Even Brilliant Game Minds Need a Power Up...

You've got the skills, you've got the tools and you've got the ideas. But how do you get a video game made and launched in this competitive market? How do you avoid the typical pitfalls and well-documented disasters of indie launches? And most importantly, how do you establish a clear path to financing that not only makes your game a success but also makes you some profit?

It's simple. If you want a successful launch that doesn't fizzle out before you even reach orbit, you need a sturdy scaffold. Yup. It's sorta right there in the name.

We have already launched Cohort 1 & 2 consisting of 30 Alberta Game Studios. We are now looking to build our Cohort 3 of 30 Game Studios.

Scaffold Helps You Solve For X

It should come as no surprise that the greatest enemy of a game project's success is lack of preparation - especially when it comes to accounting for all of the unknown variables of development. Scaffold helps you mitigate that risk by drawing on a cadre of successful game creators and developers who have already solved for X in their own career paths - pointing out all the traps and hazards that come in the pursuit of game dev glory.

Scaffold's industry mentors will help refine your ideas, make them more marketable and will coach you in the drawing up of a killer game plan that will get your game project from ground to orbit with fuel to spare.

But Scaffold **also** helps you solve for the biggest variable of them all: how to fund and financially plan your launch. After all, what good is a successful game launch if you don't have some green to show for it once it's all over?

Game dev mentorship. Go-to-market planning. Financial guidance.

This is Scaffold.

A Rogue-Lite's Gallery of Game Professionals

So who are we touting as our game professionals? Well you might not know them all by name, but you'll certainly know them from their games, which includes titles such as *Darkest Dungeon, Age of Empires, Firewatch, Prince of Persia, Grand Theft Auto V, Pirates of the Caribbean, HALO, Red Dead Redemption 2, Splinter Cell, Avatar, The Amazing Spider-Man 2, Hot Wheels Animation Universe, Tron Legacy, Star Wars: The Old Republic, Need for Speed, the EA NHL and NBA Live series and Max Payne 3*.... just to name a few. Needless to say, our instructors know their stuff.

The Curriculum

But you need more than just an army of pros on your side - and that's where the 'scaffold' parts comes in. With a structured curriculum designed for real world conditions, we'll have you moving and shaking through five key terms:

TERM 1: CONCEPT
Understanding a good game, market reverse engineering, evaluating tax credits and data rooms, learning about pre-launch live ops and defining your game.

TERM 2: PROTOTYPING
Modern prototype development methodologies, monetization strategies, sizzle reel production, platform deployment evaluation, audience and market analysis and funding scenario case studies.

TERM 3: PRODUCTION
Writing game design docs, go-to-market strategies, revenue model projects, minimum viable products, advanced market research, budgeting financing and cash flow.

TERM 4: DIY
Crowdfunding for game development, mechanizing and licensing, earned media strategies, unconventional game targets, work for hire game models, and sustainable indie lifestyle maintenance.

TERM 5: GO-TO-MARKET
Approaching your test launch, regional market strategies, exploring financing options from all angles, understanding investor perspectives, advanced licensing and mergers and acquisitions in the game industry.

How It Works

We believe in teaching someone to fish so they can eat for a lifetime. So we run you through a rigorous process of training that, while fully supportive, emphasizes the 'independent' in 'indie'. Our program includes:

1   Remote learning **masterclasses** with the game industry's finest and most successful.

2   One-on-on **mentorships** with industry luminaries that best fit your project.

3   Go-to-market guidance from veterans who have done this 100 times at the **indie, AA and AAA level**.

4   Financial guidance and assistance in **unlocking funding** courtesy the expertise of start-up pros who have made this a career.

5   Frequent **check-ins** to make sure you're staying on-track and advising on how to clear any blockers or challenges.

By the end of the program, you'll have a game ready for commercialization and be ready to pitch your game to investors and publishers with confidence. Basically, once we're done with you, you'll know kung fu. But you know, in a game developer way.

Five Terms to Lift-Off

There you have it. From the initial concept creation and prototype development in the early terms to advanced strategies for self-publishing and investor engagement in the latter terms, you will progressively learn how to build your game and business strategy - all inside of a year.

By the end of the go-to-market term, you will be optimally positioned to finance and launch your game into the market...and be fully prepared for whatever it launches back at you.

The **SCAFFOLD** *Institute*

So What Are You Waiting For?

A meticulously prepared, fully scaffolded launch plan for your game awaits.

Contact us at **info@scaffold-institute.com** and let's talk!

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