

Agreement for Business Support Programme (Scale Up & Accelerator)

This agreement is made by and between:

(1) **Department for Business and Trade (DBT)**, Queen Elizabeth House, 1 Sibbald Walk, Edinburgh, EH8 8FT; and

(2) **United Kingdom Interactive Entertainment Ltd (Ukie)**, Black Bull Yard, 24-28 Hatton Wall, London, EC1N 8JH

BACKGROUND

DBT and Ukie wish to work together to deliver a Business Support Programme (Scale Up & Accelerator) for 30 UK games companies commencing in September 2024 and continuing to March 2025. DBT are providing funding to Ukie, the sector expert, to facilitate and support this project.

Ukie is the UK trade body for games with an extensive membership that accounts for over 92% of revenue generated from games in the UK. Ukie is a DBT approved Trade Challenge Partner and has worked with DBT for over ten years.

PROJECT

- Ukie will promote, recruit, select, manage and deliver a Business Support Programme (Scale Up & Accelerator) for up to 30 UK games companies.
- The Accelerator will run for approx. 3 months giving attendee companies weekly sessions on business foundation, support and growth. The Scale Up will run for approx. 5 months and will give intensive support for UK games companies to support their development and growth
- The programme will be delivered by Ukie in conjunction with a contracted industry programme manager to deliver the content. Ukie will also secure guest speakers, throughout the delivery of the programme, from industry who will share their wisdom and experiences in key business areas.
- The programmes includes in-person and virtual activities, tracked homework and mentoring.
- Key modules will include setting a vision and mission, accessing finance, recruitment and culture, marketing and promotion, product development and selection, trade and investment.
- There will be a detailed selection process for applicant companies including details on business performance, company culture and diversity. Companies will be selected based on the agreed criteria and interviews may be conducted for verification.
- The Business Support Programme is free for companies to attend and will be funded by Ukie and its partners, including DBT
- The DBT contribution to the programme is £30,000 + VAT

EFFECTIVE DATE

The effective date of this agreement is 1 September 2024.

LAW AND JURISDICTION

This Agreement shall be governed by English Law. The parties hereby submit to the exclusive jurisdiction of the English courts. By executing this agreement DBT and Ukie mutually agree to the specified terms above.

Hereby executed and signed

[REDACTED]

Signed on 2024
20/12/2024

[REDACTED]

Signed 19/12/2024