

Scandinavian Game Developers have reached a crucial point. Valuable lessons have been taught, and though challenges in some aspects have appeared overwhelming, the participants have managed to harvest great experience from each other, which has made it possible to conquer those challenges.

- **Challenges**

Some of the greatest challenges turned out to be of a personal kind for the game developers. The fear of failure has at one specific occasion prevented a game with a great potential from becoming launched. Being insecure of one's own abilities to make games of high standards and insecurity of how to make a business run seemed to be the two leading obstacles.

When the games reached the market, some of the developers had a lack of knowledge in how to make an economic benefit of it. On one occasion a developer made a game for a customer expecting that they would buy it for all their tablets, however the customer only bought one single copy and shared it to all their tablets in their possession.

The credibility of the games also came to a test. Some of the prototypes which were already on the market were described as sugar coated games – when there is too much for the students to read, learning games becomes boring games, and the participants lose their interests.

Finally there seemed to be a mismatch between what one institution requested and what others required, and as a consequence the developers only sold a few copies of their games.

Experience and exchange of knowledge showed that there were different and sufficient ways to deal with those challenges.

- **Business Models**

In order to deal with the financial challenges The Scandinavian Game Developers came up with three business models:

1. The Freemium Business Model

The model explains how companies can develop products for free download via e.g. AppStore.

2. The Pay For The Game Business Model

Its a more traditional business model that aims for selling a game on the market. It explains which considerations the developer have to bear in mind if he choose to not use The Freemium Business Model.

3. The Advertising Business Model

This model explains how a developer can utilize extern investors by incorporating commercials into the product to make a profit. This model is often combined with The Freemium Business Model.

Högskolan i Skövde also suggested subscription as a model to avoid that customers only buy one copy and share it with their entire collection of tablets, smartphones and computers.

Along with those models Scandinavian Game Developers also suggested two business models for serious games:

1. Positioning Your Company As A Serious Game company

This models focus is to help companies to investigate which industries would be the best to collaborate with, and how the game developer derive maximum advantage of such relationships.

2. The Work For Hire Business Model

Exstern customers hire the game developer to do a paid job. This gives the game developer an economic safety net when creating his own productions.

The business models have already been implemented in the incubated companies in both Grenaa and Viborg, and they are all available on scangames.eu



- **Incubation Environments**

The incubation environments are offering both coaching, support, matchmaking and help with fundraising. Due to these close networks the companies have been able to eliminate a lot of the challenges for the companies described as insecurity and lack of knowledge.

As a result to these environments the incubated companies have begun to show more self confidence and more companies have been able to attract investors and funds. Thus, in Viborg one company has been able to raise more than a million dkr. alone.

- **Activities**

Developing a learning game for the Social- and Health Care College in Aarhus has continued. The game still needs minor adjustments, but according to the plans it should be downloadable to smartphones and tablets in the autumn.

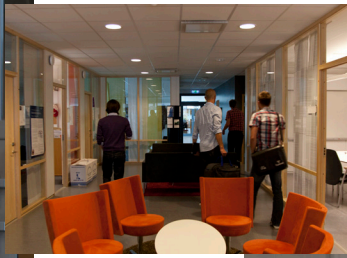
Numerous of game jams and workshops have been arranged, and in the beginning of 2013 participants from both The Ranch and The Animation Workshop participated in the Game Developers Conference in San Francisco.



The outcome of these events has been overwhelmingly positive. Based on these events new networks, new ideas and new projects have been established, and the companies have gained a priceless insight into the industry.

At Högskolan in Skövde the work has so far primarily been to collect data and analyses, but the work is well in progress, and they will be ready to present their thesis during the autumn.

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OF



Björn Berg Marklund

- [SGD in the medias](#)

The Scandinavian Game Developers have reached the medias in Sweden and in Denmark. Höskolan in Skövde also succeeded to get a series of articles published in various Scientific magazines.

During the spring Björn Berg Marklund from Höskolan in Skövde was interviewed by both the Swedish radio P3 and Tidningarnas Telegrambyrå about his reflections towards learning games, his research, and the seminars and workshops that have been held.

The interview with Tidningarnas Telegrambyrå was published in several newspapers, and the radiobroadcast from P3 is estimated to have reached 200.000-300.000 listeners.

In Denmark two articles were published in the magazine Uddannelsesbibliotekaren. The magazine is distributed in Sweden and Greenland, and throughout high schools and academies all over Denmark.

- [Contact](#)

Mikkel Fledelius Jensen
Project Manager
Email: mikkel@scangame.eu
Tel: (0045) 2681 5133



Visit scangame.eu for more information about the project and the game