Request For Pitches: Overview

WEB GAME MONETIZATION PROTOTYPES
IGDA FOUNDATION
PROPOSALS DUE BY: 15 MARCH 2021
About IGDA Foundation

The IGDA Foundation focuses on improving the lives of game developers by making game development a more diverse and inclusive community. We want every person on the planet to love playing games, and we think the best way to make that happen is to have a game development community that is inclusive of and welcoming to, every person who wants to make games. We believe that diversity of all kinds within game development leads to better and more successful products and companies, and happier and more successful game developers.

Award Overview

The IGDA Foundation has received a grant to explore alternative methods of web monetization within game development in partnership with Grant for the Web. As part of the grant, the IGDA Foundation is looking to partner with multiple, diverse game development teams to create prototypes of these alternative monetization models.

Award Goals

The goals of this project include:

i. Identify and prototype alternative methods of web monetization.

ii. Elevate the work of diverse game development teams.

iii. Unlock future funding to fully sponsor game development featuring the monetization models successfully prototyped

To reach these goals, the IGDA Foundation is now accepting bids in response to this Request for Proposal.
Pitch Overview Requirements

Am I eligible to apply?

- You are eligible to apply if you are the project lead, and identify as a person from an underrepresented background— which may include but is not limited to LGBTQIA+, people of color, people with accessibility needs, marginalized genders, veterans, neurodiversity, or others.
- You are making a game solo, or with a team of 4 or fewer full-time people. At least half or a majority of your team must identify as a person from an underrepresented background.

What should be included in my pitch?

- A brief description of the game that includes its unique selling proposition. Think about what makes your game unique and interesting.
- A description of the core gameplay loop
- Comparable Titles we can use to better understand your project
- Your requested budget, including a breakdown of costs
- Team Information - include any past experience from your leadership team, even if you are a solo developer.
- Proposed Monetization integration

What does the final project look like?

Alternative Web Monetization Model

- All projects must develop a prototype game incorporating Web Monetization in innovative, unique, or unexpected ways (for example, through a game mechanic).
- All monetization models should adhere to Grant for the Web’s Privacy Policy
- Prototypes must be web-based games
• Prototypes do not need to handle actual currency, but should be built so that they can interface with multiple currency types if developed further.
• Examples of game pitch examples may include but are not limited to

All projects must include a simple game prototype.

The IGDA Foundation understands that three months provides limited time to create a game prototype in addition to a prototyped monetization model. In order to align scope expectations, the following list includes the level of expected completion for the game prototype.

Examples of a project scope:

• Proof of concept for a game
• Playable core gameplay loop
• Visual style defined in documentation
• Basic art is implemented (purchasing Unity assets etc. is acceptable)
• Basic ui/ux feedback elements
• Gameplay is sometimes buggy/confusing
• Projects may be missing large amounts of player feedback for both positive/negative reinforcement

Supporting Documentation

• Flowchart demonstrating alternative monetization model
• Updated Game proposal document based on prototype findings
  ○ Ex. Updated game design, Updated art style, updated tech requirements
• Documentation of known bugs for the current project
• Project Post-Mortem
Target Deliverable Schedule

Project Duration: 15 April 2021 - 19 July 2021 (3 Months)

<table>
<thead>
<tr>
<th>Deliverables</th>
<th>Date Start</th>
<th>Due Date*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kickoff</td>
<td>All grantees will attend a kickoff meeting to reiterate expectations, answer general questions, and meet the project staff</td>
<td>April 15</td>
</tr>
<tr>
<td>Development</td>
<td>Each team is required to sync with IGDA Foundation staff and/or mentors on a biweekly basis to communicate progress</td>
<td>Ongoing</td>
</tr>
<tr>
<td>Meetings</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Project End</td>
<td>See “Scope of Work” for detailed breakdown of required deliverables</td>
<td>July 19, 2021</td>
</tr>
<tr>
<td>Public Showcase</td>
<td>Final Projects to be showcased during an IGDA Foundation Summit</td>
<td>August 16-23, 2021</td>
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Final Project Due: July 19, 2021

The expected project completion date is July 19, 2021. If this date needs to be adjusted, please include your readjusted proposed date, as well as your reasoning for shifting the schedule. *All proposed date changes will be considered.

Budget Constraints

*The IGDA Foundation has allocated $200,000+ USD to fund 8-12 prototypes.*
Submission Requirements

Project pitches must be sent in by March 15, 2021 via the submittable form.

Contact Information

For questions or concerns connected to this RFP, we can be reached at:

DiverseFund@igdafoundation.org