Roles and responsibilities

*Mandatory for Incubator applicants

CEO*

- The company's main representative and contact person.
- Handles the business parts of the project and company
- Hits up publishers, investors, angels and parent companies.
- Takes care of budgeting

Budget can be a separate role if necessary

The CEO is essentially the face of the company internally. They handle the day-to-day operations.

They keep in touch with publishers and investors, angels and parent companies or other relevant organisations.

The CEO is ultimately responsible for all aspects of the company's decisions, covering operations, marketing, business development, finance, HR, etc.

The one we ask about business related things like long term business plans, company goals etc.

Project Lead

- The head of project development
- Makes sure the development follows the creative vision and is manageable
- Has an overview of all disciplins and what to do next.

The Project Lead plans, organises, and oversees tasks and resources to make sure the project is completed on time, within budget, and meets its objectives.

They have an overview of the project as a whole and manages goals and how to reach them.

They make sure the scope is manageable and realistic.

The one we ask about general project related things like overall scope, timeline etc.

Creative Lead

- Manages the projects overall look and feel.
- Makes sure every asset fits the ~aesthetic~, both graphics, sound and music, animation and lore.
- Does research and makes decisions about characters, worlds etc.

The Creative Lead is responsible for guiding and overseeing the artistic direction and vision of the project.

They make sure decisions and assets match the creative vision/aesthetic of the project within all disciplins.

They are the main person responsible for doing and making creative research and decisions about characters, worlds and story etc.

The one we ask about audiovisual and narrative related things like art style, music etc.

CMO*

- Manages social media channel uploads etc.
- Main market researcher
- Analyses the data the marketing generates

The CMO manages the company's online presence and impressions. They manage social media channels and uploads, makes sure updates are regular and relevant.

They're the main market researcher, making sure there is a market for the product and how to reach it.

They analyse the data the marketing generates and makes desicions based on this information

The one we ask about social media impressions, what media they need for uploads etc.

Scrum Master

- Sprint Planning
- Backlog management
- Manages the daily scrum

The Scrum Master helps the team members structure and plan sprints and makes sure everyone is on the same page.

They lead the scrum meetings, sprint reviews and retrospects ensuring everyone knows what to do and has something to do each sprint

They manage the backlog, adding, moving and removing tasks in consultation with relevant team members

The one we ask about sprint structure, sprint work load or what to do a certain sprint.

Moderator

- Keeps meetings structured
- Makes sure everyone is heard

The Moderator makes sure meetings are structured and helps bring them back on topic if they derail for too long.

They make sure everyone are heard and understands. They also help the person leading the meeting with keeping track of questions from the team, needed breaks etc.

The one we ask to bring order to the chaos that meetings can become

Secretary

- Takes notes during meetings
- Distributes notes to all team members

The secretary is responsible for taking notes during meetings and other team discussions or events where notes are necessary.

They make sure notes are comprehensible, well structured and organised .

They distribute the notes from every meeting to the rest of the team so everyone has access to them.

The one we ask for notes if we missed a meeting or need reminders