



# DIGITAL LAB AFRICA #5 CALL FOR APPLICATIONS

PHASE 2:  
VIDEO GAME

# DIGITAL LAB AFRICA



# PRESENTATION

## DIGITAL LAB AFRICA

Digital Lab Africa (DLA) is the first mentorship and incubation program dedicated to innovative creative and digital content in Africa. The very idea of DLA is to offer emerging talents a springboard to fast-track their projects development, with the support and expertise of DLA creative industries ecosystems in France and in Sub-Saharan African countries.

Created in 2016, Digital Lab Africa is an initiative of the French Institute and the French Embassy in South Africa. Since 2018, DLA is integrated into the Digital Content Hub (DCH) program, led and managed by the South African innovation hub Tshimologong Digital Innovation Precinct, with the financial support of AFD (Agence Française de Développement). Beside AFD funding dedicated to DCH, DLA receives financial support from SACEM, TV5 Monde, the French Embassy in Nigeria, and technical support from IFAS, as well as multiple partners / key players from the creative industries. Founded in 2016, Tshimologong Digital Innovation Hub is owned by the University of The Witwatersrand (South Africa). It aims at realising African Digital innovation for global markets through entrepreneurship and skills development.

## DLA 5TH EDITION (2021)

For its 5th edition, Digital Lab Africa is switching to a fully online format. The incubation and mentorship programs followed by the DLA#5 laureates include online activities, online mentorship, and participation to online industry events. Furthermore, Digital Lab Africa call for applications is taking place in two different phases. The first phase is dedicated to immersive experience and animation categories and is taking place between 1st of March and 4th of April 2021. The 2nd phase is dedicated to video game, and takes place between 11th of June and 11th of July 2021

## CALL FOR APPLICATIONS – PHASE 2

After the successful 1st phase, Digital Lab Africa 5th edition is launching the 2nd phase of its call for applications from 11 June to 11 July. This 2nd phase is dedicated to video game category.

DLA#5 call for application is open to anyone from the field of digital content creation: artists, producers, designers, start-ups, SMEs, collectives, students or entrepreneurs, living or native from a Sub-Saharan African country. It targets innovative digital content from the perspective of form, storytelling and technologies used in gaming.

The applications are reviewed by the DLA Selection Committees based on criteria of creativity, artistic/technical quality, technological aspect and potential.

TO APPLY, VISIT:

<http://digilabafrika.com/submit-a-project/>

1. COMPLETE AND SUBMIT THE ONLINE FORM DIRECTLY FROM THIS LINK:

<https://forms.gle/TwQkvT45BpY4c9ez9>

2. SEND YOUR APPLICATION DOCUMENTS BY EMAIL TO:

[applications@digilabafrika.com](mailto:applications@digilabafrika.com)

*Application deadline for the 2nd phase: 11 July 2021*

## DLA INCUBATION PROGRAMS

Selected applicants are granted with a Digital Lab Africa online incubation program to fast track the development of their respective project.

The online incubation and mentorship programs combine group and individual sessions that will help DLA#5 laureates to work on identified needs, and strengthen their projects to fast-track its development. Moreover, Digital Lab Africa is not only organising workshops, but providing a space / platform of encounter / exchange, which intends to use the strength of a community to go beyond DLA programme, by linking DLA#5 laureates with experts / professionals / alumni and enabling further exchanges among them.

### DLA#5 ONLINE INCUBATION PROGRAMS INCLUDE:

Online mentorship & coaching by French and Sub-Saharan African industry experts

Online workshops organised by French key players of their respective category

Participation to online industry events

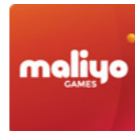
# VIDEO GAME

## DESCRIPTION

The Video Game category is open to all prototypes/concepts of video game for any type of device (smartphone, computer, console etc..). Video game projects with creative storytelling/experience and using innovative technologies will be considered first. All type of games are accepted: casual games, adventure, platform, social gaming, strategy, e-sport etc.

## INCUBATION PROGRAMS

- **Online masterclasses by key players of the gaming industry**, and online participation to Demo Day pitch session, organized by La Plaine Images – between October 2021 and March 2022
- Online participation to the **African Creative Meetings**, organized in France by Leno – September 2021
- **Online workshop on playtest**, organised by Play in Lab – Between September and December 2021
- **Online workshop on video game marketing** – Between September and December 2021
- Online participation to the **Africa Games Week** – December 2021
- **Online mentorship** by experts of the gaming industry



## REQUIREMENTS

Commit to participate to all activities included in the incubation program

Credit DLA and its partners in any future communication about the

Provide a narrative report about the incubation and mentorship programme

# HOW TO APPLY

## APPLICANTS MUST:

1. Fill out the online form <https://forms.gle/TwQkvT45BpY4c9ez9> (also accessible from DLA website)
2. Email the application files (in French or in English) to [applications@digilabafrika.com](mailto:applications@digilabafrika.com)

**CLOSING DATE OF THE CALL IS:**

**11 JULY 2021**

## APPLICATION FILES:

- **Pitch deck / Presentation document (PDF, PowerPoint or Word) including:**
  - Project overview
  - Game concept / Gameplay
  - Statement of intent
  - Target audience and strategy
  - Technical information
  - Graphic / Visual elements
    - Visuals / Storyboard / mood board / graphics / sketches / portfolio
- Any **preview, pilot or video demo** of the project (if available)
- **A short video pitch** [2 to 3 min] explaining your concept and why you want to be part of the DLA Mentorship & Incubation program.
- **A cover letter** explaining why you want to take part in the DLA program.
- A **resume/curriculum vitae** of the applicant and/or **description** of the company represented
- **A picture** (.jpeg) of the applicant

## REQUIREMENT:

- Applicants can submit several projects (one application form per project)
- Applications submitted by two persons or collectives or studios working will be considered.
- Incomplete applications will not be considered

## TIME-FRAME

### DLA#5 - PHASE 2: VIDEO GAME

CALL FOR PROJECTS: 11 JUNE - 11 JULY 2021

SELECTION: JULY - AUGUST 2021

ANNOUNCEMENT OF WINNERS: END OF AUGUST 2021

ONLINE MENTORSHIP AND INCUBATION PROGRAMME: SEPTEMBER 2021 - MARCH 2022

## ABOUT DIGITAL LAB AFRICA

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## ORGANISERS AND PARTNERS

Created in 2016, Digital Lab Africa is an initiative of the French Institute and the French Embassy in South Africa. Since 2018, DLA is integrated into the Digital Content Hub (DCH) program, led and managed by the South African innovation hub Tshimologong Digital Innovation Precinct, with the financial support of AFD (Agence Française de Développement). Beside AFD funding dedicated to DCH, DLA receives financial support from SACEM, TV5 Monde, the French Embassy in Nigeria, and technical support from IFAS, as well as multiple partners / key players from the creative industries. Founded in 2016, Tshimologong Digital Innovation Hub is owned by the University of The Witwatersrand (South Africa). It aims at realising African Digital innovation for global markets through entrepreneurship and skills development.



# GENERAL CONDITIONS

This document defines the terms and condition of the call for projects and of the Digital Lab Africa operation, as defined by the organisers. Candidates and participants are obliged to comply with them.

## ORGANISERS

DIGITAL LAB AFRICA is organised by Tshimologong Digital Innovation Precinct (Wits Incubator Pty Ltd)(41 Juta Street, Braamfontein, Johannesburg, South Africa).

## TERMS

The Digital Lab Africa call for applications for video game category opens from 11 June 2021 and closes on 11 July 2021 at 11.59pm (time limit for registering a project). The application consists in filling in the online form on Digital Lab Africa website and sending all the required material by email to [applications@digilabafrica.com](mailto:applications@digilabafrica.com). All applications must be sent before the said closing date. The registered projects should conform to the criteria set out in this document.

## PARTICIPATION

Participants at the Digital Lab Africa platform must be residents or nationals of one of the sub-Saharan African countries: South Africa, Angola, Benin, Botswana, Burkina Faso, Burundi, Cameroon, Cape Verde, Central African Republic, Chad, Comoros, Democratic Republic of Congo, Djibouti, Eritrea, Ethiopia, Gabon, Gambia, Ghana, Guinea, Guinea-Bissau, Equatorial Guinea, Ivory Coast, Kenya, Lesotho, Liberia, Madagascar, Malawi, Mali, Mauritius, Mauritania, Mozambique, Namibia, Niger, Nigeria, Republic of Congo, Rwanda, Sao Tomé and Príncipe, Senegal, Seychelles, Sierra Leone, Somalia, Sudan, South Sudan, Swaziland, Tanzania, Togo, Uganda, Zambia, Zimbabwe.

The projects can be submitted by a candidate who does not live in sub-Saharan Africa on condition that this candidate is a national of one of the countries of this region. In this case, the project development and production should be mostly implemented in a sub-Saharan African country.

Minimum age for participants is 18 years old.

## ROLL OUT

The candidates have up until 11 July 2021 inclusive to submit their projects. The applications received will be reviewed by the Digital Lab Africa selection committees.

The list of selected projects will be made public in August 2021 on [www.digilabafrica.com](http://www.digilabafrica.com)

The Digital Lab Africa jury members will select the winners of DLA#5 based on the pitch quality of each project and the criteria qualities – artistic/technical, technological/creative innovation and feasibility/economic potential of the projects. The jury's decisions are final and binding. The organisers reserve the right to not award all prizes in the case of insufficient numbers of applications meeting the minimum criteria of the jury, as set out by the organisers and members of the jury at their sole discretion.

## INCUBATION PASSES

The selected applicants will benefit from a Digital Lab Africa online incubation program to develop their respective project between September 2021 and March 2022. The Digital Lab Africa Pass consists of: mentorship and support in the development of projects by French and Sub-Saharan African experts.

In order to ensure that each participant gets the best of the DLA program, each incubation online programme will be designed according to the project needs. The project holder commits to inform DLA team of any kind of issues he may encounter due to his/her country and personal situation.

## RIGHTS AND PERMISSION

If the proposed content contains material or elements which are not the property of the participant and/or are subject to third party rights and/or if some individuals appear in the content, it is the responsibility of the participant to obtain, before the submission of projects, all permissions and consents necessary to the exposition and use of the content. If a person appearing in the content is under the age of 18, parental/guardian consent is required.

By participating, all the selected candidates authorise the organisers and their partners to reproduce, distribute, display and publish online the names of the candidates, their photos, the description and visual elements of their project so that the public has access to the list of selected projects. Moreover, they allow Digital Lab Africa to reproduce, distribute, display and use the content of their applications in any media, existing or future, including- but not limited to – a publication in the Digital Lab Africa brochure and the communication tools of the operation. The organisers are not required to pay compensation or seek approval for these uses

## INTELLECTUAL PROPERTY

The submitted project stays the property of the project holder who owns totally its moral and patrimonial rights without any cession or remuneration to Digital Lab Africa who has no right to change or intervene on the project. However, the project holder must commit in referring to Digital Lab Africa on any achievements coming directly or indirectly from his/her time mentorship and incubation program (logo and reference to add in the credits).

## LIMITATION OF LIABILITY

By participating, the candidates agree to not hold Digital Lab Africa liable for any claims, loss or potential damage resulting from participation in the program. The organisers cannot be held responsible for any technical malfunctions (Internet connection/computer system) resulting in the failure or late submission of applications.

## CONDITIONS

The applications will be considered void if the organiser establishes that it is not an original work or if the application is illegible, incomplete, damaged, irregular, altered, counterfeit or acquired fraudulently.

Participants also acknowledge:

1. having read and accepted these terms and conditions
2. that the jury's decision is final and binding
3. that for the winning projects, the organiser may use the name, picture and/or voice of each winner in any publicity or advertising relating to Digital Lab Africa or future promotions without further remuneration or agreement

In the event that a designated winner of one of the categories refuses the prize or is not able to benefit from it, the prize will be cancelled and the organisers could, at their sole discretion, choose to award the prize to another participant.

Winning candidates agree to participate in the different phases of the online incubation program in 2021 and 2022 (online workshops, online training and coaching, online participation to industry events)

## RIGHT OF SUSPENSION OR CANCELLATION

If for any reason the Digital Lab Africa operation could not be conducted as planned, the organisers reserve the right to alter, suspend or terminate the operation without entitlement to restitution or compensation with regard to candidates or participants. If the organisers decide to cancel the operation, the organisers will not retain any right related to the content.

## IMPORTANT NOTICE

The proposed material in its entirety must be the original work of the project bearer. All proposed material must be in English or in French.

Applications submitted by two persons working in pairs can be considered. Incomplete applications will not be considered. One candidate can register several projects (one form per project)

The participants must accept, without reservation, the jury's decisions.

If a participant is selected, he/she will be contacted by the organisers of Digital Lab Africa.