

Mass. DiGI

Digital Games Institute

Game Challenge

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April 13-15, 2012 - One Memorial Drive, Cambridge, Massachusetts



Agenda /Sessions Overview

Friday, April 13th

8:30 am: Registration - First Floor

9:00 am: Introduction by Monty Sharma, managing director of MassDiGI and welcoming remarks by Robert Johnson, PhD, president of Becker College & chair of the MassDiGI Advisory Board and Secretary Greg Bialecki, MA EOHED.

9:35am: The Rules - Walter Somol, Microsoft

9:50 am: "How to Pitch a Game": Learn the ins-and-outs of the Game Challenge competition, including an outline of rules and tips for pitching your game to mentors & the judges.

- Walter Somol - Microsoft - Moderator
- Hudson Piehl - FreePlay Labs
- Andrei Gradinari - Spooky House
- Adam Minmagh – Huminah Huminah Animation
- Mike Levine - Pileated Pictures/HappyGiant Media

10:35 am: BREAK

10:45 am: Mentor Mania - 3 mentors, 2 minutes each

11:00 am: "Want Your Game to be Great?": Hear from a variety of established professionals about what components go into not just a good, but a GREAT game.

- Bob Ferrari - Bare Tree Media - Moderator
- Noah Jessop - LuckyLabs
- Jeff Goodsill - Tencent Boston
- Peter Caparso - Adyen
- James Hursthouse - Roadhouse Interactive

11:45 am: Mentor Mania - 3 mentors, 2 minutes each

12:00 - 12:45 pm: LUNCH BREAK

- 12:45 pm: "Games for Good": Successful games go beyond entertainment. Learn more about the growing areas of business, health, training, education & charitable games.
- Faith Kasparian - MBBP -Moderator
 - Dave McCool - Muzzy Lane Software
 - Sharon Wood - Stone Creek Entertainment
 - James Hursthouse - Roadhouse Learning Initiative
 - Trapper Markelz - MeYouHealth
- 1:30 pm: "2012 and Beyond": A panel of industry executives will share their predictions for the next 1-2 years in gaming and discuss how it will impact the region.
- Ming Chow - Tufts University - Moderator
 - Ken Surdan – Turbine/WB Games
 - Chris Cummings – Lycos/Gamesville
 - Sam Glassenberg – Funtactix
 - Russ Morris - Unity3D
 - Seth Sivak – Zynga Boston
- 2:15 pm: Mentor Mania - 3 mentors, 2 minutes each
- 2:30 pm: BREAK
- 2:45 pm Mentor Mania - 3 mentors, 2 minutes each
- 3:00 pm: "Game Industry Q&A": In conjunction with our job fair, ask the experts everything you ever wanted to know about what it is like to work in the industry.
- Tim Loew - MassDiGI - Moderator
 - Dave Bisceglia - The TapLab
 - Chinh Pham - GreenbergTraurig
 - Jay Piette - Turbine/WB Games
 - Nick Sherman - Lycos/Gamesville
 - Pratik Sapra - Research in Motion/Blackberry
- 3:45 pm Mentor Mania - 3 mentors, 2 minutes each
- 4:00 pm: BREAK
- 4:15 pm: Final questions and charge to the teams
- 4:25 pm – 5:00 pm: "Join My Team!" Pitches

Saturday Mentor Sign-up

On Saturday, mentors will be taking time for one-on-one meetings with teams. This is your chance to have a professional give you some input on your pitch or your business. Sign up sheets will be available on Friday. Please sign up for mentor slots ASAP as they will be in high demand.

Saturday, April 14th

10:00 am: Space Opens – First Floor (to participants)

11:00 am: Mentor Visits w/Teams

12:00 pm: WORKING LUNCH (10th floor)

1:00 pm: Mentor Visits w/Teams (cont.)

3:00 pm: Practice Pitches

4:00 pm: Team Entry Documents DUE (no later than 4pm)

GET3D's Stimulus Day will be on the 10th and 11th floors on Saturday. You are welcome to drop in!

Sunday, April 15th

10:00 am: Judges Evaluate Entrants

12:00 pm: LUNCH BREAK / Judges Present List of Finalists

1:00 pm: Finalist Presentations – 5 Minute Pitches

3:00 pm: Awards Ceremony

Thank you to all our sponsors, speakers, mentors, judges and volunteers!

Mentor List:

Saturday Mentor Sign-up

On Saturday mentors will be taking time for one-on-one meetings with teams. This is your chance to have a professional give you some input on your pitch or your business. Sign up sheets will be available on Friday. Please sign up for mentor slots ASAP as they will be in high demand.

Name: Eric Krasnauskas
Title: Producer/Designer
Company: Pod Design
Twitter: @mchumpy

Name: Adam Mimmagh
Title: Executive Producer
Company: Huminah Huminah Animation
Twitter: @adamimmagh

Name: Nick Sherman
Title: Lead Artist
Company: Gamesville
Twitter: @nicksherman

Name: Robert Ferrari
Title: CEO/Founder
Company: Bare Tree Media
Twitter: @BrandMoxi

Name: Pratik Sapra
Title: App Development Consultant
Company: RIM
Website: www.blackberry.com

Name: Jeremy Monken
Title: Project Lead
Company: Muzzy Lane Software
Twitter: @ZenMonken

Name: Shaun Greene
Title: Project Lead
Company: Muzzy Lane Software
Website: www.muzzylane.com

Name: Scott Macmillan
Title: Sr Product Manager
Company: Viximo
Twitter Handle: @scottmacmillan

Name: Holly Tatnall
Title: Composer & Audio Designer
Twitter Handle: @digitalholly

Name: Grant Wei
Title: Sr. Director of Platform Technology
Company: Warner Bros/Turbine
Twitter Handle: @Grantwei

Name: Chinh Pham
Title: Attorney
Company: Greenberg Traurig, LLP
Website: www.gtlaw.com

Name: Jay Piette
Title: Director of QA
Company: Warner Bros/Turbine

Name: Mike Hauck
Title: VP Business Development
Company: Adyen
Twitter Handle: @Hudster44

Name: Peter Caparso
Title: President - North America
Company: Adyen
Twitter Handle: @PCaparso

Name: Andrei Gradinari
Title: Lead Game Designer, Founder
Company: Spooky House Studios
Twitter Handle: @SpookyHouseStd

Name: Aaron St. John
Title: CEO
Company: Hitpoint
Twitter Handle: @HitPointStudios

Name: Elliot Mitchell
Title: Technical Director
Company: Infared 5
Twitter Handle: @mrt3d

Name: Jonathan Rudy
Title: Systems Designer
Company: Tencent Boston

Notes:

About the Game Challenge

On Friday morning, each competing team must register. Then your team will identify a category in which to compete. For example, if you already have a game prototype in hand then you would likely enter the "Best Game Prototype" category.

During the day on Friday, your team will learn quite a lot about how to frame your pitch - along with a lot of other useful game industry information.

On Saturday, your team will have a chance to get advice from a mentor.

Then on Sunday, judges will review your entry. If you make the category finals, then you will be presenting in front of judges and an audience entry - preferably using a standard application like PowerPoint.

Category Winners will be then be selected. One of the four Category Winners will then be chosen as Grand Prize Winner.

Good luck!

Awards & Prizes

Grand Prize Winner

One grand prize winner will be chosen from one of the four category winners. The grand prize winner will receive full access to a MassDiGI 2012 Summer Innovation Program (SIP) team (valued at \$20,000*) that will help you polish your game and get it ready for launch, \$3,000 of legal fees from Morse, Barnes-Brown, Pendleton PC**, a trophy and a \$250 honorarium as well as other prize(s), to be determined.

Best Game Prototype - Category

Prize: One winner will receive partial access to a MassDiGI 2012 SIP team that will help you refine your idea, \$3,000 of legal fees from Morse, Barnes-Brown, Pendleton PC** and a \$150 honorarium, as well as other prize(s), to be determined.

Best Game Concept - Category

Prize: One winner will receive limited access to a MassDiGI SIP team to pull together a design document in addition to \$3,000 of legal fees from Morse, Barnes-Brown, Pendleton PC** and a \$150 honorarium, as well as other prize(s), to be determined.

Wow! This Could Be Big - Category

Prize: One winner will get one-on-one advice from an award-winning mentor on how to bring your idea to reality in addition to \$3,000 of legal fees from Morse, Barnes-Brown, Pendleton PC** and a \$150 honorarium, as well as other prize(s), to be determined.

Best Serious Game Concept or Prototype - Category

Prize: One winner will receive partial access to a MassDiGI 2012 SIP team that will help you refine your idea (or, if a concept, pull together a design document), in addition to \$3,000 of legal fees from Morse, Barnes-Brown, Pendleton PC** and a \$150 honorarium, as well as other prize(s), to be determined.

*No cash value. Expires 8/12/2012.

** No cash value. And, (a) MBBP will need to do a conflicts check, and if there is a conflict MBBP will not be able to represent (and therefore since there is no cash value, the prize will be forfeit) and (b) it covers legal fees only, not any third party disbursements.

Visit www.massdigi.org for more information on rules.

The grand prize is cumulative, i.e. grand prize plus category prize. MassDiGI reserves the right to make changes to prizes.

Notes:

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