

Platform @ The Pixel Mill

Application Guidelines

The application process will consist of two stages: an application stage and an interview stage.

Application Stage

All studios interested in joining **Platform** must complete the online application form. Additionally, we require a cover letter (which is uploaded from the application portal) and should include:

Background:

- Why do you want to make video games?
- What excites you about working in the video game industry?
- What are the games that influence you as a company?
- Why do you want to join **Platform**?
- How would being part of **Platform** enable you to achieve this?
- What is the company's vision? What does the company want to achieve?
- Where do you want the company to be in 5 years?
- What type of games do you want to be making?

Team:

Tell us about the team:

- Who are you and what are your roles?
- Who will lead the key roles of programming, game design, art and business/marketing
- Examples of work
 - If an existing company, please give examples of previous games the company has created and the roles which each team member played in delivering the game. **(Submit links to existing games)**
 - If a new company, please give examples of projects each team member has worked on related to the role they will hold within the team. **(Submit links to example of work).**

Pitch us an idea

Please submit a 4 page pitch for a game. This may not be something you would want to make during **Platform** but we want to see how you come up with ideas. The document should at least cover:

- The premise for the game
 - Genre/Story/Characters
 - Targeted platforms – PC/Mobile/Console
- Key Gameplay Mechanics
 - Interesting mechanics that are related to story.
- Art Style

- How will the game look?
 - Concept art or mood boards
- Who is the games audience?
 - Who will want to buy your game and why?
 - What is the niche audience for your game?
- Competitor Analysis
 - Are there similar games already on the market?
 - What are their strengths and weaknesses?
 - What are the strengths and weaknesses of your game?
 - Why will your game stand out?
- Marketing Strategy
 - How will you reach your audience?
 - How will you build your community?

Companies will also need to submit:

- Memorandum of Association
- Equal Opportunities policy
- GDPR Policy document

Interview Stage

Selected companies from the application stage will be invited to attend an interview with Northern Ireland Screen. This will require you to prepare a presentation (10 minutes max) which will then be followed by questions from a panel. The interview will last approximately 40 minutes.