

Pitch Dark

KPI Track Goal Project Report

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KPI 1: Establish strategic partnerships

I. Public funds:

Many organisations help new creators financially in the process of making games, without expecting any money back.

1. CNC (Centre National du Cinéma et de l'image animée)

The CNC is a French public institution under the authority of the Ministry of Culture. It supports and promotes the film, television, and animated image industries in France. The CNC provides financial aid for production, distribution, and preservation, and plays a key role in regulating and developing the audiovisual sector.

Various funds:

- Fonds d'aide au jeu vidéo (FAJV)
- Crédit d'impôt jeu vidéo

Funds amount: **up to 50 000€**

<https://www.cnc.fr/professionnels/aides-et-financements/jeu-video>

I. Regional funds:

Many regions are ready to help financing projects located in their local regions.

1. Région Île de France

Conditions:

- Be a productive society
- Be able to prove necessary capacities (artistic, technical, financial)

Funds amount: **up to 150 000€**

<https://www.iledefrance.fr/aides-et-appels-a-projets/fonds-daide-la-creation-de-jeu-video>

2. BPI France

Bpifrance offers businesses a continuum of financing at each stage of their development.

Conditions:

- Be able to show a long-term viable project

Funds amount: **between 30~300 000€**

<https://www.bpifrance.fr/en/nos-solutions/financement>

I. Crowdfunding

Crowdfunding is a popular way to finance video games. Many indie games became popular this way, such as Hollow Knight, Baldur's Gate 3 or Shovel Knight. The goal is to ask consumers for financial help in exchange for bonuses and merch.

Popular crowdfunding platforms:

- Ulule: <https://fr.ulule.com>
- Kickstarter: <https://www.kickstarter.com/?lang=fr>

I. Private network

As developers, we had many opportunities to meet influential people and foundations in the video games industry.

1. Camille Vallaux:

Occupation: Playstation dev-kit developer

Relationship: Mentor of the project

Camille Vallaux is in direct relation with Playstation. He is ready to help us have access to a Playstation 5 dev-kit and ask for funds, giving us a possibility to make our game playable on Playstation 5 and have a big editor.

2. Alex Williams

Occupation: Co founder of Deep Sky Games

Relationship: Met at a talk in Epitech BERLIN

Alex Williams has been impressed by our first version and is ready to accompany us in the process of making the game. Mr Williams is ready to give us some addresses of publishers who will help us publish and develop the project.

3. Epitech BERLIN

Relationship: Video game school

Epitech BERLIN is ready to finance student projects into making a real video games.

KPI 2: Enhanced credibility and grow the project's reputation

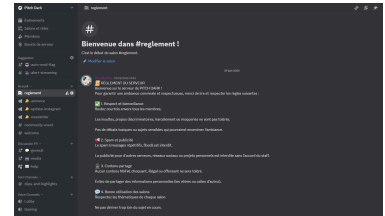
1. Discord community Server

Purpose:

Create a centralized, active, and well-moderated space for real-time engagement, support, and feedback from the community.

Advantage:

- Centralize all customers
- Easy communication between developers and players
- Create a fanbase
- Create events, roles
- Popular amongst gamers



<https://discord.gg/TgAvwZPwCn>

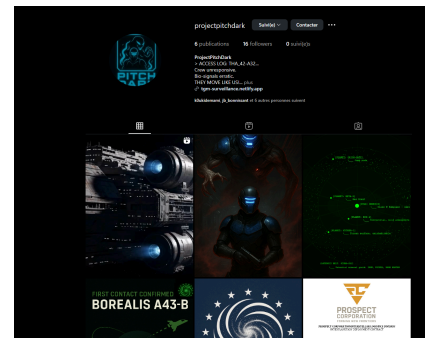
2. Instagram public account

Purpose:

Boost public visibility, promote brand consistency, and highlight project progress, achievements, and team culture.

Advantage:

- Proliferate amongst other people
- Easily seen by peoples network
- Show some promotion to all potential customers
- Share the discord easily by the bio
- More visibility in a popular website



<https://shorturl.at/FvKE4>

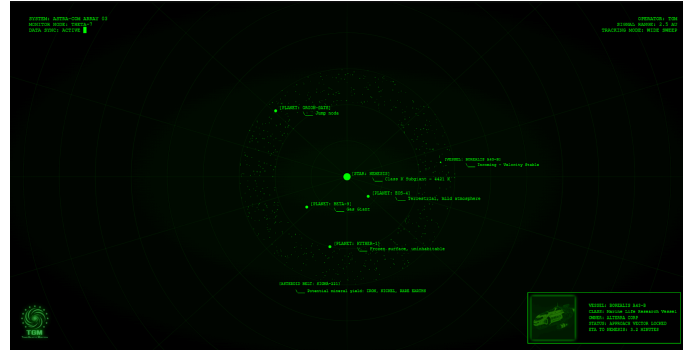
3. Website

Purpose:

Interactive Public Website, available all-time,
maintained and updated

Advantage:

- Create some interest on the game
- Keep the audience's interest in a ludic way



<https://tgm-surveillance.netlify.app>