

InGAME

Innovation for Games
and Media Enterprise

SFA X InGAME

Cluster of the Future Challenge

Heads of Terms

SFA X INGAME CLUSTER OF THE FUTURE CHALLENGE: SUMMARY OF CHALLENGE CALL STAGES AND REQUIREMENTS ON CHALLENGE CALL WINNERS AT EACH STAGE

The Cluster of the Future Challenge (the “Challenge”) will include 4 stages:

- 1. Applications Submissions & Application Sifting** – Applicants will submit their proposals in line with the provided Challenge Call information via online application form by the deadline. Applications will be sifted by StoryFutures Academy and the InGAME Collaborating Universities. Up to 10 successful applicants will be selected.
 - 5 x Scottish SMEs, selected and funded by InGAME
 - 5 x rUK SMEs, selected and funded by StoryFutures Academy
- 2. Inclusive Innovation Lab & Diagnostic Workshop** – Stage 2 begins 5 April 2022 and is expected to run for four days. The programme will equip SMEs to pitch to the Inclusive Design Accelerator. The applicants selected to progress to the final stage are expected to attend Diagnostic Workshop with Open Inclusion.
- 3. Inclusive Design Accelerator** – Stage 3 begins in early May 2022 and is expected to run for eight weeks. The teams will have an opportunity to design, develop and test their inclusive immersive experiences and develop inclusive go-to-market strategies and validate early market traction.
- 4. Demo Day** – Accelerator outputs and insights are demonstrated and presented to relevant user groups and key stakeholders at specifically designed and scheduled Demo Day events. These will run in September/October 2022.

Progression through each stage will be dependent on the applicant complying with and meeting the standards set out by SFA and the InGAME collaborators.

STAGES

Stage 1 – Applicants

Who can apply?

- SMEs from the **United Kingdom only**. Only organizations registered with a main place of business and/or operational activity in the UK are eligible to apply.
 - **SMEs from Scotland** will apply to and be funded by InGAME.
 - **SMEs from England, Wales and Northern Ireland** will apply to and be funded by StoryFutures Academy.
- InGAME welcomes applicants from across the immersive content sector and adjacent media enterprise industries.
- SFA welcomes applicants from the screen sector working in the immersive content sector.
- Applicants must be available to participate in all required workshops, labs, briefings and meetings plus other challenge related events.
- Applicants must be classified as an SME. A company is defined as an SME if two of these three characteristics are met: annual turnover is less than €50m; number of employees is less than 250; or the annual balance sheet total is less than €43m.
- Each application will be checked for eligibility and then scored against the following criteria by a panel of SFA and InGAME assessors:
 - Compatibility with Challenge mission and purpose
 - Credibility to innovatively respond to the Challenge
 - Capacity to undertake the work required by the Challenge.
 - Evidence of required core competencies and specialisms.
- Each team is scored against the criteria by SFA and InGAME. A shortlist is created of no more than 10 teams.
- Successful teams are invited to participate in Stage 2 – Inclusive Innovation Lab.

Stage 2 – Inclusive Innovation Lab

- It is intended that stage 2 will commence on 5 April 2021 and run for four days, however these dates are approximate and may be subject to change.
- Five applicants will be selected from stage 1 to participate in stage 2 (each a “successful applicant” for the purposes of stage 2).
- Each of the three successful applicants will be required to enter into an agreement with Abertay University (the “Contract”) in order to be accepted onto stage 2.

- Upon signing the Contract, the successful applicant will then be awarded a £1000 stipend to participate in the Inclusive Innovation Lab and develop their pitch.
- Following review, interview and assessment one of the five successful applicants will be selected to progress to stage 3.
- The four remaining stage 2 applicants' involvement will conclude at this stage.

Stage 3 – Inclusive Design Accelerator

- The remaining successful applicant, having progressed to stage 3, will be awarded a further £35000 grant to take part in the Inclusive Design for Immersive Experiences accelerator programme.
- The awarding of the stage 3 grant will be subject to the terms of the Contract (including any necessary amendments thereto and supplementary agreements required by Abertay University).
- It is intended that stage 3 will begin in early May 2022 and run for an 8 week period, however this is subject to amendment by the InGAME collaborators.
- Appropriate in-kind support will be provided during this stage by Open Inclusion and the InGAME collaborators, subject to the Contract.

Stage 4 - Inclusive Design Demo Days

- Accelerator outputs and insights are demonstrated and presented to relevant user groups and key stakeholders at specifically designed and scheduled Demo Day events.
 - 1 x virtual showcase
 - 1 x InGAME-hosted physical event
 - 1 x StoryFutures Academy-hosted physical event
- Demo Day event programming and content to be co-designed by Open Inclusion, InGAME, StoryFutures Academy and participating SMEs.
- All Demo Day events and activities to prioritise accessibility and inclusivity.

Challenge Agreements – Key Terms and Principles

- In submitting its application each applicant warrants that:
 - it has the capability and resources to develop the required pitch following the Inclusive Design Lab by the required deadline and to fulfill the requirements of each stage including production and showcasing requirements;
 - It agrees to be bound by the terms of this document;
 - It shall participate in all events and activities required to review and judge the pitches, including 1:1 interviews (the events and activities may be remote or on-site subject to national health guidelines);
 - The work which it submits during the course of the Challenge is its own and the applicant shall indemnify StoryFutures Academy, Royal Holloway University London, Abertay University, Open Inclusion and the InGAME Collaborators against any claims for third party intellectual property infringement
 - It shall enter into the agreements required by StoryFutures Academy and/or the InGAME Collaborators, including Non-disclosure agreements and Challenge Call Agreements;
 - It shall recognise StoryFutures Academy or the InGAME collaborators in appropriate credits for any produced prototype or work under this Challenge;
 - It shall provide InGAME collaborators and StoryFutures Academy with access to all development assets and activities for showcasing, promotional and research and educational purposes;
 - It shall enter into such licences to intellectual property rights and other arrangements as is required by the Contract or any other agreements which the applicant is required to enter into.
- In submitting its application and/or agreeing to participate in the stages above, the applicant agrees and acknowledges that:
 - The decision of which applicants are successful for each stage and the connected grants rests with the judging panel and will be final, with no right of appeal.
 - Abertay and/or StoryFutures Academy reserve the right to change any dates or deadlines referred to in this document or other such aspects of the Challenge as is required.
 - Any grant awarded to a successful applicant during any stage is considered under the research and development model and is

therefore deemed to be outside the scope of VAT. Invoicing arrangements and costs entitled to be claimed from the grant will be subject to the Contract.

- Each applicant agrees and acknowledges that, subject to the Contract:
 - All background intellectual property used in connection with the Challenge remains the property of the party that introduced it (or, where applicable, the third party from whom its right to use the background intellectual property has derived)
 - Subject to any third party rights, each party shall be required under the Contract to grant StoryFutures Academy and the InGAME collaborators licences to its background intellectual property for the purpose of carrying out the challenge and any other purpose set out in the Contract.
 - Intellectual Property created during the course of the Challenge will be owned by the party which has generated it.
 - A successful applicant will be required to grant licences to StoryFutures Academy and InGAME collaborators to the intellectual property created therein for the purposes of academic research, teaching and collaboration (and any other purpose set out in the Contract).