

**Market Testing Document**

**TITLE:** Provision of Games Business Services for Falmouth University

**PROCUREMENT REF:** 1675LaunchPad

**RESPONSE DATE:**  Thursday 11th March at 12.00pm (UK Time)

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| **Version Control** | |
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| Post: Lead Software Engineer – LaunchPad Project |  |
| Version: REV01 | 24/02/2021 |

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1. **Background:**

Launchpad is an innovative, post-graduate incubation and acceleration programme developed by Falmouth University that creates new digital businesses to meet identified market demand in just 12 months. Software engineers, digital creatives and businesspeople are brought together to solve industry challenges set by strategic partners.

Founders create new high growth, high value tech businesses in Cornwall, that are underpinned by a specially designed one-year MA Entrepreneurship programme. Launchpad is an ambitious programme driven by Falmouth University and designed to retain talent in Cornwall, boost the local economy and create global opportunities. Our aim is to recruit the best graduates and work with exceptional partners to drive success for us and for Cornwall.

For more than 100 years, Falmouth University has been a hub of creative thinking and design innovation.

Today, its portfolio of undergraduate and postgraduate courses represents the breadth of the Creative Industries, from art, design and fashion, to gaming, music and film.

Falmouth’s research programmes are built on the principle of open innovation - the idea that the grand challenges of our age can be addressed most effectively when tackled collaboratively across disciplinary boundaries. They focus on delivering impact for lives and economies through the development of new knowledge, solutions, services and products.

More than 5000 students from across the globe study on Falmouth’s two campuses, with access to professional standard environments including state-of-the-art performance and recording studios, some of the best photography facilities in Europe, cutting edge digital manufacturing technology and a TV studio and gallery.

As well as the courses that are delivered on-campus in Cornwall, Falmouth also provides ground-breaking online distance learning and exciting partnerships with industry-leading bodies including the Academy of Contemporary Music and the Fashion Retail Academy in London.

Falmouth University is changing the way Higher Education is delivered. Its future focussed and transdisciplinary approach means it is planning for the needs of the future economy, ensuring its students have the skills they need to excel in a fast-changing world. Putting real world, real market challenges and hands-on experience at the heart of the learning experience also means that Falmouth’s graduates leave as experienced professionals, accomplished complex problem solvers and strong team players.

Falmouth University’s Launchpad programme is building a large number of software businesses in Cornwall; our target is 16 new companies a year. It is central to the mission of Launchpad that these businesses are integrated into the existing games industry business community. This will allow these companies to seek partnerships and funding opportunities with publishers and investors. As part of the support Launchpad would like to offer these teams, we are looking for individuals who have experience of publishing and business development in the games industry.

1. **Purpose of Market Testing Document:**

The purpose of this document is to establish whether there are suitable parties available to support this element of the project. We have spoken to contacts in the games industry and have provision available but wish to test the market to ensure we are sourcing a suitable delivery partner using a fair, open and transparent method. The information received from this market testing survey will determine our next steps in regards to a procurement strategy.

1. **Project Expectations:**

Launchpad is seeking to procure the services of individuals or companies that will be able to provide the following on a team by team basis:

1. Team guidance on the preparation for approach to publishers and investors, Reviewing decks, trailers and budget burn charts.
2. Team guidance on market positioning of projects
3. Team guidance on interactions with interested parties
4. Trade event representation of the catalogue of in-production titles, scheduling introductions with teams.
5. Network building of support providers, publishers, investors, developers and students to support operations.
6. **Anticipated Time Scales**

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| Issue Market Testing Document | **24.02.2021** |
| Deadline for Clarifications | **05.03.2021** |
| Deadline for Submission of Expressions of Interest | **11.03.2021** |

1. **Correspondence**

Any interested parties who can meet the six elements of criteria as set out in section 3, should reply with an Expression of interest, by the deadlines as stated above. This should include a brief overview of your company (including contact details) and any relevant experiences in delivering this type of project. All expressions of interests will then be reviewed and invited to participate in the next stage of the process (if applicable).

All correspondence should be directed via our procurement e-mail address – [Procurement@fxplus.ac.uk](mailto:Procurement@fxplus.ac.uk) and copying in the project lead [Ben.Sewell@falmouth.ac.uk](mailto:Ben.Sewell@falmouth.ac.uk)