

JOB DESCRIPTION

LAUNCHPAD VENTURE STUDIO

Job title: Games Incubation Lead

Grade: 7b

Responsible to: Director of Games Academy & Head of Launchpad Programme

Responsible for: Launchpad Games Mentor Panel

Date: April 2022

Job purpose: You will be an expert authority in delivery of Games Incubation ventures in the Launchpad programme, ensuring these are well positioned to launch, enter incorporation and receive funding. You will actively encourage the teams to engage with a range of typical activities associated with a Gaming start-up.

About Launchpad

Launchpad is the only University Venture Studio programme in the world with an embedded academic course. This award-winning, innovative postgraduate business education and unique Venture Studio programme is creating the contemporary generation of Cornwall-based companies in high-value and high-growth markets through strong partnerships and sophisticated business models.

The Launchpad methodology reverses the legacy model of business incubation as it builds new companies in response to specific known market demands. This approach significantly reduces the high failure rates associated with conventional start-up business incubation support models.

Launchpad aligns skilled graduates, Strategic Partners (made up of VC, CVC, and industry) supported by a package of specialist support from the University. Market opportunities are co-validated by the Launchpad Team and the Strategic Partners to create high growth investible businesses. This approach attracts and retains entrepreneurial talent and brings high quality investment to Cornwall for the long-term benefit of the regional economy in the ERDF categories of venture creation (C1 & C5), business support (C4), job creation (C8), product development (C28) and internal firm innovation (C29).

This role is part funded through the European Regional Development Fund and is fixed term until June 2023.

Main duties and responsibilities

1. Successfully plan and deliver expert execution of Games Incubation support to the Launchpad Programme in Phases 1 & 2 by;

- Providing the full range of specialist and technical business and incubation advice, mentoring and coaching, required to deliver appropriate and industry leading support. This will be designed to provide constructive feedback, making robust and timely recommendations to support the creation of impactful and investible businesses;
 - Providing candidate teams with clear and consistent applied advice, instruction and meaningful training on the methodologies, lenses, platforms and procedures for unearthing insights and developing prototypes;
 - Planning the milestones and steps necessary for Product/Market fit testing, and encouraging and embedding best-practice for researching, prototyping, and experimenting amongst the teams;
 - Proactively networking and signposting opportunities for candidates to access wider support from the local, regional and national communities including support and guidance on accessing appropriate funding, investment and procurement;
 - Leveraging own industry profile and connections to develop networks of competitive advantage for our candidate entrepreneurs.
2. Effectively utilise expert entrepreneurial experience, drive and practice, to develop and deliver a comprehensive strategy to provide a range of innovative business and incubation support frameworks, including, workshops and training designed to inspire and accelerate Launchpad businesses related to Gaming.
 3. Accountable for managing the entire Phase 1 lifecycle of new Game related ventures with support from specialist Entrepreneurs-in-Residence and the Resident Business Coach.
 4. To manage and mobilise the Games Mentor Panel and additional hires as necessary in line with university policies and procedures and best practice.
 5. Build and maintain beneficial wider working relationships across the Games Academy and Launchpad to deliver collectively on programme objectives.
 6. With support from the Resident Business Coach and Strategic Partner Associate, extract maximum value from the Launchpad membership associations of the Global Start Up Studio Network, Software Cornwall and other organisations and partners for the benefit of the teams and to signpost new opportunities.
 7. Actively participate in and deliver content at Entrepreneurship Educators UK to cement Launchpad's position in the UK entrepreneurship ecosystem, enhancing Launchpad as a beacon of best practice.
 8. In collaboration with colleagues in Games Academy and Launchpad, actively support and participate in events related to area of expertise, including arranging guest and keynote speakers, contributing to showcases such as Games Academy Expo or outreach at events like EGX. Leverage own contacts and networks to help make these events successful.
 9. Work closely with the Marketing Coach to produce regular, relevant and compelling content for marketing and adding PR to Games Academy and Launchpad networks.

10. Responsible for devolved budget management, required to investigate and research new areas of programme development, feeding innovation into team development, training and workshops at every opportunity.
11. Use own expertise, where required to contribute to the development and updating of the associated curriculum/academic skills and knowledge, generated from venture studio activities.
12. The role will be accountable for contributing towards ERDF targets in all categories and specifically delivery and planning of business assists (internal and external).

General duties and responsibilities

1. To perform to high professional standards.
2. To manage independently any errors or concerns at the earliest opportunity, or notify a senior member of staff as appropriate.
3. To use initiative in order to determine priorities, work with autonomy, and work effectively with senior colleagues.
4. To be responsible for your own continuing self-development.
5. To undertake other duties not specifically stated above, which from time to time are necessary for the effective performance of the University's business without altering the nature or level of responsibility involved.
6. To work within and actively support the equality and diversity policies and practices of Falmouth University.
7. To participate in the University's Annual Performance Development Review Process.

Health and safety at Falmouth University

The University takes health and safety matters very seriously. All staff have a responsibility to take reasonable care for the health and safety of themselves and others who may be affected by their actions and omissions. They also have a duty to comply with the University arrangements for health and safety. Staff with responsibility for others must ensure the proper enactment of University policy within their areas in line with levels of responsibility set out in the University's Health and Safety Policy.

Health & safety requirements

- In relation to health and safety you must comply with all relevant legal requirements. You are specifically responsible for ensuring that:
- You comply with safe systems of work in operation within your work area.
- You work co-operatively with other staff who have responsibility for health and safety requirements.
- You report any health and safety concerns to your manager or other responsible member of staff as soon as these are identified.
- You attend training as appropriate to your role (see the relevant health and safety training grid for requirements).
- You may be required to undertake duties as a first aider (for which a separate allowance is paid).

PERSON SPECIFICATION

Job title: Games Incubation Lead

Attributes	Essential requirements	Desirable requirements
Education and qualifications	<p>A relevant undergraduate degree or equivalent work based experience</p> <p>Evidence of continual professional development</p>	<p>Postgraduate qualification</p> <p>Sigma six, Agile, PMP or APM qualifications</p>
Experience and knowledge	<p>Demonstrable recent and relevant experience working in or with Indie Game Development or a similar creative role in the games industry</p> <p>Comprehensive portfolio/network of current games industry contacts</p> <p>Knowledge of the Games industry publishing pipelines.</p> <p>Experience of advising, coaching and mentoring within and across teams, start-ups and/or mentoring entry level developers</p> <p>Experience of Industry Pitching</p> <p>Strong evidence of managing and delivering a range of high-quality projects, events, workshops and training</p> <p>Excellent IT skills including proficiency in Word, Outlook, Excel and PowerPoint</p> <p>Experience in identifying and tracking relevant KPIs</p>	<p>Experience or knowledge of building a start-up</p> <p>Successful track record of raising money for indie game projects</p> <p>Experience or understanding of self-publishing or Kickstarting a game project</p> <p>Recent and relevant people management experience</p> <p>Experience of running multiple product/disciplinary development teams</p>

<p>Skills and personal requirements</p>	<p>Strong organisational skills, including the ability to prioritise work, meet deadlines and handle a variety of work in parallel</p> <p>Well-developed and effective communication, influencing, networking and marketing skills, including an ability to write clearly, concisely and appropriate for the level/range of audience</p> <p>Strong understanding of the start-up ecosystem and needs of start-ups founders looking to publish games;</p> <p>An ability to work with a variety of stakeholders with different interests and moulding our offering based on their needs;</p> <p>A detailed understanding of and ability to source funding opportunities for start-up businesses</p> <p>Excellent research and analytical skills</p> <p>Ability to work independently and with a minimum of supervision, as well as working collaboratively as part of the team</p> <p>Willingness and availability to work flexibly, including outside normal office hours, to support key events</p>	
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