

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 a NYS 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 lives in NYS but 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 based on the project's merits as determined by the judges and NYS Game Dev Challenge Advisory Board.

On-site Incubator - Winners would 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 to production.

What to submit

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

Game Idea Pitch - Entrants must provide a video pitch of their project. The pitch should demonstrate gameplay and include voice-over explaining the game, concepts, intended audience, and why the developers chose to make this type of game. Pitch videos should not exceed 3 minutes.

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. Prototype must include a controls/instruction screen and/or PDF document explaining controls.

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. Must be in PDF format.

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. Must be in PDF format.

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 proposed development? We will be looking for teams who have considered all aspects of development and how they will manage their time. Must be in PDF format.

Final submissions will need to be a zipped file that includes all of the above and submitted at the challenge website under "Submit".

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? Are you including art sketches? Concept art? The more vision you can provide to judge your prototype on, the better.
- 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 advising 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

Submissions Open: Monday, February 12th. You will be able to submit your projects at magic.rit.edu/nysgamechallenge.

Submissions Close: Thursday, March 1st at 11:59 pm. This is the last date to submit your entry via the website. Any entries submitted after this time will not be considered for the challenge.

Finalists announced: Thursday, April 12th. Finalists will be announced at The Strong National Museum of Play.