

DIGIINTERMEDIARIES

BOOTCAMP

WWW.FAKUGESI.CO.ZA

BUILDING A COMMUNITY OF PRACTICE, EXCHANGE & GROWTH INTERMEDIARIES

IN THE DIGITAL GAMES & IMMERSIVE MEDIA

BY



SUPPORTED BY



Implemented by





OPEN CALL & SIGN UP INFORMATION

WHAT IS IT ?

This online bootcamp programme will be an intensive view of intermediary and digital creative industries markets and methods for the Digital Games and Immersive Media sectors in Africa. There will be multiple networking opportunities and the chance to develop pitch proposals for funding.

PRIMARY BOOTCAMP & COMMUNITY BUILDING FOCUS

4 intensive modules on the Digital Creative Industry ecosystem, with networking and development opportunities offered to 50 participants.

INTERMEDIARY PROPOSALS & PITCH

- Mentored development and pitch training for 20 selected proposals for intermediary work.
- 10 of the 20 to be selected for pitching at Fak'ugesi Festival 2021 #BuildCozYouHaveTo, in a by-invitation pitch session to judges, funders and partner platforms.
- Fak'ugesi Festival in partnership with GIZ will grant 3 commissions to winning pitch's, with open support and investment opportunities for the remaining 7.

***PLEASE NOTE THAT WHILE WE ENCOURAGE PROPOSALS FROM SENEGAL AND FRENCH LANGUAGE SUPPORT WILL BE GIVEN THROUGHOUT, THE DOMINANT LANGUAGE FOR THE BOOTCAMP, PITCH TRAINING AND FINAL PITCHES WILL BE ENGLISH.**



WHO IS IT FOR ?

We are building a community of practice, exchange and growth for individuals and organizations acting as 'intermediaries' in the digital creative industries, with a focus on the Digital Games & Immersive Media sectors.

We welcome those who identify as the following:

1. Existing 'intermediaries' in Gaming & Immersive Media

The bootcamps will bring together those already working as intermediaries on the African continent and in related work abroad - Publishers, Distributors, Platforms (such as festivals, online markets, sales aggregators), Talent Aggregators, Incubators, Curators and Industry 'organisers'.

2. Entertainment Professionals on the periphery of Gaming & Immersive Media

Inviting those interested in, but not necessarily working with the Gaming and Immersive Media sectors. Is your work legal, business or advocacy focused? In copyright and entertainment law? In new entertainment sectors?

3. The African Digital Creative Industry Hustlers

You know who you are! Those who out of pure need have been holding multiple roles from talent management, to fundraising, production support, promotion, distribution and more.

4. Government & Advocacy Actors for the Digital Creative Industry

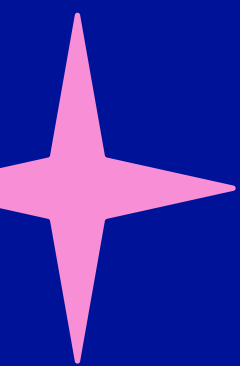
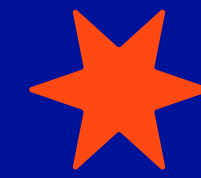
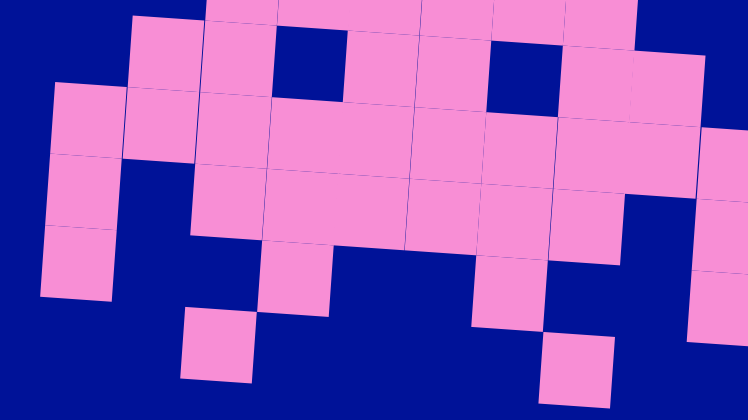
Groups and individuals in government, in advocacy roles and in national and regional policy development towards better production, IP management, distribution and trade.

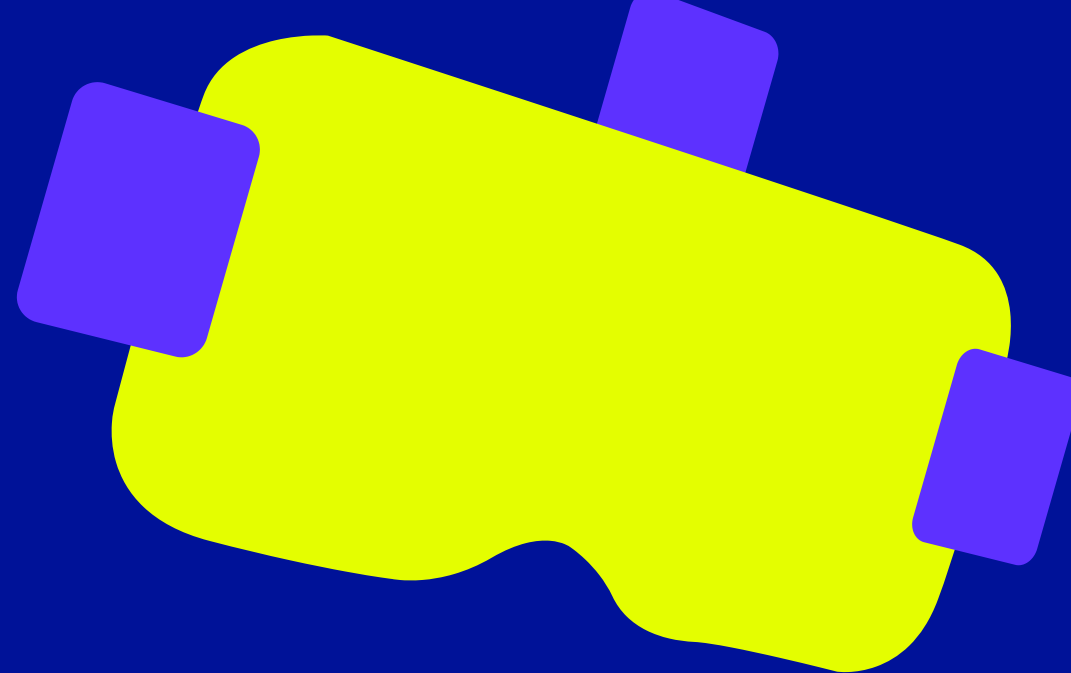
5. Digital & Creative Tech Innovation Entrepreneurs

Individuals and organisations working in or interested in immersive and gaming media and looking to support intermediaries and to market work in the digital creative sector in Africa.

THIS BOOTCAMP IS NOT FOR:

- People who want to learn about immersive media, digital games or digital content production or development.
- Creators and developers - unless they are clearly engaging in intermediary work.
- Creators and developers looking for project funding, we're only assisting intermediaries.





WHY IS IT HAPPENING ?

- Professional development for digital creative entrepreneurs in supporting and intermediary roles for the digital creative sectors in Africa (focus on South Africa, Senegal and Kenya), with specific focus on navigating value chains and ecosystems in Africa.
- A COVID-19 resilience of the digital creative industries in ensuring that digital creatives and intermediaries are able to both maintain and increase access and visibility with online and digitally led methodologies.
- Developing an ecosystem and network of intermediaries for the digital creative industries, that is collaborative and cooperative towards strengthening output.
- Direct funding for intermediary work in the creation and promotion of work to regional and international audiences.

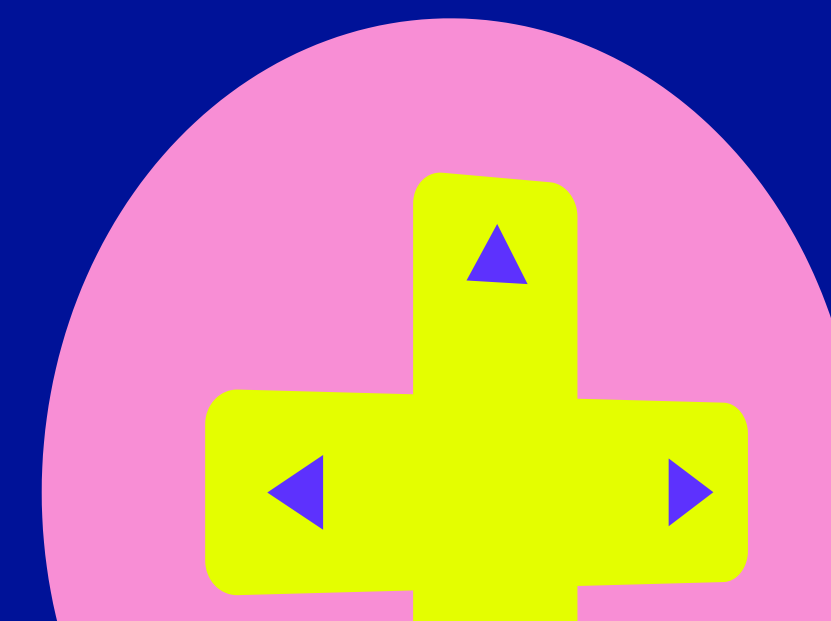
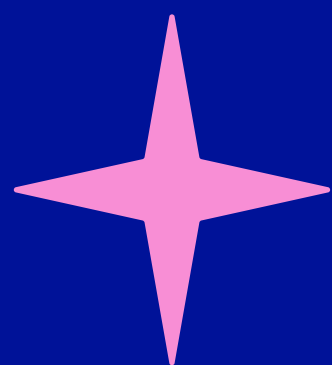
WHEN IS IT HAPPENING ?

SIGN UP DEADLINE:
27 September 2021

**INTERMEDIARIES
BOOTCAMP PERIOD:**
4 -14 October

**PROPOSAL DEVELOPMENT &
PITCH TRAINING:**
18 - 22 October

**BOOTCAMP PITCH (FOR SELECTED
PARTICIPANTS/PROJECTS):**
23 October 2021






MORE ABOUT THE DIGIINTERMEDIARIES BOOTCAMP & WHAT TO EXPECT:

This is a unique bootcamp aimed less at training and more at claiming and framing - finding ways to sustainably grow the Digital Creative Industry in Africa and framing the roles, needs and ecosystem of intermediaries in the digital gaming and immersive media sectors.




The bootcamp will be an intensive view of intermediary work for the Digital Games and Immersive media sectors. This will be done through providing the participants with an opportunity to participate in 4 modules that focus on:

1. Understanding the Value Chain
2. Monetization & Customers, including new & emergent streams.
3. Production, Content & IP
4. Mobilising Governments, Policy & Advocacy

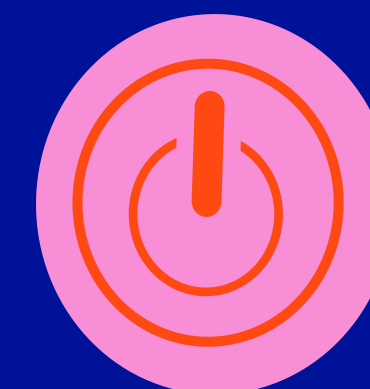


The modules will be led by a number of well known and dynamic industry experts, speaking on their work and experiences, and engaging discussion on the gaps, opportunities and difficulties.

The bootcamp programme includes multiple networking opportunities, for intermediaries and industry professionals in Africa and abroad for the digital games and immersive media market.




Following the opportunity to submit proposals, selected participants will attend a proposal mentorship and pitch training focus, and will be given an opportunity to present their intermediary based projects to multiple investors, platforms and festivals. From the pitch 3 will be selected for commissions via Fak'ugesi Festival.





CRITERIA FOR SIGNING UP:

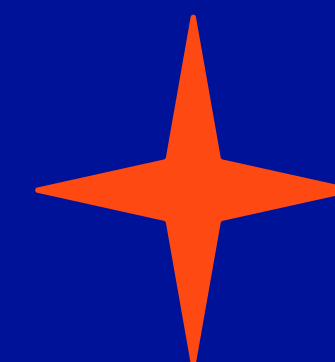
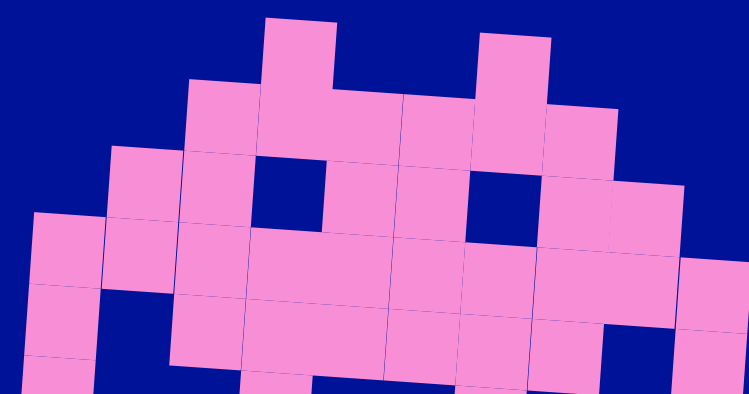
We will accept 50 participants from South Africa, Kenya and Senegal



***Please note that while we encourage proposals from Senegal and Francophone countries, and French language support will be given throughout the bootcamp, pitch training and final pitches, the dominant language will be English.**

SELECTION WILL PREFERENCE INDIVIDUALS WHO MEET THE FOLLOWING CRITERIA:

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- Interested in building a community of practice, exchange and growth for the digital creative industry as intermediaries in Africa.
 - Working in intermediary roles for the digital gaming and immersive media sectors in Africa.
 - Falling into one or more of these categories (see under “Who is it for?” above for more):
 - Existing ‘intermediaries’ in Gaming & Immersive Media
 - Entertainment Professionals on the periphery of Gaming & Immersive Media
 - The African Digital Creative Industry Hustlers
 - Government & Advocacy Actors for the Digital Creative Industry
 - Digital & Creative Tech Innovation Entrepreneurs
 - Must be 18+ in age.
 - Must be living and working in South Africa, Kenya or Senegal OR living abroad and working in and with African digital creative sectors.
 - Must have a working mobile phone, computer and reliable access to the internet.
 - Selected participants will be required to submit formal identification, a CV, motivations for your interest and answer a number of questions on your current work or position.



FUNDED SUPPORT FOR PARTICIPANTS IN KENYA & SENEGAL:

In collaboration with Goethe Institut in Nairobi & Dakar, participants from Kenya and Senegal may also be shortlisted for financial support to attend the bootcamp.

SIGN UP

Sign up directly via the form on the Bootcamp Call page with Fak'ugesi Festival at <https://fakugesi.co.za/digiintermediaries>

*Please note that the application portal is secure and details will only be used for the DigiIntermediaires Bootcamp unless further permissions have been requested and granted.

CONTACT INFORMATION:

For more information and queries email:
projects@fakugsi.co.za

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