



October 30, 2017

Dear MassDiGI Advisory Board Members:

Our sixth year—and my first year as chair—has been yet another great one for MassDiGI! We produced a number of original titles, took on several new challenges, and witnessed renovation work at 80 William Street in Worcester, the future home of the MassDiGI and the MassDiGI New Ventures Center, begin in earnest.

As a result, we have been able to further our leadership position as the statewide center for entrepreneurship, academic cooperation, and economic development across the region's games ecosystem. Working with our friends, collaborators, and partners from within industry, higher education, and the public sector, our efforts reached many and delivered real value to the regional, national, and international game development community.

We are very proud of what we have accomplished and appreciative of the ongoing commitment and support we have received. In fact, without our friends, advisors, partners, mentors, sponsors, and volunteers, none of our work this year would have been possible.

On behalf of MassDiGI, I am pleased to present the 2017 Annual Report. As in our prior annual reports, with our mission, goals, and objectives in mind, we have provided a brief review of last year's most noteworthy programs, activities, and services.

With your assistance in 2018, we will continue to produce positive outcomes, build on our accomplishments and achievements, and foster a supportive community for the growth and development of the Commonwealth's video and digital games industry.

Sincerely,

Nancy P. Crimmin, Ed.D.

President, Becker College
Chair, MassDiGI Advisory Board



Massachusetts Digital Games Institute

2017 Annual Report

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Overview of 2016-2017

MassDiGI's mission remains as relevant today as when it was written six years ago in *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 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 past year, 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) workshops/symposia/conferences and 6) practices, policy, and advocacy.

Please find below, organized by core service area, selected highlights of programs, services and activities performed in each area as well as a fundraising snapshot for the last twelve months. And, at the end, please find a brief preview of next year.



Outreach and Marketing

- Attended and exhibited at the Silicon Valley Community Foundation Innovation Conference – San Francisco, CA, October 2016.
- Attended Game Developers Conference (GDC) – San Francisco, CA, February 2017.
- Attended and exhibited at PAX East – Boston, MA, March 2017.
- Attended and spoke at EAUC Annual Meeting – Washington, DC, March 2017.
- Exhibited at WPI TouchTomorrow – Worcester, MA, June 2017.
- Exhibited at Boston TechJam – Boston, MA, June 2017.

- Exhibited at MassiveCon – Worcester, MA, June 2017.
- Exhibited at Boston Festival of Indie Games – Cambridge, MA, September 2017.

Workforce Development

- Hosted, organized, and managed annual MassDiGI Game Challenge at Microsoft New England R & D Center – Cambridge, MA February 2017.
- Hosted, organized, and managed annual MassDiGI Summer Innovation Program, Becker College – Worcester, MA, May to August 2017.



Business Development

- Launched several games on Google Play, Apple App Store, Itch.io and Steam – Global, 2016-2017.
- Hosted annual Made in MA at GDC event – San Francisco, CA, February 2017.
- Hosted annual Made in MA at PAX East event – Boston, MA, March 2017.
- Continued project collaborations with SVCF and Yale University – 2016-2017.

Education and Research

- Hosted multiple on and off-campus lectures, networking and career sessions with game industry professionals – Worcester, MA, fall semester 2016 and spring semester 2017.
- Expanded LiveStudio course at Becker College – Worcester, MA, fall semester 2016 and spring semester 2017.
- Advised MIT NSF I-Corps Site – Cambridge, MA, spring semester 2017.
- Mentored at MIT PlayLabs – Cambridge, MA, spring semester and summer 2017.

Workshops/Symposia/Conferences

- Spoke at StartUp Coalition – Boston, MA, October 2016.
- Panelist at Worcester Regional Chamber of Commerce Game Changers – Worcester, MA, October 2016.
- Spoke at Boston FIG Talks – Cambridge, MA, January 2017.
- Panelist at Deshpande Foundation Symposium on Innovation in Higher Education – Lowell, MA, June 2017.
- Hosted annual MassDiGI Summer Innovation Program Open House – Worcester, MA, August 2017.

Practices, Policy, and Advocacy

- Attended TechHub Caucus meeting – Boston, MA, March and July 2017.
- Attended National Conference of State Legislatures – Boston, MA, August 2017.

As in previous years, MassDiGI received broad media coverage from outlets such as the *Boston Globe*, *Boston Herald*, *Worcester Telegram*, *BostInno.com*, *NECN/Worcester News Tonight*, *Worcester Magazine*, *MassLive.com*, *Gamasutra.com*, *Boston Business Journal* and *Worcester Business Journal* as well as various blog sites.

In addition, at an event in Lowell, MA in November of 2016, MassDiGI won Entrepreneurship for All's Innovation Award for best entrepreneurship program in mid-sized city in the nation.



Snapshot of 2016-2017 Fundraising

Since its establishment in 2011, MassDiGI has received cash and in-kind commitments totaling over \$4 million. The range of support demonstrates clearly MassDiGI's value to its core constituent sectors: industry, higher education, and government.

MassDiGI - Fundraising 2016-2017			
Source	Cash*	"In-kind"	Cash + "In-kind"
Industry	\$ 44,000	\$ 100,000	\$ 144,000
State	\$ 50,000	\$ -	\$ 50,000
Federal	\$ 108,000	\$ -	\$ 108,000
Other	\$ 92,000	\$ 185,000	\$ 277,000
Total	\$ 294,000		\$ 579,000

* Some raised funds are multi-year commitments. Capital not included.

Supporters this past year included SVCF, Yale, Epic, Vivox, Disruptor Beam, MassDevelopment, Funkitron, Petricore, Neuromotion, American Antiquarian Society, Reed Expo and PAX East.



Preview of 2017-2018

Renovations to 80 William Street in Worcester, the future home of MassDiGI and the MassDiGI New Ventures Center (NVC), a business assistance center for games-focused student-entrepreneurs, will be completed before the end of 2017. In preparation for the NVC's opening, MassDiGI will continue to enhance its existing programming such as LiveStudio, Game Challenge and Summer Innovation Program as well as its other recurring activities.

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

Relationships are always at the center of MassDiGI's work and, of course, as such it will continue to strengthen existing ties while also seeking to nurture new ones.

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