

GAME DEV CHALLENGE

What is it?

The NYS Game Dev Challenge is a statewide competition for both students and indie developers that aims to help bring their game ideas to production. Entrants can register as either a student or indie developer (solo or team), with the latter category being open to any interested developer in NYS. Winners will be awarded cash/funding for their game (drawn from a pool of \$25,000 for each category), inclusion in our (or partner's) on-site incubator, and access to our mentor network. Entrants will be judged on their game idea pitch, game prototype, business plan, mentorship plan, and development timeline.

Categories

There are 2 categories to pick from: Student and Indie Developer. You can enter as an individual or as a team (*max: 5 members*).

Student - Enter if you are currently a student attending University or College and have a .edu email address. For legal purposes, you must be 18 years old or older to register.

Indie Developer - Enter in this category if you are a developer who currently isn't enrolled in University or College. For legal purposes, you must be 18 years old or older to register.

Prizes

Winning submissions will receive: cash/funding, inclusion to an on-site incubator, and access to our mentor network.

Funding/Cash - Each category can have up to 3 winners. Winners will be awarded cash from a pool of \$25,000 for each category. The amount of money awarded to each winner will be determined by the judges and NYS Game Dev Challenge Advisory Board.

On-site Incubator - Winners will be eligible for inclusion in the MAGIC on-site incubator or a partner incubator for up to 1 year.

Mentor Network - Access to our mentor network would put winners in contact with the help and knowledge they would need to see their game through production.

What to submit

All of the following **must be** submitted in order to be considered for the challenge:

Game Idea Pitch - The pitch should be treated as if you were meeting with a group of investors interested in funding your game. The pitch can be as simple as a couple of paragraphs or as involved as a video showing gameplay, concepts, and discussing your business plan. Limit videos to 1 minute in length.

Game Prototype - Entrants must submit a working prototype that demonstrates a rudimentary model of the game. The prototype must be a stand-alone application that can run on Windows, or iOS and Android.

Business Plan - Entrants must submit a business plan describing how their game would impact the proposed market. Consider clear objectives, marketing, and your intended audience.

Mentorship Plan - A submitted mentorship plan would identify what needs and knowledge the team requires to bring their vision to a reality and what type of mentor would provide those needs. Consider all aspects, from game design and art to marketing and publishing.

Development Timeline - A timeline outlining development and publishing must be submitted. The main aspects to consider here is scope. Is your timeline accurate given the scope of the proposed development? We will be looking for teams who have considered all aspects of development and how they will manage their time.

Final submissions will be submitted via the challenge website. Please utilize the .pdf format when possible.

Judging Criteria

Consider the following when developing all parts of your project:

- Does your pitch accurately reflect your vision and enthusiasm for this project?
- How engaging is your game? Are the basic mechanics demonstrated? If your game doesn't have art, are you including art sketches? Concept art? The more vision you can provide to judge your prototype on, the better.
- How would you use the funding and resources? Who is your target audience and why would they be interested in your project? How are you going to market your game to attract their attention?
- Why gaps in knowledge do you or your team have? What help or knowledge would be crucial to the success of your project?
- How detailed is your development timeline? Is your project within scope given your timeline?

Important Dates & Info

Monday, April 3rd - Submissions open via magic.rit.edu/nysgamechallenge

Friday, April 7th - 4 pm to 8 pm - *NYS Game Dev Challenge Worknight*

Come to the Student Innovation Hall and have others playtest your prototype, discuss business plans, and more. This event is an excellent way to get feedback and some playtesting on your game. Food and refreshments will be served.

Monday, April 24th @ 11:59 PM - Submissions close via website

Monday, May 8th @ 11 AM - Announcement of winners at The Strong National Museum of Play. *Note: If your team is a finalist, at least one member must be present at this event to receive awards.*

**Questions? Contact Rob: rob@magic.rit.edu or
visit magic.rit.edu/nysgamechallenge**