



SpielFabrique

**Coaching Programme Cologne
Content**

Defining the positioning
Core Value Proposition of the game
Marketing / communication strategy
Action plan incl. budget
Structure of business plan and project budget
Financing strategy
Company / game / Business model valuation
International co-production France / Germany
Next round of financing
Meetings with potential investors

**Coaching Programme Angoulême
Content**

Due diligence programming
Advice on tools
Application technology
Artistic direction and brand development
Due diligence game designing
Core game play loop
Story development