CODE TRAVEL GRANT
Application Writing Guide

The CODE Travel Grant Application Writing Guide has been created to help teams and/or studios interested in applying for a Travel Grant from the New Zealand Centre of Digital Excellence (CODE).

The objective of CODE's grant funding is to support teams, of both New Zealand based videogame development teams and businesses supporting video game development teams/studios (and associated service providers), to travel to conferences, conventions and/or expos of industry import for the purpose of conducting business development and marketing in the early stages of their journey while working towards becoming a sustainable studio.

Please note:

- While we acknowledge the excitement and value of attending videogame conferences, conventions, and/or expos to connect with/expand a team's network or playtest their game, this application must demonstrate business development and/or marketing value for attending these events to support the sale of their game, or services to the games industry, and increase the chances of the New Zealand based studio, or service providers, achieving sustainability.

- This writing guide has been created to assist you in answering the open-answer questions on the forms relating to the purpose and benefits of attending specific events. Remember that the focus of these answers shouldn't just be the "why" of attending these events, but breakdown the steps of "how" you intend to achieve your desired outcomes to show you will take full advantage of this opportunity.

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Main Application Document - Writing Guide

Please give details of the project(s) and the stage you have reached

- Give a brief summary of your game, including:
  - Elevator pitch;
  - A paragraph or two summary that includes unique selling points;
  - A description of the development stage of your game;
  - A breakdown of the marketing efforts that have been made to promote your game and the outcomes that they have achieved.
- For Service providers, describe the services that your studio/team provides including any specialty focus areas, skills, and/or significant clients you've previously worked with.

What is the specific commercialisation objective?

- Describe any/all activities or people you expect to be engaging with, including but not limited to:
  - Pitching to publishers/investors;
  - Meeting with marketing companies / media / content creators;
  - Connecting with service providers for Localisation, QA, porting, etc.;
  - Attending special events, invites, or opportunities (with specific business outcomes);
  - Engaging with potential clients for service work.
- For each of these items:
  - Describe the current situation in detail to provide context;
  - State all goals you're aiming to achieve;
  - Include any special opportunities or advantages that you may have.

What strategies are you employing to ensure you will achieve your goal on this trip(s)

- For each of the items above, describe "how" you will be working to achieve the above goals, including:
  - Any preparation to be done before attending the event (Pitch decks, Publisher/Client lists, Steam Page population and launch, Website development, business card creation, etc.);
  - Methods of reaching out to connect with various parties you want to meet with (eg. Meet2Match, LinkedIn, etc.);
  - Significant timelines or other planning to ensure everything is in done in time;
  - Attending special events (eg. Representing Games sessions);
  - On-the-ground activities including boothing, networking-with-purpose to meet publishers or clients, etc.

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Please give details if there is any additional learning outcome for the trip

- These are the secondary objectives and side-quests including:
  - Player testing, feedback, wishlisting when boothing at a consumer event;
  - Networking with other devs to gain industry or discipline specific knowledge;
  - Speaking engagements;
  - Attending of adjacent events made possible by receiving this event, even if the event is not covered by the CODE travel grant (eg. DevCom).

If you have any media / influencer engagements planned on this trip, please give details

- Any appointments or planned media pushes or influencer engagements made with your publisher or Marketing/PR firm;
- Any personal connections that are planned to meet at the event;
- If you have neither of the above, state any plans you have to engage media/influencers through media lists or outreach, or networking with other devs with intent for cross-promotion or bundle.

Additional information in support of your application

- Include any other relevant details that did not fit in the above sections.

Please upload supporting material here

- Items to be considered:
  - Pitch Decks;
  - Publisher/Investor/Client Spreadsheets;
  - Content Creator / Media Spreadsheets;
  - Agreements with Marketing/PR Firms;
  - Contracts or term sheets for publishers;
  - Evidence of 2-way communications with publishers, investors, clients, etc.;
  - Other evidence to help support any claims made above.