



September 30, 2014

Dear MassDiGI Advisory Board Members,

The past year has been another wonderful one for the Massachusetts Digital Games Institute. For example, our annual Game Challenge and Summer Innovation Program exceeded expectations, we started up an exciting new initiative called Live Code, and we took part in two trade missions to four nations.

As a result, we enhanced our leadership position as the state-wide center for entrepreneurship, academic cooperation, and economic development across the Commonwealth's games ecosystem. Working with friends and partners from industry, higher education, and the public sector, our efforts reached many and provided great value to the regional game development community.

Our team is proud of what we have accomplished and appreciative of the ongoing support we have received. In fact, without that support from our advisors, partners, mentors, sponsors, volunteers, and friends, none of our work would have been possible. We thank you.

Therefore, on behalf of MassDiGI, I am pleased to present the *2014 Annual Report*. With our mission, goals, and objectives in mind, we have provided an overview of the past year's noteworthy programs, activities, and services.

Looking ahead to the coming year, with your help, we will continue to produce successful results; to build on our accomplishments; and to foster a supportive atmosphere for the growth and development of the Massachusetts video and digital games industry.

Sincerely,

Robert E. Johnson, Ph.D.

President, Becker College  
Chair, MassDiGI Advisory Board



# Massachusetts Digital Games Institute

## 2014 Annual Report

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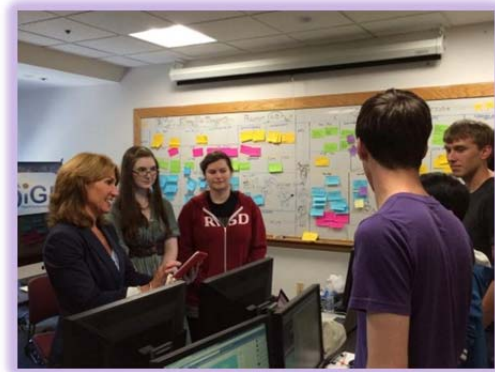
## Overview of 2013-2014

**T**he mission of the Massachusetts Digital Games Institute remains as relevant in 2014 as when it was written in 2011's *Getting in the Game: A Plan to Establish the Massachusetts Digital Games Institute*:

To facilitate cooperation among the digital games industry, government, and academia to strategically foster job growth and economic development in Massachusetts. As a center for state-wide initiatives that promote academic collaboration, entrepreneurship, business formation and growth, job creation and preservation, it enhances the Commonwealth's ability to attract and retain digital and video game companies and expand the industry cluster.

MassDiGI's goals and objectives align neatly with its role as a state-wide center for coordination, engagement, and cooperation among the games ecosystem, government, and higher education that supports job creation and opportunity. Over the last twelve months, MassDiGI has focused its work in six core service areas: 1) outreach and marketing, 2) workforce development, 3) business development, 4) education and research, 5) workshop/symposium/conference planning and 6) practices, policy, and advocacy.

Please find below, organized by core service area, a representative list of programs, services and activities performed in each area as well as a fundraising snapshot for the past year. And, at the end, please find a preview of what next year has in store.



### Outreach and Marketing

- Presented and exhibited at Central Mass. Business Expo, DCU Center, Worcester, MA, October 2013 and September 2014.
- Panelist at "Innovating for Growth: A Gateway Cities Symposium, WPI, Worcester, MA, October 2013.
- Exhibited at The Venture Forum Innovation Fair, WPI, Worcester, MA January 2014.
- Panelist at MIT Enterprise Fom Games Circle, Boston, MA, February 2014.
- Hosted "Made in MA at GDC", San Francisco, CA, March 2014

- Co-organized “Made in MA at PAX East” and organized “The State of Play” booth, industry reception and moderated panel at PAX East, Boston, MA, April 2014.
- Panelist at Merrimack Valley Sandbox Summit, Lowell, MA, June 2014.
- Exhibited and demonstrated at Boston Tech Jam, Boston, MA, June 2014.
- Exhibited and demonstrated at NASA’s TouchTomorrow, WPI, Worcester, MA, June 2014.
- Exhibited and demonstrated at Boston Games Forum, Cambridge, MA, June 2014
- Exhibited and demonstrated at Boston Festival of Indie Games, MIT, Cambridge, MA, September 2014.

### **Workforce Development**

- Hosted, organized, and managed annual MassDiGI Game Challenge at Microsoft NERD Center, March, 2014.
- Hosted, organized, and managed annual MassDiGI Summer Innovation Program, Becker College, Worcester, MA, May to August 2014.



### **Business Development**

- Business delegation member of Governor Deval Patrick’s Massachusetts- Canada Innovation Partnership trade mission, Montreal, QC, October 2013.
- Attended Games for Health Conference, Boston, MA, June 2014.
- Business delegation member of Governor Patrick’s Massachusetts-Europe Innovation Partnership trade mission, United Kingdom, France and Denmark, September 2014.

## Education and Research

- Hosted multiple campus-based lectures, networking and career sessions with game industry professionals, Worcester, MA, October 2013, April 2014 and September 2014.
- Attended and presented at Temple University's Apps and Maps workshop at Clark University, Worcester, MA, March 2014.
- Hosted Worcester Youth Leadership Institute entrepreneurship session, Worcester, MA August 2014.
- Spoke at Assembled Education by LearnLaunch and General Assembly, Boston, MA, September 2014.

## Workshop/Symposium/Conference Planning

- Held "Meet MassDiGI" events at Becker College in Worcester, MA and at Northeastern University in Boston, MA, October 2013, November 2013 and September 2014.
- Hosted inaugural MA Creative Economy Network Meeting, Leicester, MA, October 2013.
- Hosted annual MassDiGI Summer Innovation Program Open House, August 2014.

## Practices, Policy, and Advocacy

- Attended and provided testimony at relevant MA State House committee meetings, Boston, MA, October 2013, November 2013 and April 2014.
- Attended Tech Caucus Roundtable, Boston, MA, December 2013.
- Hosted visit by US DOC EDA DAS Matt Erskine, Worcester, MA, April 2014
- Attended MA Creative Industries Summit, Mass. College of Art, Boston, MA, June 2014.
- Presented to US DOC EDA PRO, Philadelphia, PA, September 2014.

As in past years, MassDiGI received broad media coverage from organizations such as Boston.com, BetaBoston.com, *Worcester Telegram*, NECN/Worcester News Tonight, NPR/WBUR, *Worcester Magazine*, VentureFizz.com, Gamasutra.com, Polygon.com and *Worcester Business Journal* as well as various blog sites.



### Snapshot of 2013-2014 Fundraising

Since its establishment in 2011, MassDiGI has received cash and in-kind commitments totaling nearly \$3.5 million. The range of support demonstrates clearly MassDiGI's value to its core constituent sectors: industry, education, and government.

<b>MassDiGI - Fundraising 2013-2014</b>			
<b>Source</b>	<b>Cash*</b>	<b>"In-Kind"</b>	<b>Cash + "In-Kind"</b>
Industry	\$ 54,250	\$ 85,000	\$ 139,250
State	\$ 15,000	\$ -	\$ 15,000
Federal	\$ 100,000	\$ -	\$ 100,000
Education	\$ -	\$ 175,000	\$ 175,000
Foundation	\$ 25,000	\$ -	\$ 25,000
<b>Total</b>	<b>\$ 194,250</b>	<b>\$ 260,000</b>	<b>\$ 454,250</b>
	* Some raised funds are multi-year commitments		

Sponsors this year included Microsoft, ESA Foundation, Becker College, Muzzy Lane Software, GSN Games, MassTech Collaborative's Innovation Institute, Greenberg Traurig, Adyen, Internap, Rockstar New England, Wacom, Ubisoft Montreal, Execution Labs, Turbine, MBBP, Great Eastern Technology, FableVision, Proletariat, Dejobaan, Adobe, swissnex Boston, Vivox, BlueSnap, Reed Expo and PAX East.

### Preview of 2014-2015

The upcoming year is shaping up to be a very exciting one. Work will begin on renovations to 80 William Street in Worcester, the future home of the MassDiGI New Ventures Center, a business assistance center for games-focused student-entrepreneurs. In addition, MassDiGI will enhance its existing programming such as the Game Challenge and Summer Innovation Program as well as its other recurring activities.

MassDiGI will continue to participate in community events and support the activities of companies, educational institutions, and organizations from the Boston to the Berkshires – and thanks to support from the ESA Foundation, across New England. Through that collaboration, a stronger, more vibrant extended community of support will serve as the foundation for the continued growth and development of the region's game industry.

Relationships are always at the heart of MassDiGI's work and as such the Institute will continue to strengthen existing bonds while also seeking to nurture new ones. Furthermore, the Institute will continue to experiment with the Live Code (formerly known as Captive Code) initiative and other programming that supports education, creativity, innovation, and entrepreneurship in the region.



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## Social Media

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