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Student's games: Production process, cost, and potential commercial fallout
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LA GRANDE ÉCOLE DANS LE DOMAINE DES MÉDIAS NUMÉRIQUES ET DE L'INTERACTIVITÉ

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> MASTER
Jeux Vidéo et Médias Interactifs
en collaboration avec les universités de La Rochelle et Poitiers (à Angoulême)
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en collaboration avec FERDICI et l'université de Paris VII (à Paris)

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Interactive Digital Experience
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> MASTERCLASS
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> PARCOURS DOCTORAL
 Dans le cadre du laboratoire CEDRIC du CNAM
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> VAE
 Validation des Acquis de l'Expérience

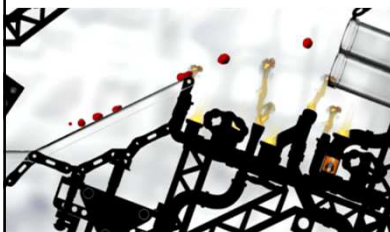
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 Institut du Conservatoire national des arts et métiers en partenariat avec les Universités de La Rochelle et de Poitiers / Établissement public d'enseignement supérieur


 L'ENJMIN, une école du campus des Images

Illustration: Paddy, un projet de l'équipe de l'ENJMIN, de l'équipe pour l'ENJMIN, sorti dans le numéro 2 2011

Experiment the multidisciplinary game process.


- In S2 design a simple interactive system by team of 3 to 4
- In semesters S3 and S4 a group of 9-12 students with a given proportion of all specialties has to achieve in a six months period a game pre production.





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Project DNA



More and more projects done by Enjmin students have a commercial potential. Teams desire to continue development of their games after their graduate. But the industry rarely offers the support needed.

All4One allows projects to be developed in a great environment with senior staff to ensure productions go straight and well.

Each yearn All4One can incubate several projects, chosen for their innovative quality. We lead funding and distribution research, with a key advantage: **support of the Abbé Grégoire Foundation.**

All4One - Confidential

This slide is titled 'Project DNA' and is part of a presentation. It features the 'le cnam enjmin' logo on the left and the 'All4One' logo on the right. The main text discusses the commercial potential of student projects and the support provided by All4One, including funding and distribution research, with a key advantage being the support of the Abbé Grégoire Foundation. The slide is marked as 'All4One - Confidential' at the bottom.

- External partner (publisher, studios...) have a clear interlocutor (video game industry senior biz dev)
- All4One can find funds and negotiate distribution in the name of the Students.
- Students have a veto on all contracts signed by All4One concerning their project.
- All4One do not target to acquire the IP, it stays the students propriety. But the structure earns royalties on sales according to the services it provides.
- If the partner want to acquire the IP, All4One negotiates it for the students.
- One exception: if All4One invests important resources on a project to make it suitable for a market, and need to transform the content, then a negotiation is done with the students to co-own the IP



Structure

The goal is to secure an annual budget:

- the involvement of the 4 seniors (Studio manager, creative director, technical director and the lead graphic)
- Premises, equipment and tools
- Lawyer, business trip and events (GC, Casual connect...)

350 000 euros a year

Project

Each project has a cost, very low:

- Most of preproduction and proof of concept demo are done in the school.
- During 6 month the student team is in training (cost 25% of a full rate)
- In a few cases only, some more development months are need at full rate

From some tens of thousands euros to 200 K€ by project, depending to the scope, platform, distribution mode and production values.

We aim to finance 3 to 4 projects a year for a maximum budget of 350 K €

Structure

By partners and sponsor, public and private through the Abbé Grégoire Foundation.

Negotiate a deal with local business incubators (Etincel incubator for Angoulême, City of Paris Incubator).

Project

Private partners have priority on the projects. If they want to finance and own IP. They can decide to invest in one of the projects, and drive the publishing process. If not, we will propose them to other publishers.

As we know very well the public financing process and new media contests, we will candidate admissible projects.

At least, we aim to be autonomous in term of project funding in 3 years.

- Partner
 - Priority on IP ownership
 - HR opportunity to get the best graduates of ENJMIN
 - Corporate communication on this innovation lab support
- Product Advantage
 - A selection of products among the best of those produced by students
 - A price development which can be modulated
 - A prototyping phase largely already done upstream
- Planning
 - Structure creation planned in 2013
 - Production launch between January and March 2014

