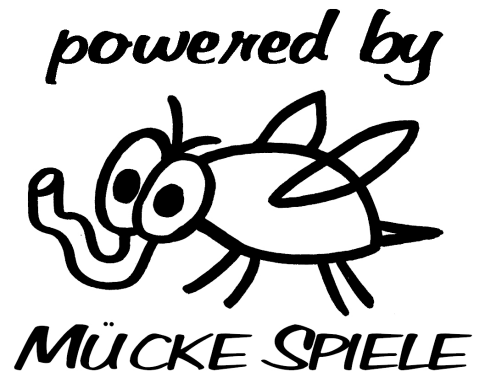


Powered by Mücke Spiele

Topic Support for
Game Development

Date April 27, 2015



1. Foundations

- a) Target groups:** This offer is intended for game designers and other individuals (hereinafter "author"), who have developed a board or card game, but can not find a publisher for it or would like to keep the rights to their work.
- b) Basic understanding:** www.spielmaterial.de / Mücke Games (hereinafter "Mücke Spiele") provides comprehensive support for the author in developing, realizing and distributing the game. Normally, Mücke Spiele is not going to participate in the business risk but brings its expertise and know-how as well as the existing structures as a service provider into the project. The author remains the sole owner of his work and bears the entrepreneurial risk of the project.

2. Aspects / Modules

a) Editorial work:

In a first step, Mücke Spiele provides the author an editorial examination of the game, in order to assess whether the game works and is marketable. Herein included are test sessions with different groups of players and game designers, a target group analysis, a SWOT analysis as well as a first, approximate calculation.

If necessary or desired, Mücke Spiele will help in improving / optimizing the game, including both for playing (mechanics, processes, interactions, etc.) as well as for the product (material selection, calculation, etc.).

If necessary, Mücke Spiele will assist the author in creating a suitable design or optimizing an existing design. Mücke Games collaborates with several illustrators working in the games industry.

b) **Financing:**

One result of the editing process is a financial calculation. This results in the question of how to fund the project. Here the author has the following possibilities:

- *classic funding*: either by own funds or by borrowing
- *funding by a sponsor*: Depending on the game (mostly thematic ones) you can try to cover at least a portion of the financing costs by sponsors. Mücke Games has gained experience from projects in several cities in which the games on local issues were created, or projects on inter-regional topics.
- *crowdfunding*: is a method of financing by which projects can provide themselves with equity (a so-called campaign). Investors are usually a large number of people - usually Internet users. You can pursue a full-financing or even a partial funding. The positive aspects include, in particular:
 - **Low financial risk**: The game is realized (i.e. produced) only if sufficient funds can be raised - in principle, the marketability of the project becomes clear at this point. The risk is thus limited to the cost of the presentation. However, these must be high, because professional graphics and at best a video are essential aspects of a successful campaign. A crowdfunding project may fail if not enough supporters are found.
 - **Marketing effect**: Although the game is not produced yet, the project is already being talked about and interest is being created.

Mücke Games has accompanied several crowdfunding campaigns and successfully carried them out for the own publishing house.

c) **Publisher / Distribution:**

A major advantage for the author is that he can rely on the existing structures and the expertise of Mücke Spiele. It is not necessary to set up his own publishing house. Specifically to mention here are the following aspects:

- **Publisher**: "Powered by Mücke Games" = the game appears by the publisher Mücke Spiele. This solves many individual issues as legal ones (EAN, material safety, CE mark) or media relations (press releases, newsletters, social media)
- **Distribution**: Active selling of the game (on the pages of www.spielmaterial.de, through Spiel direkt eG to retailers worldwide, at the fairs visited by Mücke Games including shipping activities (via www.spielmaterial.de) and the use of related storage / warehousing

and accounting activities.

3. Contractual Foundations

The aspects listed above between author and Mücke Spiele are recorded in a written agreement. Since each game project has different requirements and also variations in the requested modules this agreement is made individually and jointly by the parties. Mücke Games will try to accommodate the author as far as possible with regards to his requirements. The arrangements to be defined include the following main aspects:

- Definition of the modules to be worked on by Mücke Spiele
- Extent of each activity / distribution of individual tasks between the author and Mücke Games
- Definition of a time frame / time planning
- Financial aspects (project budget, fees)