



SpielFabrique

WORKSHOP SPIELFABRIQUE

Cologne Game Lab / IFS
Schanzenstrasse 28
KÖLN

16 Mai

9h30- 10h30 Introduction

Odile Limpach, SpielFabrique

Welcome and objectives of the workshop

Thierry Baujard, SpielFabrique

Investors approach- What are they looking for? What are the different types of investors?

Benefits and drawbacks- Supercell Investment story.

10h45 – 11h30 Family Offices as investors

Marc Hocks, Tresono Family Office

Point of view of a German Family Office. What are Family offices looking for? What is their selection process? What is important to know? How can you awake their interest?

12h00 – 13h00 Lunch Break

13h00 - 15h30 Work on your Unique Selling Proposition and positioning as a company

What is your long-term vision to offer to investors?

Formulate your positioning, your USPs and prepare a short presentation

Marc Hocks (Tresono), Till Hardy (NRW Film und Medienstiftung), Thierry and Odile, are available for questions and support.

15h30 – 17h30 Presentations by the teams

Each team present its USPs in 5 mins' presentation, with discussions and feedbacks from the experts.

Dinner somewhere in Köln.

17 Mai

Track Updates with Thierry and Odile

One to One with Dieter Schöller, HeadUp games <http://www.headupgames.com>

Feedback table between teams

Can you create a schedule for each team, so that they meet:

- Thierry and Odile: 4 X update for the tracks (Arte + Microsoft + flying sheeps + darjeeling)
- One to One Meeting with Arte for Ludopium and Kalanque (=ex Laplayade)
- One to One Meeting with Dieter for all teams
- Some "free" time for the teams to discuss and get feedbacks