

PRESS RELEASE

Minister of State for Culture and the Media promotes Germany-wide games founding grant

- 18-month program with grant, workshops and coaching
- Minister of State for Culture and the Media, Claudia Roth: “With the Games Founding Grant, we are supporting the games industry at its creative and cultural roots: the game ideas and founding projects of young talent.”
- Application phase from October 28 to November 17, 2024
- Webinar for interested founders on October 30, 2024

Berlin, October 16, 2024: The Minister of State for Culture and the Media is supporting the emergence of new game development studios in Germany via the new funding program 'Press Start: Games Founding Grant'. Over a period of 18 months, founders receive a grant of 2,750 euros per month to help them focus on the founding phase and driving forward the development of their games. The grant holders also receive a comprehensive education and networking program as well as coaching to provide them with the best possible support for their start in the games sector. An expert jury will select up to 130 founders from all over Germany for the culturally focused pilot project. The application phase will run from October 28 to November 17, 2024. The program will be implemented by game – the German Games Industry Association in cooperation with the Foundation for Digital Games Culture and financed by the Federal Government Commissioner for Culture and the Media.

“Press Start: Games Founding Grant” is aimed at game developers residing in Germany who have either founded a company in Germany in the last 18 months or are planning to do so within the next 12 months. Applicants who are still studying will also be considered, provided they are aiming to graduate at the end of the current winter or upcoming summer semester. For a valid application, at least one game concept or game in the early development phase must be submitted. All projects that use games-based mechanics and technologies in the broadest sense (gamification, serious games, VR/AR/MR, etc.) are also suitable.

The Minister of State for Culture is making a total of around 8 million euros available for the Games Founding Grant. In addition, the Minister of State for Culture, in cooperation with the Federal Ministry for Economic Affairs and Climate Protection, will strengthen the cultural asset of games in Germany through the new federal games funding guideline planned for 2025 by promoting the production of games.

Claudia Roth, Minister of State for Culture and the Media: “With the Games Founding Grant, we are supporting the games industry at its creative and cultural roots: the game ideas and founding projects of young talent. In this way, we are supporting the further development of the innovative and diverse games development landscape and thus strengthening Germany as a games location. With this pilot project, the funds earmarked by the German Bundestag for cultural games funding will benefit games visionaries throughout Germany.”

“We are delighted to be able to implement this exemplary Games Founding Grant, which has been in demand for many years, in cooperation with the Minister of State for Culture and the Foundation for Digital Games Culture. In the current market situation, founding a company is particularly challenging for up-and-coming game developers. This is demonstrated by the sharp decline in the number of games start-ups in Germany in recent years. This makes this initiative all the more important,” explains **Felix Falk, Managing Director of game – The German Games Industry Association.** “The program will give an important boost to the German games market and further strengthen it in line with the federal government's games strategy. Our sincere thanks go to the Minister of State for Culture, her office and the members of the German Bundestag who have provided the funds for this.”

“The Games Founding Grant is a great opportunity for games developers in Germany. We are very happy to contribute our previous experience and networks in the areas of jury work, founders support and workshop organization,” adds Nandita Wegehaupt, Managing Director of the **Foundation for Digital Games Culture.** “We now have some busy weeks ahead of us, but we have already set the right course to ensure that even more creative and ambitious teams have the confidence to take the step of founding a company and can do this well and as safely as possible thanks to close support.”

Interested founders can find out more about the program at a webinar (in English) hosted by the Foundation for Digital Games Culture and game on 30 October 2024. Register via Zoom: <https://t1p.de/PressStartWebinar>

Further information on the application criteria and the submission and jury process will be available shortly at: <https://games-stipendium.de/>

Photo Claudia Roth:

https://www.kulturstaatsministerin.de/DE/presse/pressefotos/pressefotos_node.html

Photo Felix Falk: <https://www.game.de/medien/pressefoto-von-felix-falk-geschaeftsfuehrer-des-game>

Photo Nandita Wegehaupt: https://t1p.de/Foto_NWegehaupt

About the Foundation for Digital Games Culture

The Foundation for Digital Games Culture is the foundation of the German games industry and an ambassador for games. Since its establishment in 2012, it has been building bridges between the world of games and social and political institutions in Germany. The non-profit foundation, which operates nationwide, is the result of an initiative by the German Bundestag and the German games industry. Partners from education, society, youth protection, culture, media, politics, education, administration and science are involved in its projects, events and studies. An equally broad-based advisory board ensures its targeted, independent and transparent work. The foundation's shareholder is game - the German Games Industry Association. Informationen auf www.stiftung-digitale-spielekultur.de/, sowie bei Instagram [@stiftung_digitale_spielekultur](https://www.instagram.com/stiftung_digitale_spielekultur), X/Twitter [@Digitale_Spiele](https://twitter.com/Digitale_Spiele) und LinkedIn (www.linkedin.com/company/stiftung-digitale-spielekultur).

About game – The German Games Industry Association

We are the association of the German games industry. Our members represent the entire video game ecosystem, from development studios and publishers to esports event organisers, educational institutions and other related entities. We are co-organisers of gamescom, the world's biggest event for computer and video games. We are a shareholder in the Entertainment Software Self-Regulation Body (USK), the Foundation for Digital Games Culture, the esports player foundation, devcom and the collecting society VHG, as well as co-host of the German Computer Game Awards. Serving as a central point of contact for media, as well as political and social institutions, we provide comprehensive expertise in areas including market development, game culture and media literacy, and address any inquiries or concerns. Together we are making Germany the heart of gaming worldwide. With games, we enrich the lives of all people.

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