

**Please note:** The application phase for 2024 has ended on June 10, 2024. A revised version of this document will be published at the beginning of the next application phase in May/June 2025.

# How to Apply for the Games Lift Incubator Program

(2024/05/02)

We're looking forward to your application for the Games Lift Incubator. Applications are submitted via this [Online Form](#). Please make sure to carefully read this document in advance.

## General

- Feel free to use either English or German language on your application.
- We strongly recommend a consultation appointment with Gamecity Hamburg before submitting your application. Please contact us at [funding@gamecity-hamburg.de](mailto:funding@gamecity-hamburg.de) to set up an appointment and include the name of your project as well as a very short description, information on your team and any questions you might have in advance.
- Check if you are eligible to apply.  
Eligible applicants are:
  - Natural persons
  - small and medium-sized enterprises (SMEs)  
An SME is defined as an enterprise which, at the time of application, has fewer than 250 employees and whose prior-year revenue did not exceed 50 million euros.
  - Team size may not exceed 5 members
  - The precondition is always that the applicant is already based in Hamburg or can prove or credibly assure that they will relocate their residence to Hamburg or open a subsidiary or branch establishment in Hamburg upon entering the Incubator.
- Check if your project matches:  
Please make yourself familiar with the concept of the Games Lift Incubator [on our website](#). Participation in the incubator spans over one year during which all team members should be involved in developing the project and taking part in the program.



## Application Form

### Question 1: Project Name

Naming a project title is mandatory. Working and temporary titles are fine. We use this title to identify your project during the application phase.

### Question 2: Pitch Deck

The Pitch Deck is the core of your application. In this document, we ask you to briefly present several aspects about your team, your project and your plans.

The Pitch Deck should include the following information:

- brief description of your idea/project
- your project's USPs (Unique Selling Propositions) and Features
- your team and your skills
- what stage the project is in now (e.g. ideation, rough concept, MVP, demo)
- ...and what progress you want to achieve during your time in the Games Lift Incubator, especially during the 3 months intensive phase
- your project's target audience & your idea for an exploitation strategy for the finished product
- what challenges your project faces now or in a future stage
- why you want to join the Games Lift Incubator and what you are looking for in the program
- what your plans for the project after completing the Games Lift Incubator program are
- anything else you think we should know about you and your project

Feel free to include graphical assets of your project if available.

Please submit a PDF file with 10MB max. and make sure not to exceed the limit of 12 pages/slides.

### Question 3: Your project in a single sentence

Please give a very short description of your project.

### Question 4: Platforms

Which platform(s) are you developing your game for?



### **Question 5a-5d: Social Media**

In case you're already promoting your project on social media, please link your accounts here.

### **Question 6: Company or natural persons**

Please state whether you are applying as a company or a group of natural persons. This determines which questions will be shown to you next.

#### **--> Company Information**

Please fill out if you are applying as a company. Company name, legal form, founding date and address are mandatory. (If you are applying as a group of natural persons, this question will not be visible for you).

### **Question 7: Number of Team Members**

Please state how many members your Games Lift team will have. Please note: this refers only to team members who will be part of the Games Lift Incubator. If the group of people working on the game in general is larger than the Games Lift team (e.g. if you are working with freelancers), please only state the up to 5 team members who will take part in the program.

### **Question 8: Team Member 1 / Main contact**

Please name one team member as the main contact for Gamecity Hamburg. Postal address of your team's main contact person will be needed to send out the contract if you are accepted into the Games Lift Incubator.

### **Question 8a-d : All other team members**

Please give personal data for all team members:

- Current Occupation: e.g. „Student“, „self-employed“, „building up own start-up“, „employed“, „looking for employment“,...
- In any case, please pay special attention to Question 10 (Availability)
- Email
  - (Mobile) phone number

Please note that the questions for team members 2-5 are only shown if you checked the corresponding number in question 6.

### **Question 9: Fields of interest for the Incubator program**

Please choose one or more general fields you're especially interested in learning more about.

Aside from the given answers, the application form also allows naming another field of expertise if the above doesn't fit your needs. Please don't go too much into detail, this is what the next question on the application is for ☺



### **Question 10: Topics of interest for the Incubator program**

Please give some keywords or descriptions of particular topics you'd like to learn more about through the Games Lift Incubator (e.g. „What legal form should we choose when founding a company“, „How to find a publisher for our game“, „Defining target groups“)

### **Question 11: Availability for the program**

The Incubator's program schedule will require all team members to take part in workshops, talks and mentoring sessions. During phase 1 (September - early December 2023), several meetings per week are to be expected. During phase 2, meetings with the mentors and the consulting PR agency will be scheduled every 2-3 months.

If you cannot attend on individual occasions (e.g. due to illness), a short-time notice to Gamecity Hamburg is sufficient. If you are regularly indisposed due to employment, study, or family obligations, please let us know here in advance so we can try to accommodate the schedule to the participants' needs as good as possible.

### **Question 12: How did you learn about the Games Lift Incubator?**

Please let us know where you heard of the Games Lift Incubator. Multiple answers are of course possible.

### **Question 13: Attachment: Data protection declaration**

Please fill out and sign the form for the data protection declaration, scan, and upload it. The form can be found at <https://www.gamecity-hamburg.de/incubator/apply-now/#Downloads>

### **Question 14: Attachment: Declaration funding application**

Please fill out and sign the form for the declarations funding application, scan and upload it. The form can be found at <https://www.gamecity-hamburg.de/incubator/apply-now/#Downloads>

### **Question 15: Attachment: Diversity Checklist**

Download the Diversity Checklist on our website: <https://www.gamecity-hamburg.de/incubator/apply-now/#Downloads> and upload the filled out form.

**Good Luck for your application for Games Lift 2024!**