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Serious SpielFabrique

A Franco-German way for efficient Serious Gaming

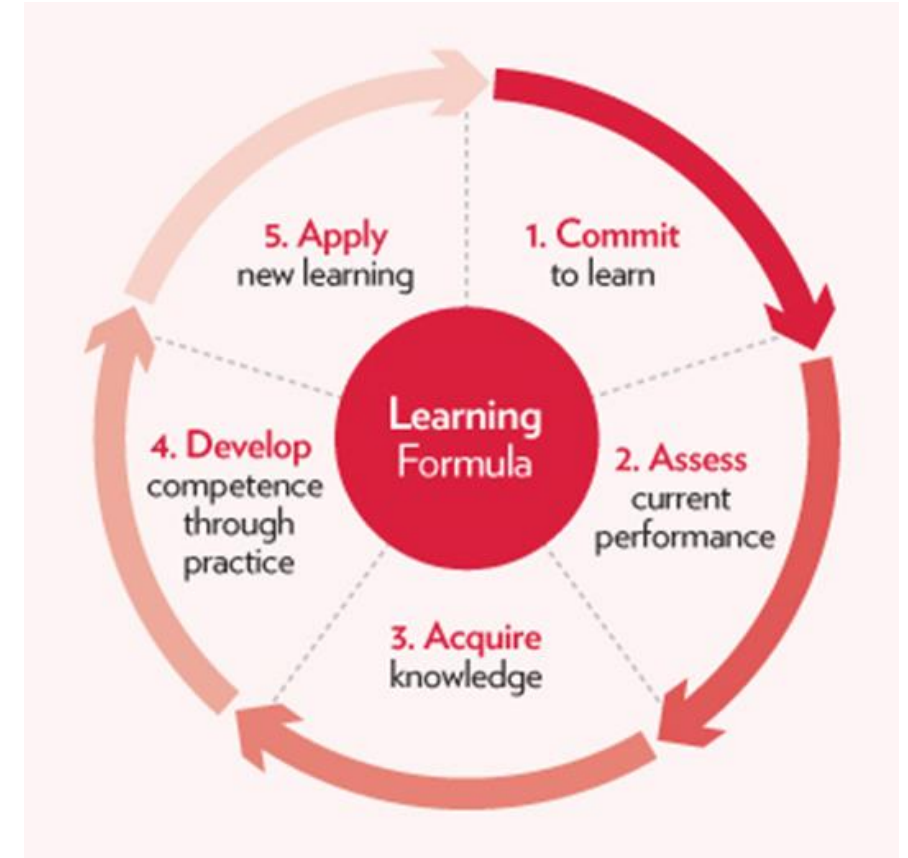
What do we mean with serious game ?

What is a serious game?

- Digital games
- Not for Entertainment
- Efficient transmission of messages, information or learning content in order to change behaviour and incentivise participants to learn/use

Serious Games allow an efficient learning process

- Pick & Play : motivation to try is high, no access barrier
- Try & Error: complexity is gradually introduced
- Pictures say more than 1 000 words: easy to explain, friendly to use
- Active participation through strong emotions and commitment
- Communication is promoted: serious games are easy to share and comment



Why is serious gaming an interesting field?

Many corporations have already discovered serious gaming

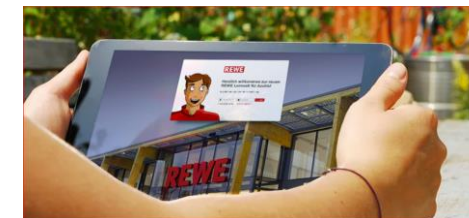
- For training
- For customer relationship
- For recruiting
- For animation of workforce communities ...

As a game developer, you have a real competitive advantage

- Knowledge on intrinsic and extrinsic motivation
- Understand importance of first minutes of play and retention of users
- Knowledge on how to create lively communities
- Experience in simulating worlds ...

As a game developer, you can leverage your experience,

- Extend competences and enter the industrial sector
- Add a business model to your activity
- Develop game mechanics and engine ...



Why is the Franco-German programm a real added value for your studio?

High quality contact to corporations with specific needs

At first, each corporation has 5 min to pitch their challenge in front of the game developers and experts.

A joint project and a cost-sharing arrangement

From the beginning you develop together with a corporation serious game ideas and share the costs. You might as well find several customers.

A diversification of your activities with high level experts

Corporations will participate in brainstorming with studios and serious game experts, a close relationship is build early in the program.

Financial model

Production, monetizing and distribution models will be evaluated to fit each project and objectives.

A step-by-step process

From workshop to the products, with milestones for validation and success. Corporations can choose to get involved in the project at the end of the brainstorming and pitching meeting. At the prototype stage, corporations can decide to finance full production or not.

The Serious SpielFabrique Program: How does it work?

- **Objectives:** to match corporations from Germany and France with (serious) Games specialists from the two areas (Alsace and Baden-Württemberg)
- **Target groups:** corporations looking for an efficient approach to Serious Game with impact and costs efficiency
- Serious games will be created by multicultural, interdisciplinary and innovative games studios, supported by industry experts up to final prototype.

Step 1: Brainstorming and Serious Games concepts

17-18 October 2018 – Karlsruhe (BizPlay conference*)

With corporations from each region (2-4 corporations/ country), game developers and gamification experts.

Day 1:

- Presentation by the corporations about their interest and their expectations towards the program.
environmental
Presentation of the specificities of using serious games through gameplay and interactivity for the users.
- Discussion and analysis of the particular issues to write a common mandate.
- Starting Brainstorming Sessions with the experts orchestrated by a professional moderator

Day 2:

In an agile process, ideas and concepts will be defined and written to prepare step 2

Goal of the day: have 3 to 4 short game concepts and/or prototypes that will be accepted by the corporations as potential serious game projects to be further developed. Pitch to Bizplay audience.

Step 2: Teams selection (November 18 - April 2019)

- At least two pairs/teams of developer and corporation (ideally one from Germany, one from France) will be selected by the program partners and experts.
- Each team will be supported by experts to apply for regional prototype funding programs such as Tango&Scan and DCF (on top of the corporation's financial contribution).

Step 3 : Acceleration program (June 2019- December 2019)

- SpielFabrique will support the selected teams to develop their project, monitor the adequacy between briefing and game and help them to improve the game
- Regular feedbacks from experts and participation to game industry meet ups
- Deliverables:
Game Concept,
First Playable Prototype

Step 4 : Development of the projects (Starting January 2020)

- January 2020: Presentation of the prototypes to the corporations
- Companies only engage in the production if they are convinced by the idea presented.
- Starting January 2020:
Production of the project

The Experts

Moderator:

- **Emmanuel Guardiola:** Prof. Dr. In Game Design at Cologne Game Lab – TH Köln

Experts:

- **Prof. Dr. Stéphane Natkin:** Chair Professor at the department of Computer Science of the Conservatoire National des Arts et des Métiers, Director of the Graduate School on Games and Interactive Media (ENJMIN).
- **Christoph Deeg:** Consultant and Speaker : Gamification, Digital-Analoge Strategien, Digital-Risk-Management
- **Thomas Friedmann:** Managing Director at Funatics Software GmbH
- **Odile Limpach:** Prof. For economics and entrepreneurship at Cologne Game Lab – TH Köln / Director and Mentor at SpielFabrique
- **Thierry Baujard:** Director and Mentor at SpielFabrique

A cooperation of



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Annexe - Detailed Agenda of the workshop in Karlsruhe

OCTOBER 17 - DAY 1 – CREATE A SERIOUS GAME MANDATE AND START BRAINSTORMING

- **10h00 – 11h30 Introduction and goal settings**

Presentation by the corporations about their current environmental themes/problems/communication they want to address

Each company has 5 min to pitch in front of the developers.

Experts present how serious game “work” and each expert presents in 5 min a particular example

Introduction to the design outcomes: the impact, the audience, the user experience, the gameplay, the evaluation of the impact

- **11h30- 13h00: Set up the mandate**

Groups of 4 persons: Brainstorm to write a briefing for impact game for the companies – A template will be provided to be filled in. Each group will be headed by a serious game expert

- ***13h00 – 14h30 lunch Break and possible discussion on the mandate***

- **14h30 – 16h30 First round of team brainstorming in groups**

Experts, together with companies, based on the briefing developed, to translate the briefing into serious game ideas.

- ***16h30 - 17h00 Break***

- **17h00 – 18h30 Second round of team brainstorming in groups**

Address the different outcomes and

- **19h00 Event: Open stage Games BW**

- ***20h30 Dinner***

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- **OCTOBER 18 - DAY 2 – FINALIZE THE SERIOUS GAMES IDEAS/CONCEPT**
- **9h30 -12h30 Event: Attending Biz Play**
<https://www.bizplay.org/themen-2018/>
- **12h30 – 13h30 Lunch Break**
- **13h30 - 15h00 Together: Sharing of ideas and discussion**
Each team present state of the work. Feedbacks from others to be integrated into the project ideas
- **15h00 - 16h00 In groups:** Teams formalize their 3-min pitch
- **16h00 – 16h30: Feedback from the participants**
Together to share about leanings, feedback from participants
- **16h30 - Back to BizPlay**
- **17h15 – 17h35 Pitches presentations in front of the BizPlay public**

How to apply

- Participation to the workshop is free of charge
- Send following information to natalia@spielfabrique.eu
 - Name of the company :
 - Names of the participants to the workshop with their responsibilities (max 2 /companies) :
 - Email address for logistic purposes
 - For Studios :
 - Track record of the last 3 years
 - Motivation for participating to the workshop