



Telefilm Canada through the Canada New Media Fund (CNMF)

presents

ON THE ROAD TO GDC 2008

In Partnership with:

CI@IC,
Alliance numériQC,
Digital Media Association of Alberta,
Interactive Ontario, OMDC
and TechPEI.

With the support of:

Manitoba Interactive Digital
Media Association, New media BC,
Saskatchewan Interactive Media
Association,
IGDA Chapters from
Calgary, Winnipeg, Vancouver,
Toronto and Montréal.

On the Road to GDC is a market preparedness program, free of charge, offered to up to **20** Canadian game developers, in preparation of the Game Developers' Conference and/or the Game Connection, held in San Francisco, February 18-22, 2008.

The objective of this program is to develop emerging to mid-career game developers' commercialization skills by setting realistic objectives and expectations for GDC and the Game Connection, developing a focussed market strategy and ensuring companies are market ready.

The program will be delivered by consultants Mike Summers and Josh Druckman and will consist of:

A one-day workshop:

Delivered regionally, this one day workshop will consist in:

- ❖ Overview of targeted market trends
- ❖ Conversation with special regional guests
- ❖ Best practices and tips you need to know
- ❖ Pre-arranged one-on-one meetings under NDA with the 2 consultants.

Dates:

- **Calgary (Alberta)** **November 19** - **Toronto (Ontario)** **November 21**
- **Charlottetown (PEI)** **November 23** - **Montréal (Québec)** **November 26**

If you are located outside these 4 locations, we can support part of the travel costs for one participant per company as follows: 50% of accommodation fee (1 night only with a maximum of 100\$) and 50 % of travel cost (on economic class only). Please refer to the application form.

Individual market preparedness mentorship

Participants will benefit from individual mentorship over a course of 8 weeks. The mentorship will address the following aspects:

- ❖ Action plan: define your objectives at the market, set priorities and specify expected results.
- ❖ Pitch: how to make your elevator pitch even better...



- ❖ Marketing: is your material right and ready?
- ❖ Setting the agenda: identify potential prospects, what conferences to attend and what networking activities not to miss.

On-location support

Mike Summers and Josh Druckman will be available at GDC to help you get around.

Also, a networking activity will be organized for Canadian developers in order to increase business opportunities.

Eligibility criteria

The program is opened to all Canadian game developers meeting the following criteria:

- Companies must be Canadian owned and controlled, as defined in the *Investment Canada Act*.
- Companies must own 100% of the copyright or intellectual property (IP) rights of the projects that will be presented at GDC/Game Connection.
- Developers must register for GDC or the Game Connection.
- Companies must not be in default with respect to any obligation toward Telefilm Canada.

Selection Process

The number of participants is limited and Telefilm Canada may apply a selection process across its regional offices which will take into account:

- The potential benefit of the program for the applicant;
- The applicant's track record;
- The respect of a regional balance in participants.

Also, priority will be given to CNMF clients and to developers with a prototype ready to export.

Developers are highly encouraged to apply with their business affairs who may attend the market preparedness workshop and also be available for the mentoring sessions. The developer will however remain the lead contact and be responsible for any correspondence and exchange with the consultants.

Application deadline October 26, 2007

For further information: Anne-Marie Charbonneau
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Bios



Michael S. Summers

Director, Technology Development Center, Lyles Center for Innovation and Entrepreneurship, California State University, Fresno. Mr. Summers directs CSUF technology development programs, commercialization teams and the elite DogWorks™ black box development team. Video Game Industry: Mr. Summers worked 3 years for Bizdev Inc, a business management firm for the video game industry. Mr. Summer's responsibilities included new business development, project / IP management and securing publishing contracts for his clients. Bizdev's publishing partners included: Activision, Electronic Arts, Disney, Take2 Interactive, THQ and Warner Bros. Bizdev's studio clients included: Breakaway Games, Steel Monkeys Studios, Sarbakan, Beenox, Vicious Cycle Studios and Hyperspace Cowgirls. Mr. Summers is a successful entrepreneur and holds several patents for water rescue and survivability equipment used worldwide. Mr. Summers and his wife, Carolyn, have three children and have made the Yosemite area their home since 1993.



Josh Druckman

Josh is an industry veteran with over eleven years of game production and studio management experience. During 5 years, he helped Gametronics and its sister company Internet Gaming Software Solutions to grow from a start-up to a studio of over 60 game developers and to produce over 150 casual web games and Video Lottery Terminal (VLT) games. As the Executive Producer of Interactive Services for Bell Canada, he successfully launched Gamesmania.com, a digital distribution service of PC games. He founded Northlogic, an interactive consulting company and used the revenues generated to launch Dark Matter Entertainment as well as fund a prototype for a game called Circles of Power. In 2003 he moved the Dark Matter team to Brainbox Games, a subsidiary of Digital Extremes and successfully completed Land of the Dead: (Xbox, PC), Marine Heavy Gunner (PC) and Desert Thunder (PC), in addition to working on Pariah (Xbox, PC) and Warpath (Xbox, PC). In his last position, as VP Development for Digital Extremes, he oversaw the production of Dark Sector, a next-gen PS3, Xbox 360 game due for launch in early 2008. Josh founded the Toronto Chapter of the IGDA and co-founded the Game Developers Association of Ontario. He is a member of the Interactive Ontario games committee and has sat on industry advisory boards for Seneca College, Sheridan College, Humber College, Centennial College, Algoma University, FuturePlay.org and the Vortex game competition.



More about GDC and the Game Connection

The Game Developers Conference (GDC) is the official trade event "by developers for developers" of computer, console, mobile, arcade and online games. The GDC is the largest annual gathering of professional video game developers, focusing on learning, inspiration, and networking. The event is comprised of an expo, networking events, awards shows such as the Independent Games Festival and the Game Developers Choice Awards, and a variety of tutorials, lectures, and roundtables by industry professionals on game-related topics covering programming, design, audio, production, business and management, and visual arts.

The Game Connection is a business networking event for the video game industry. It removes the distractions of other industry events to focus on getting down to business, finding the right partners and signing contracts. The event's focus is on pre-arranged one-on-one meetings between buyers and sellers of games and/or services thanks to an online meeting system. Meetings are only confirmed when both parties agree, thereby guaranteeing efficiency. The meetings are scheduled for 30 minutes and buyers navigate from one developer's booth to the others.

Telefilm Canada, through the Canada New Media Fund (CNMF), will offer financial support to developers wishing to participate to the Game Connection. Details and conditions will be available soon.