



## Announcing the call for proposals for 2022 MAGIC Community Incubator Program

The goal of our Community Incubator program is to assist indie developers in Rochester who are developing IP by providing participants with funding, mentorship, and publishing support for commercial release. This project is for digital games at any stage of development. We are excited to extend our reach and support beyond the RIT campus: this unique opportunity is for individuals who are not currently RIT students, staff, or faculty.

### **BENEFITS:**

- Access to funding up to \$10,000
- Access to a broad network of game industry professionals
- Space at the RIT MAGIC Center where you will have the opportunity to work alongside students and faculty
- Mentorship and support from our Digital Game Hub Coordinator

### **WHAT DO I NEED TO APPLY?**

In the world of digital media production, creative pitches are how projects are greenlit. With that thought in mind, we are asking you to submit the following:

**1. Game demo** (i.e. a playable version of the game) Give us the ability to play your game. Please be sure to include any special instructions for running your game along with a summary of gameplay controls. Please build for PC/Windows.

### **2. Submission Materials:**

**2a. Video.** Please provide a < **2min.** creative description of the project and how the team plans on expanding on that during the program. Please utilize this [video](#) as an example of what we are looking for in a submission. Consider the following:

- Tell us about what you are making. Consider:
  - What is it? What is your inspiration?
  - What are the most important attributes/components of your project? As examples: “our game is all about fast-paced combat,” “our game is about emotionally-driven dialog,” “our game is exploring multiple game mechanics, including...”

- What is the competitive landscape for what you are making? Consider: what games are your closest comparisons, what they do well, and what strategies they employ.
- What about your project is unique; how will it stand out (i.e. what's the twist, mechanic, etc.)?
- What will the final product look like? Describe how you will use the MAGIC Community Incubator program to develop your project and how what we are offering will help you achieve your final product.

**2b. Document** (Provide 1-2 pages where you answer the following questions):

- What are your creative goals?
- What are the risks associated with your project?
  - Given what you hope to achieve with your project, what are the key milestones? Identify your top risks to achieving these. Consider your deficiencies, missing skillsets, and scope.
  - What is the timeline and scope of your project? Consider:
    - What do you think you can realistically accomplish over the duration of the Incubator?
    - What are your long-term plans for the project?
    - Mocking up a visual timeline
- How do you plan to utilize funding?
  - Are you planning to pay your current team? Hire more people for your team?
  - How would your game benefit from funding?
- What is your marketing plan?
  - How are you building a community around your game?
  - Do you have a current marketing and promotion plan?
  - What is your publishing plan?
- What kind of mentorship support are you seeking?
  - What blind spots does your team have that would benefit from mentorship?
- List the personnel who will be participating in the project. Please provide:
  - Their full legal name.
  - Their role on the team.
- Provide a bulleted list of software and hardware you expect MAGIC to provide/give you access to in order to support product development, testing, etc. (Note: if you are expecting to publish what you are developing, you will need to utilize commercial licenses).
- Provide a bulleted list of software and hardware that you have been using to date. Please indicate if you are utilizing commercial and/or educational licenses.

**(Optional):** If your project is in a state where it is almost complete at the time of your submission and your goal is to publish it, explain what your plan is for distribution and marketing.

**KEY DATES:**

- Submissions due: **Sunday, May 15<sup>th</sup>**
- Decisions sent: **Friday, May 20<sup>th</sup>**
- Incubator start: **Monday, May 30<sup>th</sup>**

**HOW TO SUBMIT:**

- Once you're ready with your submission materials, send a zipped folder to [rob@magic.rit.edu](mailto:rob@magic.rit.edu) via Google Drive, Dropbox, or another file sharing service. Please make sure sharing is enabled so we can access it!
- Please clearly label everything. We suggest a projectname\_description format. For example: teampurple\_incubatorvideo, teampurple\_conceptart, teampurple\_submissiondoc, etc.
- Send an e-mail confirming your submission to Rob at [rob@magic.rit.edu](mailto:rob@magic.rit.edu)

**Interested in receiving feedback prior to your submission?** Please schedule a 15-30 minute appointment (video conference may be used if necessary) with our Digital Games Hub Coordinator, Rob Mostyn, at [rob@magic.rit.edu](mailto:rob@magic.rit.edu). Then, come to your appointment with your submission materials in their current state of development where Rob will give you feedback to help ensure you are on the right track.

**Have questions or need more information? Contact Rob at [rob@magic.rit.edu](mailto:rob@magic.rit.edu)**