



Grant Application Introductory Workshop Series

Workshop 1: Introduction to Workshop Series

Vee Pendergrast- Industry Development Manager - NZ CODE

So why are we doing this?

Let's go through some basic numbers:

- ▶ 126 Expressions of Interest
- ▶ 65 Full Applications
- ▶ 13 Funded

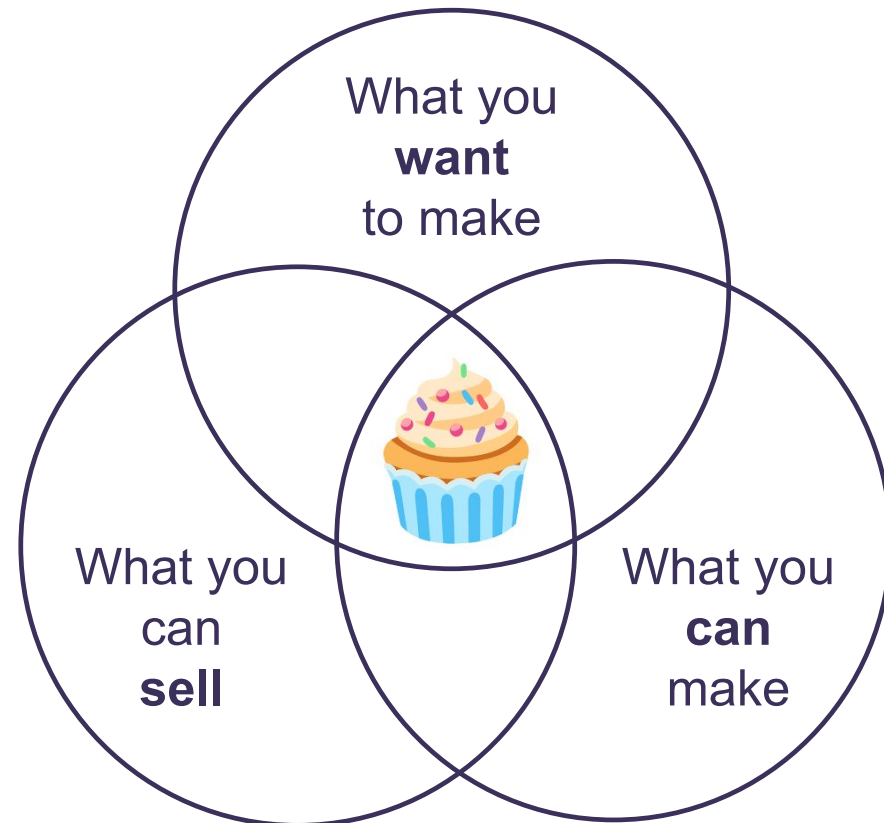
Game business basics and CODE

- ▶ Games are expensive to make
- ▶ CODE is here to support your business, your game is the vehicle
- ▶ CODE is an economic development agency, we're not an arts funder

CODE: Who we are Vs who we aren't

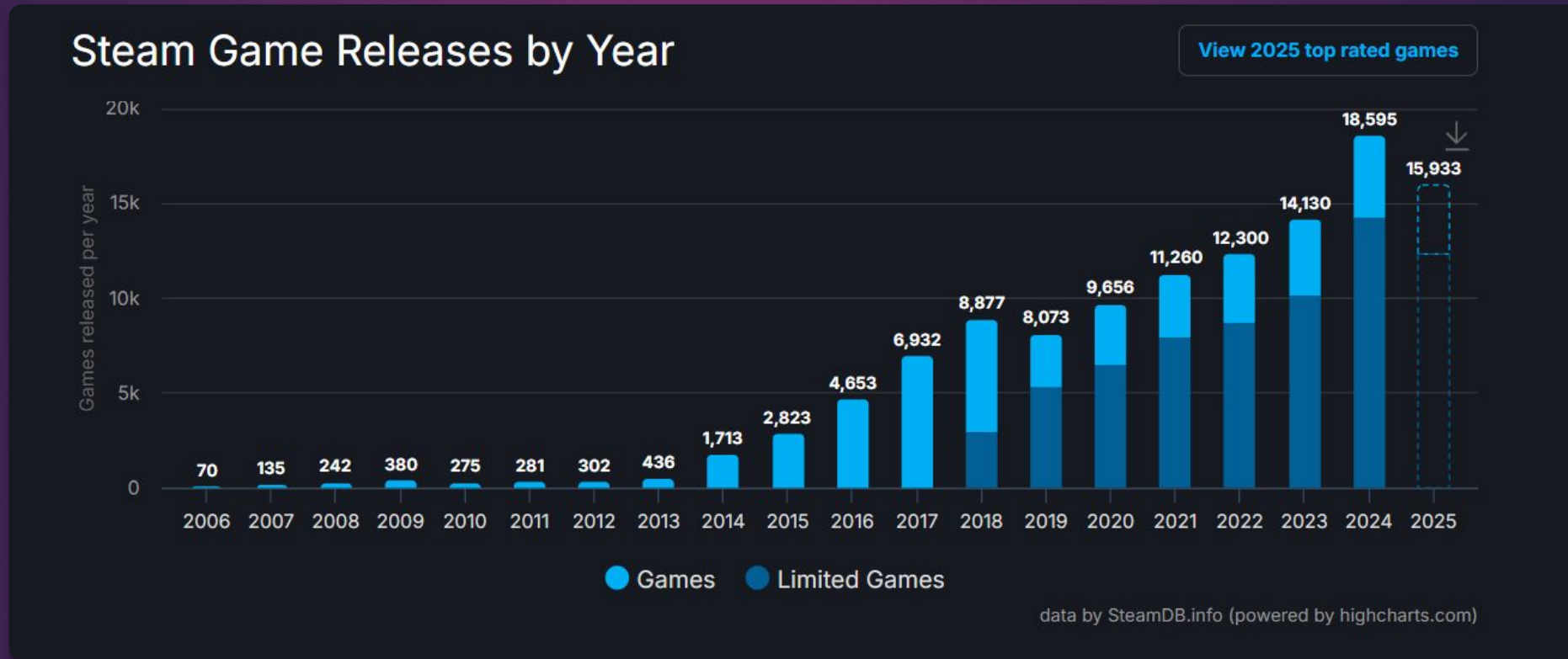
- ▶ Risk averse grant programme
- ▶ Funded by the taxpayers
- ▶ Divorced from the actual assessment
- ▶ Starting a studio, what do you want to achieve
- ▶ Sell in a few years?
- ▶ Total ownership?
- ▶ Make a passion project?
- ▶ Build a business?

+2 Diagram of Cleverness*



*Navi's version of a familiar diagram

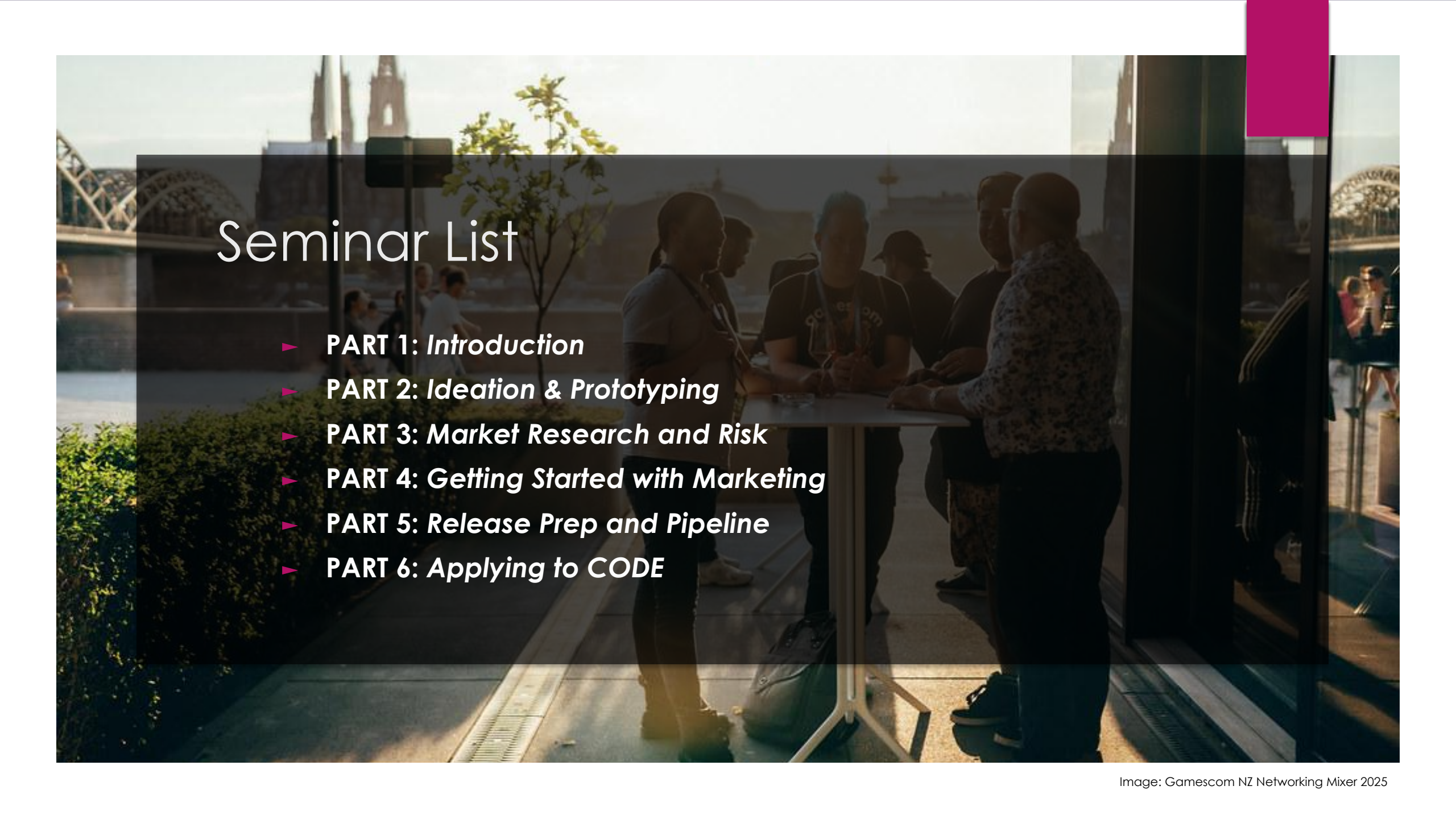
And outside in the Real World(TM)



What can CODE do about this?

- ▶ The issue is not only passing the CODE assessment process
- ▶ The market is more saturated than ever and requires a lot to succeed
- ▶ Yes, CODE applications are a lot of work... That really needs to be done anyway for a reliable chance of success
- ▶ These workshops are about the first introductions to these topics



The background image shows a group of people networking at an outdoor event. In the foreground, a man in a patterned shirt is talking to a woman in a white t-shirt. They are standing near a white table. Other people are visible in the background, some sitting at tables and others standing. The setting appears to be a rooftop or a high-rise terrace with a view of a city and a bridge. The lighting suggests it's late afternoon or early evening.

Seminar List

- ▶ **PART 1: *Introduction***
- ▶ **PART 2: *Ideation & Prototyping***
- ▶ **PART 3: *Market Research and Risk***
- ▶ **PART 4: *Getting Started with Marketing***
- ▶ **PART 5: *Release Prep and Pipeline***
- ▶ **PART 6: *Applying to CODE***

Questions?

- ▶ Thoughts? Concerns? Random musings?
- ▶ Funding@nz-code.nz
- ▶ Ask us for a Discord invite
- ▶ Better to talk it out than rely on assumptions

