

creative  
england

ukie

# Creative Enterprise

## Games

## Scale Up

# FAQs



THE  
NATIONAL  
LOTTERY®



## What is it?

The Games Scale Up programme is a dedicated and prestigious programme for a cohort of 10-15 games business with the potential and ambition to scale their businesses. Businesses taking part in the programme will:

- Learn the vital skills required to create and complete a comprehensive plan to scale their businesses
- Get expert advice on business planning, funding and finance, taking their businesses to market, decision making and how to structure teams and hire the right talent.
- Learn directly from and build their network with proven industry leaders
- The Creative Enterprise programme, funded by the BFI, exists to help businesses working in the screen sectors, that make, sell or promote innovative and creative content.

## Who is the Creative Enterprise Games Scale Up programme for?

The Games Scale Up programme is specifically looking to support developers, publishers or support services who have had some recent, proven success, who have the potential and ambition to scale their business and who can demonstrate that their work in some way promotes the art, creativity and storytelling power of game making.

We are looking for businesses throughout the UK, with priority being given to those based in the English regions outside of London, who can show that they have the potential and ambition to scale up. Some of the areas that we will consider are:

- You must have successfully made a game, taken one to market or launched a support service in the last two years
- Must have employed a minimum of 3 people (part time or full time) at some point in the last 2 years
- Your business must have generated revenue in the last year

## Is there any cost for joining the programme?

There is no cost to businesses participating in the programme. There are also limited bursaries available to cover some of the cost of travel for participating businesses

## What will it deliver?

Participants will take part in:

- 2 x masterclass sessions - hosted by well-known, successful industry leaders will be held at the beginning and end of the cohort. These sessions will also include networking with other industry people and investors.
- 4 x 1-day workshops - Each workshop will focus on a particular key topic. They will also include a keynote from an industry leader who will talk about their experiences of scaling a business, based around the theme for the workshop.

## What topics will it focus on?

The core areas that will be covered are:

- Developing a strategy and plan for growth
- Structure, Funding and finance
- Getting your business to market
- Talent and teams

We want to make sure that the topics covered are as relevant as possible to our cohort so the areas of focus may evolve depending on requirements.

### What would you need to commit to?

We would expect you to commit to attending 6 days of workshops and masterclasses over six months.

You will also have to build in time to shape your business plan between the workshops.

### When will it run?

We will be recruiting games businesses to the cohort from July to August. The programme itself will start in September, with a workshop each month (except December) and will run until March.

The initial Induction and masterclasses will be held on the **30th of September** and all applicants should please make sure that they are available to attend this day.

### Where will the workshops be held?

If Covid related lockdown restrictions have been sufficiently lifted then the workshops will take place in London, mainly in Ukie's offices.

We would like to consider holding some sessions in other parts of the country but this will be assessed once we know the geographical location of our cohort.

### What if Covid-19 restrictions are still in place?

Participants will still access all the same masterclasses and workshop content via online platforms. We recognise that engagement and concentration can be difficult over long periods of video conferencing so each workshop would be broken up into smaller sections and delivered over the course of the month.