



Foto: Pernille Lore

STING Test Drive Game

**Do you have a unique and innovative business idea within the games industry?
Would you like to test your idea and develop it further? Apply to Test Drive Game!**

Do you have a unique game idea or do you want to build next generation's games technology? Are you an innovator or an entrepreneur and want to see if your idea has a potential to develop into something bigger?

STING Test Drive Game is the training program that during seven evening workshops gives you the tools to evaluate your business idea, develop your business model and inspiration to get going – all free of charge.

Application deadline: 1 September 2016

Program start: 15 September 2016

More information and application: www.stockholminnovation.com/testdrive

STING
STOCKHOLM INNOVATION & GROWTH

What is Test Drive Game?

Test Drive Game is a practically-oriented training program that helps you define and sharpen your business idea within the games industry, and gives you a good knowledge base for starting your company. STING has experience from conducting many successful Test Drive programs in Digital, Health, Fintech and Sustainability.

The program consists of seven workshops and is based on the “Lean Startup” methodology and “Lean Canvas”, a graphical strategy tool to develop business ideas. It is appreciated across the globe for being a simple and engaging tool, providing good overview and facilitating experimentation and teamwork.

Theory is mixed with practice, and experienced entrepreneurs and experts from the games industry will inspire and help you forward. Throughout the program, you develop and evaluate your business model, which will help you decide whether to further invest in your idea or not. The program is offered for free – all we ask for is your time and commitment.

During the final workshop, you get the opportunity to pitch your business idea to an exclusive network that you can greatly benefit from in the future. “Best Startup project” will be elected at the closing ceremony, and the winner receives 10,000 SEK from one of Test Drive Game’s partners, Goodbye Kansas.

How is the program structured?

The program runs for three months on Thursday evenings (16:30–20:30), starting

Forms and information for application can be found on www.stockholminnovation.com/testdrive. Application deadline is 1 September 2016.

Time: 16.30 – 20.30
Place: First workshop will take place at House of Change (FutureGames), Åsögatan 117, Stockholm

Date and topic workshops:

- 15 Sep** Introduction. Challenges for startups. “Lean Canvas” (Jana & Jonas)
- 22 Sep** Value proposition (NABC). Minimum Viable Product (MVP). Building a successful startup. (Tommy Palm, CEO at Resolution Games)
- 6 Oct** How to build a games company that will survive the success. (Karl Magnus Troedsson, VP at EA Studios Europe)
- 20 Oct** Contracts, IP and legal in the games industry (Tommy Persson, Lawyer AB)
- 2 Nov** Budget and business case. Financing in the games industry. From a startup to a big company. (Peter Levin, CEO at Goodbye Kansas & David Gardner, London Venture Partners)
- 17 Nov** Distribution and marketing channels. (Fredrik Wester, CEO at Paradox Interactive)
- 1 Dec** Metrics as a tool.
- 9 Dec** Program finale. Pitch for an exclusive panel. “Best Startup Idea” wins 10,000 SEK (sponsored by our partner Goodbye Kansas)

15th September 2016. Each workshop includes theory, practical real-life examples and advice, inspirational lectures and joint exercises.

Between meetings, you will be given homework and a few hours of individual coaching from STING’s experienced business coaches. Test Drive Game is a first step towards STING’s new games-oriented incubator that will open for applications in the near future. If you would like to proceed with your idea after the program, you have the opportunity to apply to STING’s programs Incubate or Accelerate.

Who can apply?

The Test Drive program is intended for those who have an innovative business idea within the games industry with a large international growth potential. Scalability is an important criterion.

You can apply with a games concept, games technology or other business idea within the games industry. You have already started working on your project, are employed by a company and want to test your own idea, or you are an entrepreneur with a passion for developing your idea within gaming.

You should also have a desire to start a company around the idea, if you have not already done so. We prefer that the project consists of 2–3 people, all genders and different background. Ideally, two people from each project should participate in the program. Applicants from all of Sweden are welcome. 10–12 projects will be accepted. The program is free of charge, and is conducted in English.

PROGRAM MANAGERS



Jana Karlikova is the General Manager of Stugan, a world-class games accelerator in the middle of the Swedish woods. She has been there from the beginning and has helped build this unique project, which brings together talented game developers from all over the world and lets them work on their projects in an isolated place.

Jana is a judge in a few game dev competitions such as Indie Prize and IMGA. She has a big international network and is a frequent guest and a speaker at international conferences like Casual Connect, Pocket Gamer.

Jonas Lindqvist is a start-up mentor and entrepreneur within the industries of videos games, visualisation, drone tech, and IoT. He has a MSc degree in Media Technology from the University of Linköping. He has leadership experience in a number of start-ups including the CEO position of the mobile game studio Fabrication Games, that was acquired by King and the game physics provider Meqon which is today part of the nVidia PhysX technology.

Jonas was based in San Francisco until 2010 where he ran the American arm of Swedish visualisation technology provider SCISS.

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PROGRAM ORGANIZER

STING

STOCKHOLM INNOVATION & GROWTH

STING helps talented entrepreneurs to turn their ideas into sustainable, international growth companies. By offering support within business development, financing, recruitment and network, we create the right conditions for our startups to conquer the world. www.stockholminnovation.com

PARTNERS

Goodbye Kansas, FutureGames (in House of Change), DICE, Resolution Games, Paradox, London Venture Partners, Lawyer.se

