



Application Start for Gamecity Hamburg Prototype Funding on March 7 - 400,000 Euros for Games from Hamburg and New Diversity Checklist

Hamburg March 4, 2024

**Hamburg Kreativ
Gesellschaft mbH**

Hongkongstraße 5
20457 Hamburg

T +49 40 87 97 986-0

F +49 40 87 97 986-20

kreativgesellschaft.org

From March 7 to April 8, founders, start-ups and small and medium-sized enterprises (SMEs) can apply for Gamecity Hamburg's Prototype Funding. Applicants can receive up to 80,000 euros for the development of digital game prototypes. A total of 400,000 euros are available per year for the Prototype Funding participants. With this funding round, Gamecity Hamburg is also introducing a new diversity checklist, which is intended to contribute to more diversity in the team structure and prototype content. Gamecity Hamburg is part of the Hamburg Kreativ Gesellschaft.

"In the context of paused federal funding, we are pleased to reliably support game developers in Hamburg once again with up to 400,000 euros with the Prototype Funding 2024. In this funding round, we're adding a diversity checklist to our application documents to encourage our applicants to examine their own structures and processes while developing. Games are the leading medium of our time and can showcase diverse voices, perspectives and stories," comments Dennis Schoubye, Head of Gamecity Hamburg.

Starting this year, answering the diversity checklist is mandatory when applying for Prototype Funding. Applicants' answers can optionally be used by the awarding committee when evaluating projects. Applicants whose team and/or project enriches the diversity of Hamburg's games landscape can receive a bonus in the evaluation by the awarding committee. On the contrary, applicants are not disadvantaged in the evaluation process if that is not the case for their team and/or project. The awarding committee consists of Nina Müller (Head of Publishing, Goodgame Studios), Jonas Hüsches (Publishing Director, Daedalic Entertainment), Valentina Birke (Director, Indie Arena Booth), Jens Unrau (Head of the Media and Digital Economy Department of the Hamburg Ministry of Culture and Media) and Dennis Schoubye (Head of Gamecity Hamburg). They will decide on the granted funding after the end of the application phase on the basis of the submitted projects and a subsequent pitch by the applicants.

The Application Process

Eligible to apply for Prototype Funding are:

- developers and developer groups
- or small and medium-sized enterprises (SMEs),



- who are based in Hamburg
- or which relocate their registered office to Hamburg
- or open a branch office/business location in Hamburg

A consultation with Gamecity Hamburg is mandatory and is recommended at least two weeks before the submission deadline on April 8, to prepare applicants optimally for their submission. Interested parties please contact funding@gamecity-hamburg.de to arrange an appointment.

All further information on applications, a comprehensive FAQ, required templates and the link to the online application can be found at: <https://gamecity-hamburg.de/funding/apply-now/>

Projects funded through the Prototype Funding program

Since the start of the first funding round in 2020, the Prototype Funding has so far supported 26 games projects with more than 1,450,000 euros. Among the funding recipients are, for example, the indie studio Tiny Roar, which received prototype funding in 2022 for its dreamlike world-builder game "Wanderful". The serious game "Mambio" by neurodactics, an educational game to make arithmetic understandable for primary school children, received the Prototype Funding in 2021 and was able to secure over 1,100,000 million euros in additional federal computer games funding in 2022. The virtual reality game "Crumbling", in which your own controller becomes an action figure, was part of the first prototype funding round as well and found a strong partner alongside investors in Meta. Crumbling celebrated its successful release in February 2024.

You can find all previous funding recipients and teams on our website: <https://gamecity-hamburg.de/funding/>

Further funding programs for Hamburg games industry by Gamecity Hamburg

Every year, the **Games Lift Incubator** supports five teams, developers and start-ups in the development of digital games and projects. In addition to 15,000 euros in start-up funding, the recipients receive a comprehensive coaching and mentoring program featuring international experts as well as workshops and subsequent individual support. The application phase for this year's Games Lift runs from May 2 to June 10, 2024.

Further information can be found at: <https://gamecity-hamburg.de/incubator/>

News on Prototype Funding and other topics can be found in the monthly Gamecity Hamburg Newsletter: <https://gamecity-hamburg.de/newsletter/>



For further information and questions please contact:

Anna Jäger

Gamecity Hamburg

PR Manager

T +49 – 40 – 23 72 435 78

anna.jaeger@gamecity-hamburg.de

About Gamecity Hamburg

Gamecity Hamburg supports, connects and makes the gaming hub Hamburg visible. The aim is to improve the general conditions for companies and founders of the games value chain in the city, to support them in their further development and to anchor Hamburg in the public perception as one of the leading games locations in Germany. Gamecity Hamburg is the contact point for Hamburg's games funding as well as the Games Lift Incubator and also offers programs, events, and services in close cooperation with the games industry to strengthen local developers. At the same time, the exchange of knowledge within the sector and with other industries is promoted. The promotion of young talent, the development of new formats that activate the strong network of games companies in the city, and internationalization are the focus of the location initiative's activities. Gamecity Hamburg is part of Hamburg Kreativ Gesellschaft.

About the Hamburg Kreativ Gesellschaft

Since its foundation in 2010, Hamburg Kreativ Gesellschaft has seen itself as a central contact point for all players in Hamburg's creative industries from the eleven sub-markets of architecture, visual arts, design, film, literature, music, press, radio, software/games, theatre/dance, and advertising. It supports creative professionals with contemporary services and promotes innovation within the framework of the "Cross-Innovation Hub" project. Since 2017 the industry-specific initiatives Gamecity Hamburg, nextMedia.Hamburg and Design Zentrum are part of the Hamburg Kreativ Gesellschaft mbH.