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Program manager ClickNL Games

- Topsector Creative Industry/ClickNL
- Financing Knowledge Development & Innovation
- The Dutch Games Industry
- Serious/Applied Games



Topsector Creative Industry

(Design, Fashion, Media&ICT, Games, Built Environment and Heritage)

Human Capital Agenda

Internationalisation

Knowledge & Innovatie = ClickNL



1. Establish agenda's

2. Creating PPS-
Consortia

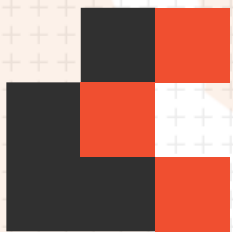
1. Cross overs
(Health, Energy, HTSM)

4. Tools

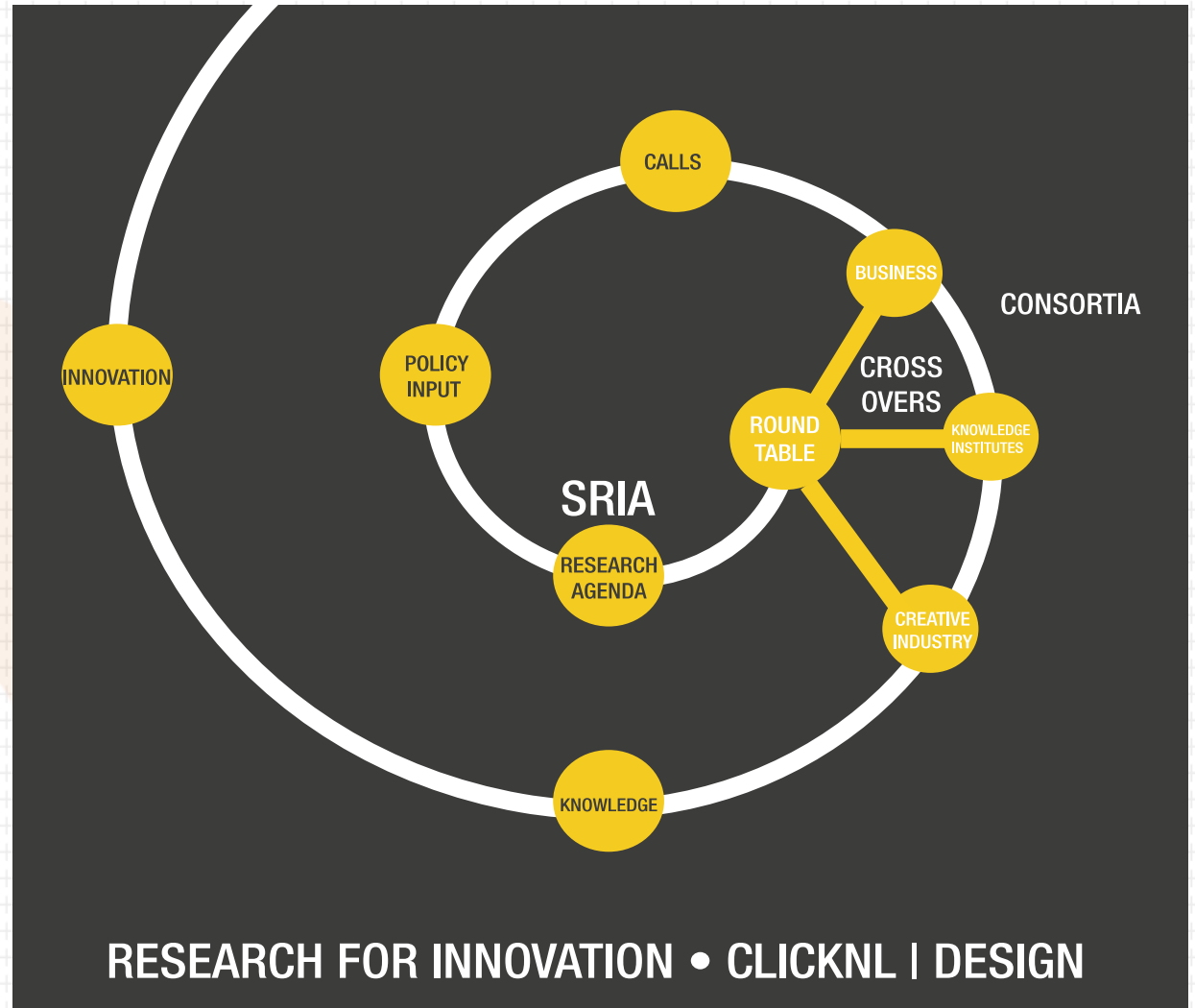
5. Calls

6. Projects

7. Valorisation



**CLICKNL
GAMES**



Whats' in it for me

Entrepreneurs

- Network with researchers and opportunity to translate ideas towards renewed or new products and services
- Reducing regulatory thresholds

Researchers

- Making research results visible and valorise
- Contact with the daily practise of entrepreneurs and understanding its issues



FINANCIERINGSOPTIES
GAMESINDUSTRIE

€

FAMILIE

MICROFINANCIERING

CROWDFUNDING

BUSINESS ANGELS

PRIVATE OPTIES

DIVERSE COMMERCIELE FONDSEN

MEER INFO
ELK VOORJAAR

MOGELIJKHEDEN
OVERHEIDSBIJDRAGE
BIJ R&D BIJ MKB

MATCHING OVERHEID

TOT 40%

WBSO

RDA

KOSTENBESPARING

OVERIG

AANBESTEDING
OVERHEID

INCUBATIE/
COACHING/
STIMULERING

DGG

ROCK
START

GROWING
GAMES

THNK

RESEARCH FONDSSEN

NWO

SIA
RAAK

ZORG
INNOVATIE
FONDSEN

EUROPA

HORIZON 2020

MEDIA PROGRAMMA
CREATIVE EUROPE

STIMULERINGSFONDS
CREATIEVE INDUSTRIE

GAMEFONDS,
DEELREGELING E-CULTURE

DEELREGELING
INTERNATIO-
NALISERING

BEZOEKEN.
BEURZEN INT.

VSB FONDS

ANDERE FONDSEN

CULTURELE FONDSEN

MEER INFO?
CLICKNL | GAMES





**HOW DOES
THE DUTCH GAME INDUSTRY
LOOKS LIKE ?**



DUTCH GAMES INDUSTRY

Games Monitor 2015: Facts & Figures

Companies	455*
Jobs	Appr. 3500
Entertainment	51%
Applied/Serious	44% ← Unique in the world!

*only companies who have over 50%turnover out of games !

DUTCH GAMES INDUSTRY

ENTERTAINMENT GAMES

- ❑ High quality products for international markets

APPLIED GAMES

- ❑ Leading knowledge on behavioral change

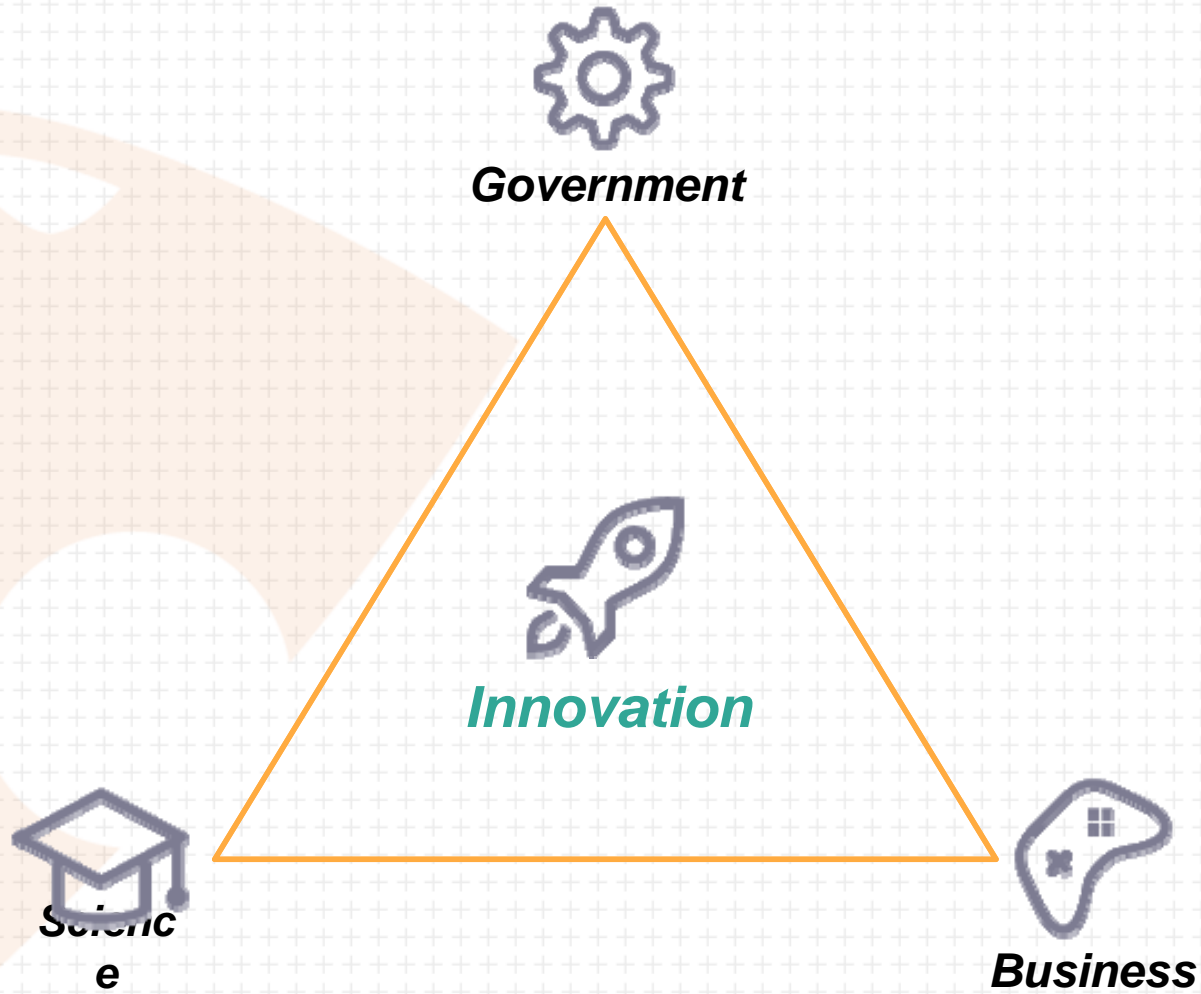
UNIQUE INNOVATION CLIMATE

- ❑ Science* & business work closely together

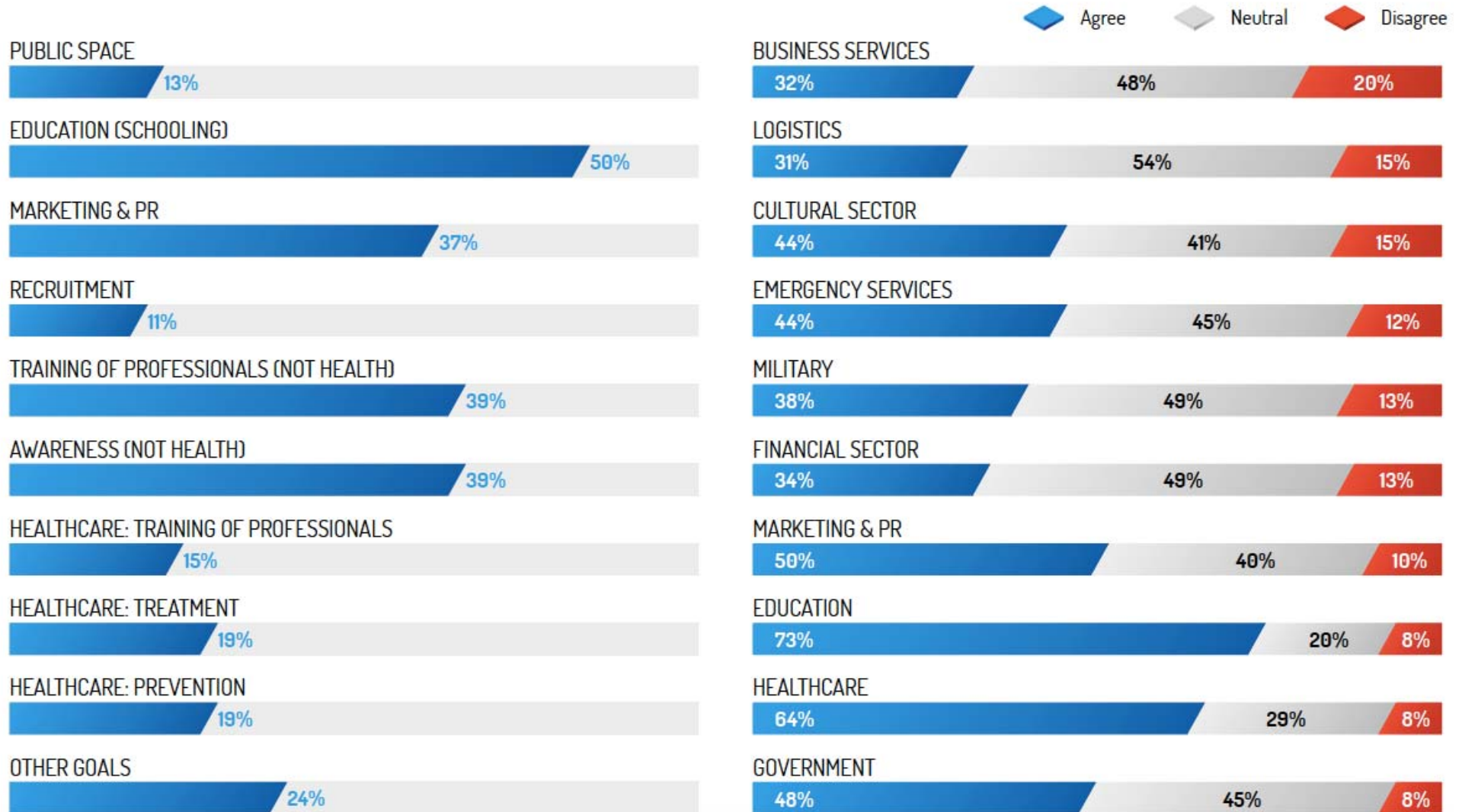
*A lot of scientists in the field of Games



DUTCH GAMES INDUSTRY



DUTCH GAMES INDUSTRY



APPLIED GAMES Goals & Expected Growth Markets

MADE IN HOLLAND

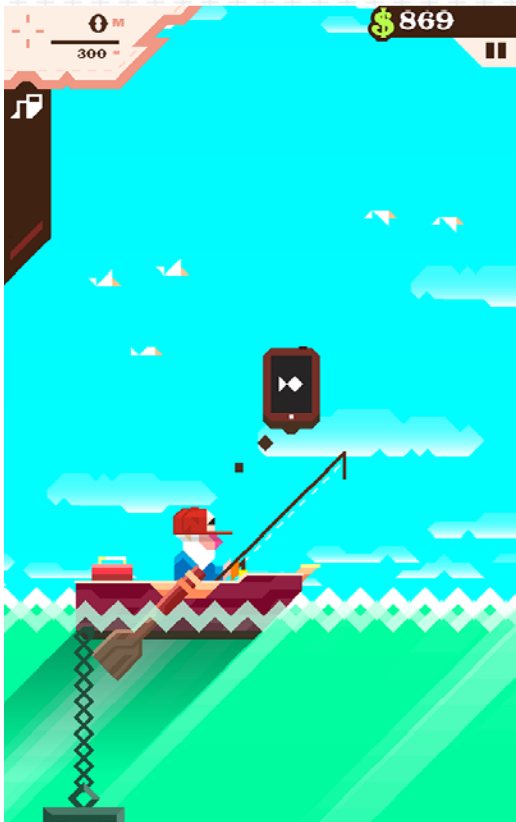


MADE IN HOLLAND



KILLZONE - GUERRILLA GAMES Sony's flagship studio & first Playstation 4 game

MADE IN HOLLAND



RIDICULOUS FISHING - VLAMBEER *Best iPhone game 2013*

MADE IN HOLLAND



BOUNDEN - GAME OVEN *IMGA Excellence in Innovation Award 2015*

Serious/Applied Games

- HEALTH
- EDUCATION
- TRAINING
- SAFETY



Strengths

- Being Active/Participant
 - Experience
 - Feedback
 - Influence
 - Reward
-
- “Warm” ICT

MADE IN HOLLAND


NIERSTICHTING
Leven gaat voor.

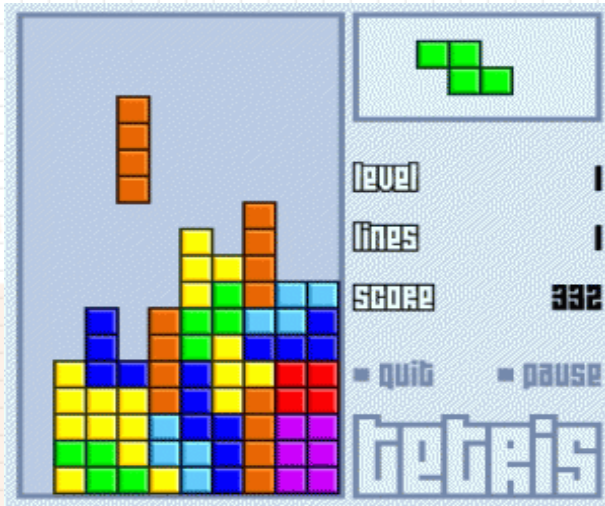


COACH4LIFE - LITTLE CHICKEN App for kidney patients, developed for kidney foundation

MADE IN HOLLAND



UNDERGROUND - GRENDEL GAMES *Training surgeons*



MADE IN HOLLAND



TRAUMAGAMEPLAY – VU & IJsfontein



SILVERFIT - Swallow Game

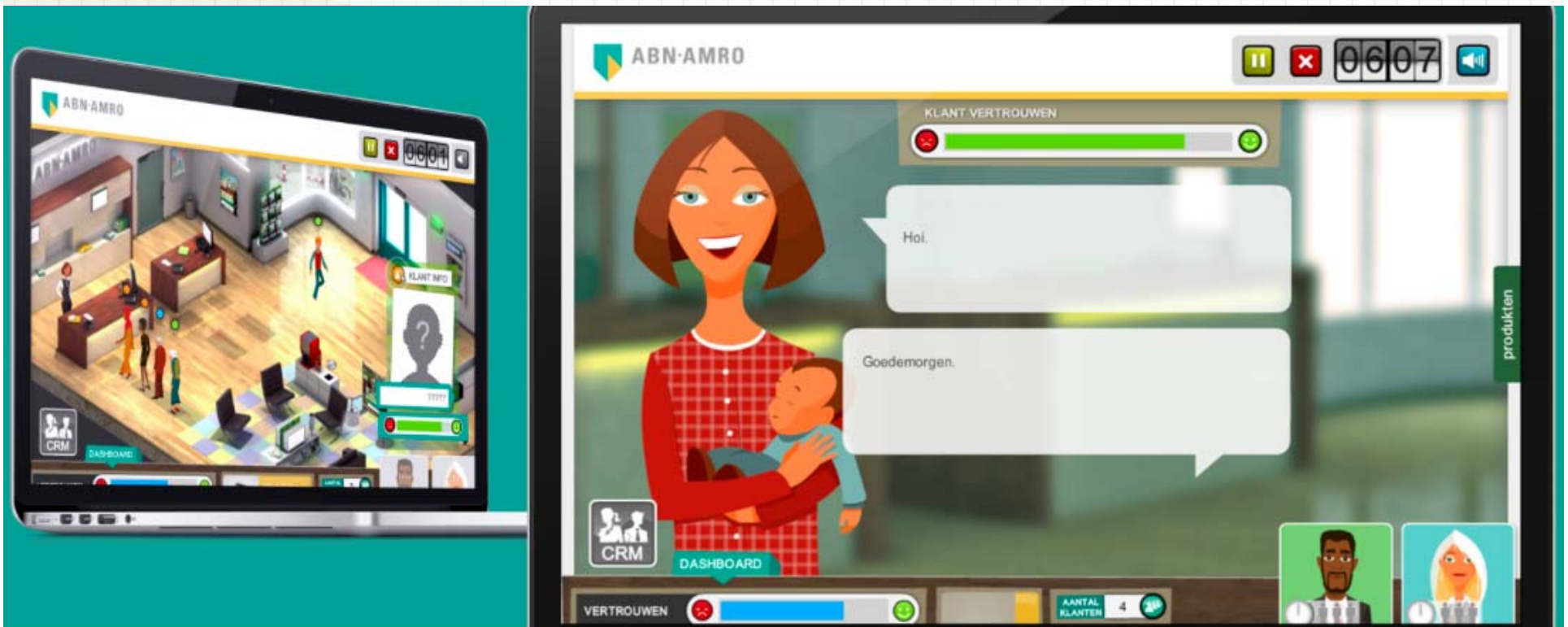
*REVALIDATE – AMC
& Motec Forcelink/Virtual Play*

MADE IN HOLLAND



MONSTER ZOO - &RANJ Training fine motor skills (validation: Radboud University)

MADE IN HOLLAND



ABN AMRO BANKING GAMES - IJSFONTEIN *Efficient & time-saving training of banking staff*

MADE IN HOLLAND



ON SCENE - XVRSim Simulator for Training Security Personnel (70000 trainees)

NOT ALL HALLELUJAH

- CO-CREATING IS ESSENTIAL
- ACCEPTANCE
- BUSINESS MODEL
- SCALE UP
- INVESTMENTS



GET IN TOUCH:

www.dutchgamesassociation.nl

www.clicknl.nl



THANK YOU!