

**IC tomorrow**  
EXPERIENCE THE FUTURE

# **FUTURE GAMES CONTEST**

**IC tomorrow and Abertay University**



11th of August 2011 –  
15th September 2011

# Summary

## IC tomorrow and Abertay University launch Future Games Contest

The Future Games contest is being run by IC tomorrow, a Technology Strategy Board programme, for the University of Abertay Dundee to provide small companies with up to £25,000 in grant funding for the development of prototypes that use games technology in new ways. The winning applicants will also benefit from having their technologies trialled with consumers, providing valuable feedback before they launch.

Abertay University, known for its world-leading courses in computer arts and computer game technology, has played a fundamental role in defining the requirements of the contest and will ultimately be providing the funding for the winners.

### The successful solutions will receive:

- Up to £25,000 for the development of a prototype application
- Priority access to leading creative content providers
- Support in resolving content delivery, licensing and meta-data issues related to the application

### In addition, all applicants will:

- Be able to register on the IC tomorrow digital test bed
- Gain exposure to premium content providers
- Have an opportunity to promote their prototype solution
- Retain their intellectual property

IC tomorrow, alongside content providers will be reviewing all applications and helping Abertay University determine the prototypes which will be supported. Content partners for the Future Games contest include:

- EMI
- Tate
- IPC Media
- National Geographic

### Successful applicants should offer solutions which:

- Are applicable to a range of content providers
- Illustrate the greatest market potential
- Include a lead consumer facing application on any technology platform e.g. web, mobile
- Be ready for full consumer trial stage in early 2012
- Have a commercial business model

## Scope

Applications must address one of the following specific challenge areas:

- The use of games technology in a non-gaming context – supported by IPC Media
- Games ideas using digital creative content – supported by National Geographic
- Social games using existing communities – supported by Tate
- Music games application – supported by EMI

More detail on each challenge can be found <https://ktn.innovateuk.org/web/future-games-contest>

If your solution applies to more than one challenge, pick the most dominant one. The same technology solution will not be considered across multiple challenges.

## Process

A two stage process will be used.

- **Stage 1** – the contest opens on Thursday 11th of August 2011 at noon (12:00) and this stage will close at noon (12:00) on Thursday 15th September 2011.

Prior to this deadline you must have registered for the competition, uploaded your video to YouTube and completed the web application form. The web form is only available once you have registered and must contain a link to your video on YouTube. We expect to choose approximately 12 applications from this stage to go into the final stage.

Register at <https://ktn.innovateuk.org/web/future-games-contest>

**PLEASE NOTE: DO NOT LEAVE YOUR SUBMISSIONS UNTIL THE LAST MINUTE – TECHNICAL PROBLEMS DO OCCUR AND LATE SUBMISSIONS ARE NOT ACCEPTED**

- **Stage 2** – a panel session in mid October 2011

Those chosen to go through to Stage 2 will be required to complete a financial assessment form and a 10 minute presentation with Q&A.

The financial assessment form is to enable Abertay University to perform due diligence and ensure the companies involved fulfil the restrictions for receiving grant funding. More information can be found in the guidance document at <https://ktn.innovateuk.org/web/future-games-contest>

We expect to choose approximately 4 applications from this stage. Successful applicants will then have 4 to 6 months from receipt of the offer letter to add their applications to IC tomorrow. Consumer trials must be live Spring 2012. The IC tomorrow team will help the successful applicants to gain access to licensed content from our key sponsors and other content providers as required.

## Background

IC tomorrow, a Technology Strategy Board programme, forms part of the Government's Blueprint for Technology. It provides a test bed for digital entrepreneurs with the aim of removing the barriers to innovation.

IC tomorrow offers an unrivalled opportunity to trial consumer applications and business models and we're now looking for the brightest digital entrepreneurs to submit their digital applications or services. By breaking down the challenges associated with delivering content rich applications to the market, IC tomorrow hopes to ensure the UK continues to be a leader in technology innovation.

Good examples of innovation are needed to stimulate content providers, application developers and network providers alike.

## Key Dates

Date	Activity
12:00 (noon) Thursday 11th August 2011	Contest opens
12:00 (noon) Thursday 15th September 2011	Contest Closes
Friday 23rd September 2011	Finalists notified
Week commencing 3rd October 2011	Practice pitches
12:00 (noon) Monday 10th October 2011	Deadline for Financial Assessment
Week commencing 10th October 2011	Final Panel
Spring 2012	Deadline for Consumer Trials

## Next steps

1. Visit the IC tomorrow Future Games Challenge group on \_connect:  
<https://ktn.innovateuk.org/web/future-games-contest>
2. Once registered you will have access to the online application form and supporting documents.
3. Download the Application Guidance document and read before preparing your video and completing the online application form.
4. Complete the answers to the questions offline and produce your 2 minute video (web cam is ok)
5. Upload your video to YouTube, ensure privacy set to "public".
6. Complete the online application form, including a link to your YouTube video before 12 noon on the 15th of September 2011.

Please note your YouTube video should remain accessible until the end of the contest assessment process and the funded project videos to remain accessible through to a trail launched on IC tomorrow.

## Using the IC tomorrow digital test bed

In order to place an offer on the IC tomorrow test bed and run a trial an Applicant will need to perform supporting activities to enable the application to utilise the test bed and understand the licensing implications of the content.

## Further information

Register interest and get news and information relating to this contest at:  
<https://ktn.innovateuk.org/web/future-games-contest>

If you need more help contact the IC tomorrow team:  
Helpline: 0300 321 4358 (Monday to Friday 9am to 5pm)  
Email: [support@ICTomorrow.co.uk](mailto:support@ICTomorrow.co.uk)

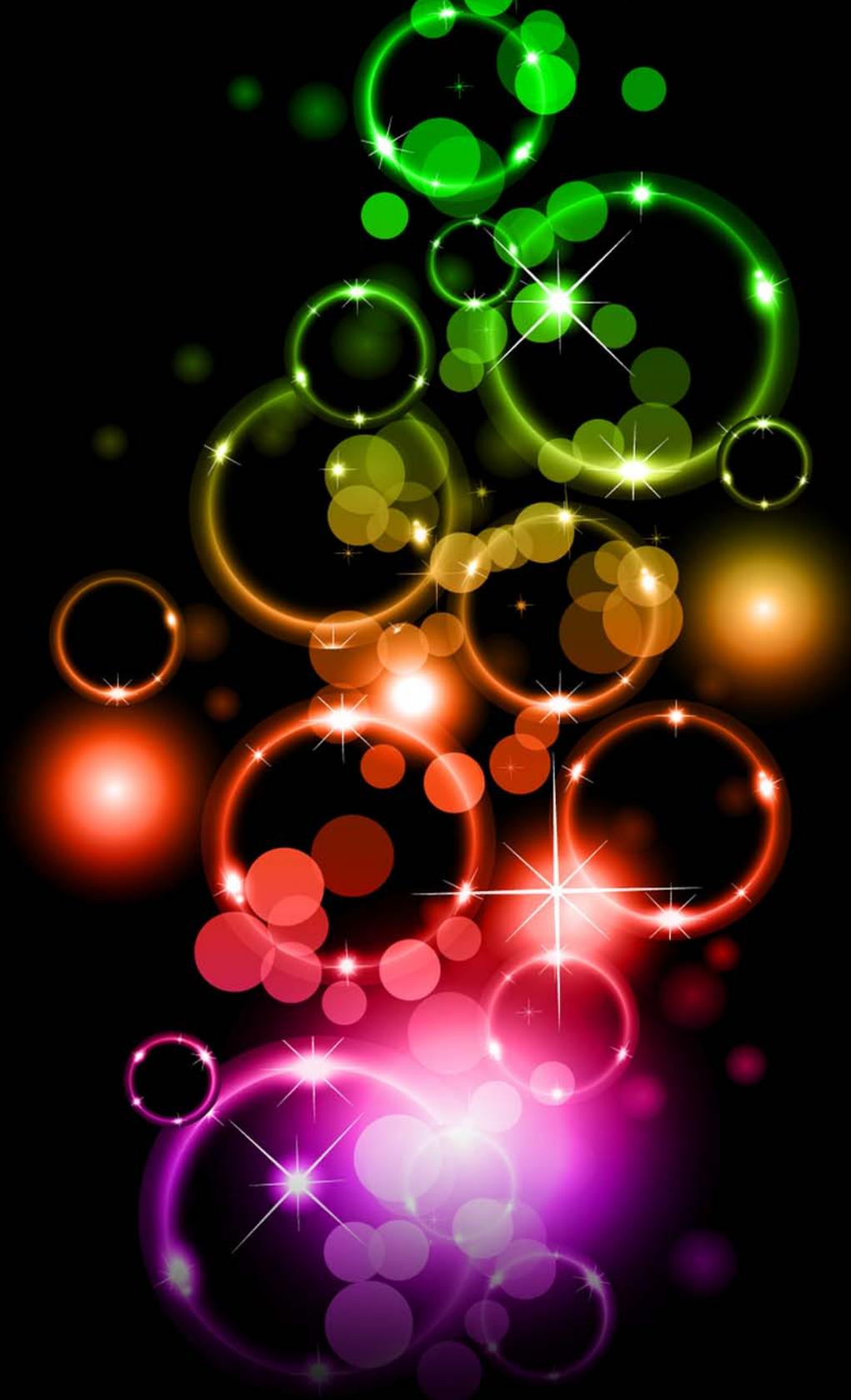
For information on the IC tomorrow digital test bed visit:  
<http://www.ictomorrow.co.uk>  
<https://ktn.innovateuk.org/web/ictomorrow>

IC tomorrow is a Technology Strategy Board Digital programme.

The Technology Strategy Board is a business led executive non-departmental public body, established by the Government. Its role is to promote and support research into, and development and exploitation of, technology and innovation for the benefit of UK business, in order to increase economic growth and quality of life.

### Disclaimer

By providing your YouTube video and (non-personal) Application data for competition entry you are consenting to its use for promotion by IC tomorrow and University of Abertay Dundee.



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