

FREQUENTLY ASKED QUESTIONS OF BUSINESS FINLAND'S GAME BUSINESS DEVELOPMENT FUNDING

Aug 2019

When can I submit an application?

Companies may apply at any time. It is, however, advised to contact Business Finland advisors in advance and present the project to them.

Can we apply for funding if we are not a game company?

Yes, if the goal is e.g. to develop a novel service or product that utilizes gamification.

What kind of applications can be submitted?

Business Finland is looking for companies aiming for international success. Furthermore, the companies must have the will and capability to grow their business.

Does Business Finland fund scripting games or producing game content?

In some cases the development of content may be funded as part of the project. For example, content necessary for testing and the development of technology is eligible for funding. Concepting and demo stages often encompass content design. It is not always possible to separate the development of technology from the development of content. Project funding is always decided on a case-by-case basis.

What kind of games may be proposed?

Besides entertainment games, social games and networks can be proposed when developing products and services (crowdsourcing). Gamification is quickly becoming part of healthcare and logistics services. In the future, besides entertainment, games and simulations may be incorporated into schools' learning environments as well as into corporate training and coaching. Tools used in the games industry can also be used in other industries, such as modelling, simulating and user interface design as well as in software development tools.

What are the criteria for projects?

Business Finland mainly evaluates these aspects:

- A project's novelty value: will the solution create added value to the target group? Will the game (concept, business model, service) to be developed have novelty value?
- Turnover and commercial potential created by the project?
- Does the company have the resources and competence to carry out the work and to commercialize the results?

Is it enough to have an idea? Is there something else I need to have ready before getting in touch?

Before submitting an application, the following matters should be established:

- What are the game concept and game business under development like?
- What is the game's competitive advantage and novelty value as compared to products already on the market?
- What is the target group? What is the sales potential?
- What are the planned marketing, distribution and business models?
- What is the biggest risk for the game development project regarding the realization of the project? And the biggest risk regarding commercialization?
- What would you apply funding for? What are the phases of the development, persons involved, costs and other possible companies and their roles?

How much money does Business Finland allocate for game companies?

Business Finland has funded the Finnish game industry since 1995 with appr. EUR 100 million. Funding is several million euros per year (appr. EUR 8.4 million in 2013, EUR 5.5 million in 2014 and EUR 16 million in 2017).

Read more about Business Finland funding for game business development:

<http://www.businessfinland.fi/en/games>