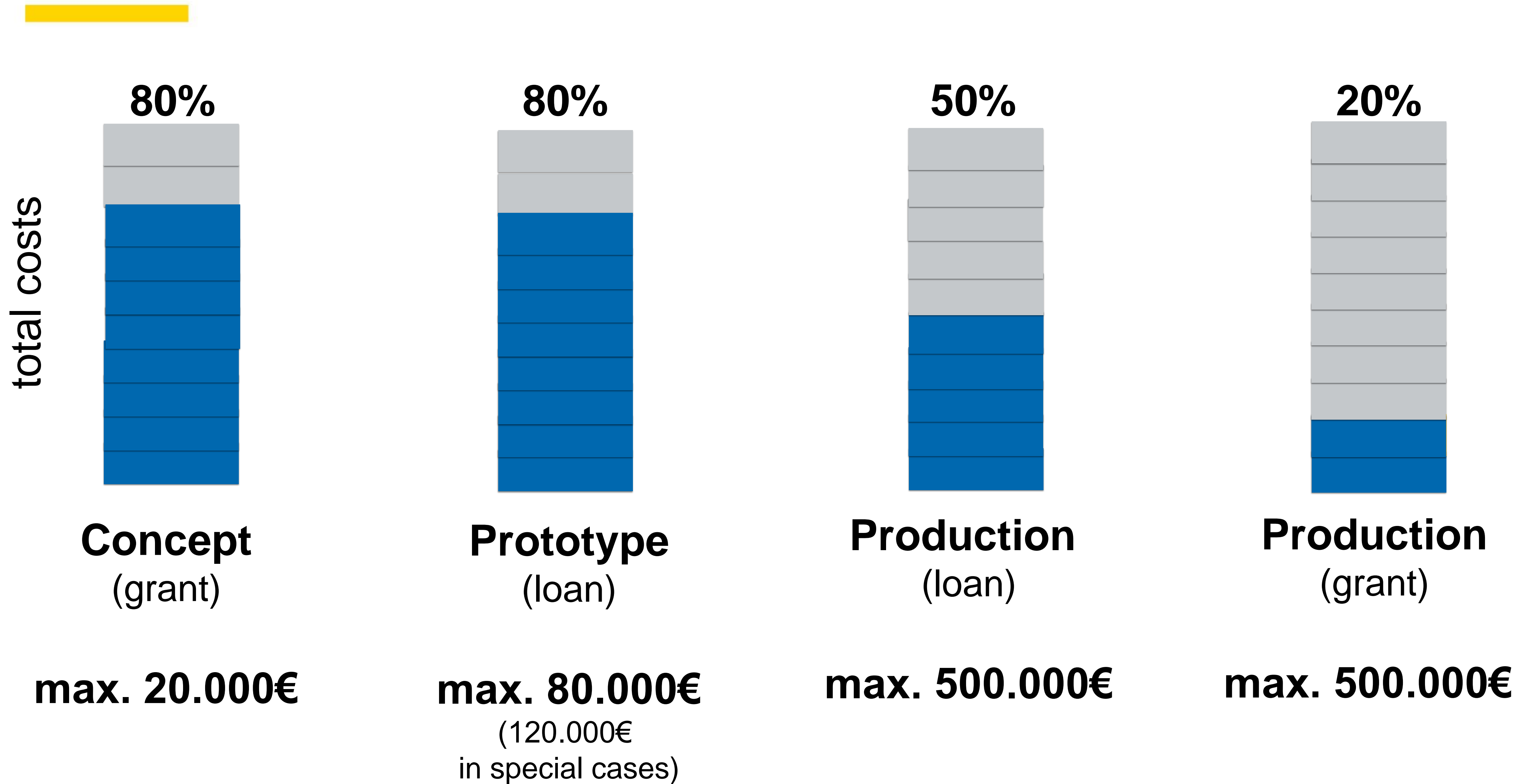
Games BW Funding



Types of funding:

- Concept development
- Prototype development
- Production

Games BW Funding

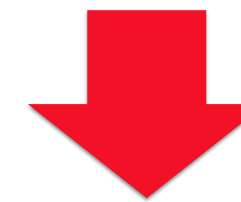


Games BW Funding



Application:

- Funding < 20.000€ → during the whole year
- Funding > 20.000€ up to 500.000€ → jury twice a year



**Next entry deadline:
31.01.2024**

All information sheets, entry deadlines and guidelines regarding Games funding can be found on our homepage
Games BW <https://games-bw.mfg.de/foerderung/>

Networking



Open Stage / Studi Stage Games BW

- Networking event for the games industry in BW (in Karlsruhe, Stuttgart and online)
- 5 minutes for everyone who wants to get on stage to e.g. introduce him/herself, a team or a project
- Studi Stage specially for students - find out what other students are working on

Let's network, exchange ideas and get to know people from the industry!

**Next Open Stage and Studi Stage
online
06.12.2024**

Join us! It's for free!

Registration and information on: <https://games-bw.mfg.de/open-stage/>

Networking



Games BW Players

- Digital platform on our Games BW website for gamesstudios to present themselves
- Registration is for free
- Goal: map the whole gamesindustry and universities in Baden-Württemberg and make it visible

Here you can find the Games BW Players: <https://games-bw-players.mfg.de/de/>

**Keep this in mind if you are looking for an internship or a job –
and don't forget to register your own company!**

Networking



Gamescom

- joint booth in the business area of Gamescom organized by MFG
- opportunity for all BW game studios to present their latest developments
- Games BW funded studios can join us at Gamescom for a small fee

Take part in our programs!

More information about Games BW at gamescom: <https://games-bw.mfg.de/baden-wuerttemberg-auf-der-gamescom/>

Games BW - Keep in touch



All information on our homepage

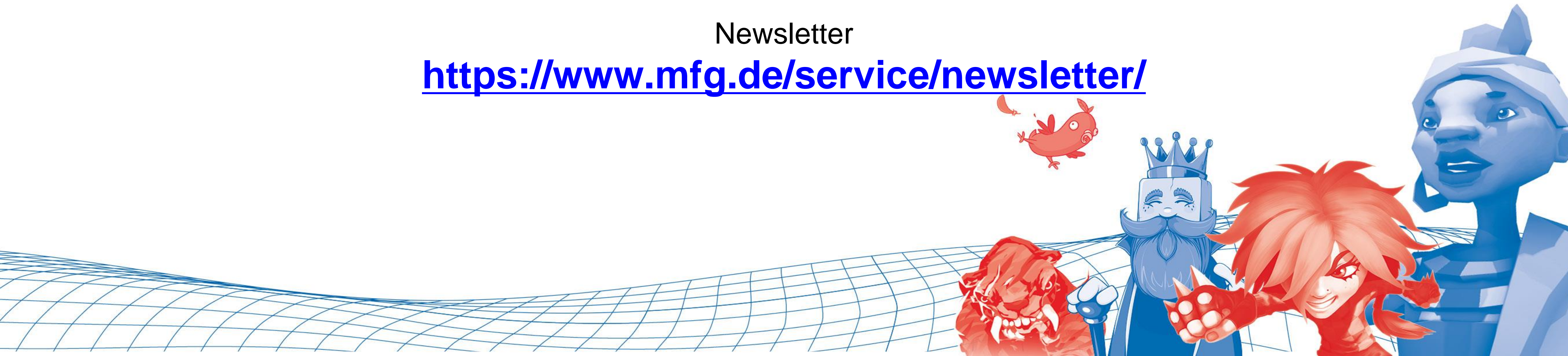
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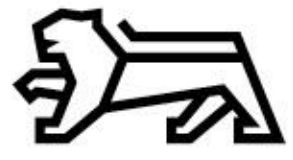
Discord

<https://discord.gg/KBnGvtJh>

Newsletter

<https://www.mfg.de/service/newsletter/>





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Ready to connect?



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