

The initiative aims to position Barcelona as a hub in the gaming sector in Southern Europe

## Gamebcn is born, an incubation program for startups to develop videogames

- The initiative aims to transform projects in the gaming sector into startups with growth potential.
- Gamebcn is an initiative from the business incubator Incubio, the Department of Culture, through the Institut Català de les Empreses Culturals, and Caixa Capital Risc, the venture capital arm “la Caixa”, with Barcelona Activa as a strategic partner and Osborne Clarke as a sponsor.

**Barcelona, September 30, 2014** .The gaming industry is emerging as one of the most dynamic in digital content creation. In Catalonia there are 74 videogame companies with 983 workers and revenues of more than 70 million euros, according to statistics from 2012. For years, several diverse postgraduate and masters degrees have been educating professionals in the videogame sector; since the pioneering Master in the Creation of Videogames at the UPF that is taught at the Universitat Politècnica de Catalunya, Universitat Autònoma de Barcelona, Universitat Ramon Llull, Universitat de Vic and Universitat Oberta de Catalunya, among others. Also noteworthy is the degree from the Escola de Noves Tecnologies Interactives from the Universitat de Barcelona (ENTI-UB), and the recent addition of two new degrees in the Universitat Politècnica de Barcelona and Tecnocampus - UPF.

Given this booming sector and huge growth potential, Gamebcn was born, a program that will enable the transformation of videogame projects into consolidated companies with growth potential. Gamebcn is an initiative from the business incubator Incubio, the Department of Culture, through the Institut Català de les Empreses Culturals, and Caixa Capital Risc, the venture

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capital arm of “la Caixa”, with Barcelona Activa as a strategic partner and Osborne Clarke as a sponsor.

One of the main objectives of this project is to continue the development of projects with the greatest potential that come out of specialized university programs, and to support them so they can become new startups. This will position Barcelona as a hub for the gaming sector in Southern Europe, attracting global talent.

To do this, Gamebcn will lead different selected development teams through various landmarks: the creation of the company, fundraising, time to market, monetization and marketing procedures.

“In Gamebcn we intend to cover the missing link between final projects from formal academic education and the business world. Multidisciplinary developer teams of videogame projects dissolve after completing the undergraduate or masters degree, due to work pressures. This is a shame due to the enormous talent that universities generate and the loss of a good team, which has already shown it works. The team is the most important, this is what makes a difference. That’s why in Gamebcn we intend to preserve the team’s integrity, to give them the opportunity to embark on a business adventure, which often does not even begin due to economic reasons. There is public aid for companies already created, but not as much for teams. On the other hand, we want to provide the business training needed to launch a game to the market and test the value of said teams. The road is extremely hard because the competition is global and is a very demanding market. Therefore, Gamebcn has a global scope and aims to position itself as the benchmark in gaming incubators in Southern Europe”, says **Simón Lee, co founder of Incubio**. *“Specializing in the incubation process is a trend that's gaining a lot of strength internationally. Gamebcn is a vertical incubation program that aims to promote entrepreneurship in the gaming industry for projects in the end of a final project or Masters program”.*

## Incubation program

To qualify for the incubation program, candidate teams should register in <http://www.gamebcn.co> before October 12. They will select up to 10 teams based on the quality of their project, their capacity to execute and feedback from their professors, among other

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criteria. During 4 months the selected teams will work in the Barcelona Growth Centre and will receive training and support from recognized industry professionals such as Daniel Sánchez Crespo from Novarama , Xavier Carrillo from Digital Legends, Gerard Fernández from Omnidrone and Ramon Nafria from A Crowd of Monsters, among others.

Thus all professionals involved will receive training and preparation which will allow them to develop consolidated projects. The end of the incubation process will be culminated with a Demo Day, a presentation event where the participating projects will show their developments in front of investors and publishers.

In a second phase, the three best teams will be chosen to participate in the acceleration phase, which will last for eight months. In this period, the teams will work to become a successful company, and turn their projects into products. To do this, they will have the advice from mentors and access to Incubio's services.

## About Incubio

Incubio, The Big Data Academy, is located in Barcelona's capital of technology and entrepreneurship, district 22@. This is the perfect environment to start new projects, give support to entrepreneurs and work in collaboration with other high growth startups. For more information, contact Incubio at:

Email: [info@incubio.com](mailto:info@incubio.com)

Address: C/Almogàvers 165, 08018 Barcelona

Twitter: @Incubio

## About Institut Català de les Empreses Culturals

The Institut Català de les Empreses Culturals (ICEC) is an agency of the Department of Culture from the Generalitat de Catalunya. It was created in 2000 to foster artistic creativity and the production, distribution and diffusion of cultural content through the development of cultural companies. This will promote cultural consumption and expand markets for the Catalan culture. Since 2013, the ICEC has a specific area dedicated to digital culture with the objective to place Catalan cultural and creative companies in the forefront of innovation, technology and the digital world.

Email: [digital.icec@gencat.cat](mailto:digital.icec@gencat.cat)

Web: <http://blocs.gencat.cat/culturadigital>

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## About Caixa Capital Risc

Caixa Capital Risc is the venture capital arm of “la Caixa”, which invests in the first stages of innovative Spanish companies with high growth potential, by supporting them through the different development stages. With a volume of 144 million euros, they invest capital in innovative companies through 7 vehicles: Caixa Capital Micro, Caixa Capital Micro II, Caixa Capital BioMed, Caixa Invierte BioMed II, Caixa Capital TIC, Caixa Capital TIC II and Caixa Invierte Industria.

Twitter: @CaixaCR

## About Barcelona Activa

Barcelona Activa, integrated in the area of Economy, business and Employment, is the executive tool of the Economic Development policies of the Barcelona City Council.

For more than 25 years, Barcelona Activa has promoted the economic growth of Barcelona and its influence area, fostering businesses, entrepreneurship and employment, while promoting the city internationally and its strategic sectors, while maintaining proximity to the districts and citizens.

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