



MONDAY 18 MAY 2015

13:00 – 14:00

LUNCH

Dutch Game Garden Cafeteria (ground floor) Jaarbeursplein 6 3521AL Utrecht

14:00 – 14:20

Hello! And Welcome!

Dutch Game Garden Offices (5th floor)

14:20 – 15:10

Introductions

There are new faces in the group! Who are you, what do you do, and what would you like to get from this week in Utrecht?

15:10 – 15:45

Tour of Dutch Game Garden

15:45 – 16:15

The History of Dutch Game Garden (JP van Seventer, Director DGG)

JP will take you on a trip down Memory Lane, giving background as to where, why, and how Dutch Game Garden got its start.

16:15 – 16:30

BREAK

16:30 – 17:00

Program Intro

(JP van Seventer and Matt Donnelley, Incubation Manager Dutch Game Garden)

JP and Matt will take you through the week, outlining what to expect, and what we hope to accomplish.

17:00

END DAY 1

17:30 – 19:00

Drinks

(10-15 minute walk from Dutch Game Garden)

Belgisch Bier Café Olivier Achter Clarenburg 6a 3511JJ Utrecht

+31 (0)30 236 7876

19:15 –

DINNER

(10 minute walk from Café Olivier)

Grand Cafe Lebowski Domplein 17 3512JD Utrecht

+31 (0)30 231 5217



TUESDAY 19 MAY 2015

09:15 – Good morning!

MEET AT UTRECHT CENTRAL STATION, PLATFORM 3 AT 09:30

*****Don't forget to buy a ticket!*****

Take Sprinter train towards Den Haag Centraal Leaves Station at: 09:25 Get off at HILVERSUM SPORTPARK STATION Arrive at 09:41

10:00 – HKU Games and Interaction (curriculum)

HKU Hilversum Oude Amersfoortseweg 131 1212AA Hilversum +31 (0)35 683 6464

10:45 – 11:30 Centre of Expertise Entrepreneurship

11:30 – 12:00 HKU TOUR

12:00 END MORNING SESSION

Walk to Dutch Game Garden, Hilversum
Location (10-15 minutes) Arendstraat 27 1223RE Hilversum

12:30 – 13:20 LUNCH

Walk back to HKU

13:45 – 14:45 Student Presentations

14:45 -16:00 Workshop Mind Mapping Student Startups

16:00 – 16:30 Discussion and Review

16:30 END DAY 2

FREE EVENING!

WEDNESDAY 20 MAY 2015

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| 09:15 – 9:30 | Good morning! | |
| 09:30 – 10:00 | Presentation of an Indie Game Studio | |
| 10:00 – 11:00 | Company DNA | (JP van Seventer) |
| JP will discuss the different skills needed in a founding team to give the best chance for success | | |
| 11:00 – 12:15 | DISC Exercise | (JP van Seventer and Matt Donnelley) |
| JP and Matt will guide you through a short exercise using the DISC personality profiling method. | | |
| 12:15 – 13:00 | Tour of Game Studio | (10 minute walk from DGG) |
| 13:00 – 14:00 | LUNCH | |
| Tafel aan de Gracht Oudegracht 109 | | |
| 14:00 – 14:30 | Deep Motivation | (JP van Seventer) [[Business Model You]] |
| The personal motivations of founders, and what happens when those motivations change/diverge. | | |
| 14:30 – 15:10 | Company Plan | (Matt Donnelley) |
| A look into what game companies need to think about when first starting out. | | |
| 15:10 – 15:45 | Business Model Canvas Exercise | (Matt Donnelley and JP van Seventer) |
| You all get a chance to use the Business Model Canvas for yourselves | | |
| 15:45 – 16:00 | BREAK | |
| 16:00 – 16:30 | Incubation Intervisie | (Matt Donnelley) |
| What is an Intervisie, and why is it important for effective incubation? | | |
| 16:30 – 17:00 | Tracking | (Matt Donnelley) |
| How do we keep track of our companies progress? | | |



17:00 – END DAY 3

18:30 – Dinner (15-20 minute walk from DGG)
Pret a Porter Korte Jansstraat 4 3512GN Utrecht +31 (0)30 231 2958

THURSDAY 21 MAY 2015

09:15 – 9:30 **Good morning!**

09:30 – 10:00 **DGG Application Process** (Matt Donnelley)
How does the application process for a new company actually work?

10:00 – 11:00 **Company Growth** (JP van Seventer)
What does company growth look like now and later? What does this mean for the companies?

11:00 – 12:00 **Coaching** (Matt Donnelley)
A look into the coaching process at Dutch Game Garden (includes exercise! FUN!)

12:00 – 13:00 **LUNCH** (10 minute walk from DGG)
Het Gegeven Paard Vredenburgkade 11 3511WC Utrecht +31 (0)30 760 6777

13:00 – 14:00 **Tour of Games Studio**

14:00 – 14:30 **Road to Market** (JP van Seventer)
The process of coming up with a game, making the game, and releasing the game

14:30 – **Team Exercise: Minecraft GAMES!**

17:00 – **END DAY 4 FREE EVENING!**

FRIDAY 22 MAY 2015

*****CHECK OUT OF YOUR HOTELS!*****

07:55 TRAIN TO AMSTERDAM CENTRAAL LEAVES FROM UTRECHT CENTRAAL

Intercity Richting/Direction Alkmaar (probably) Track number 7 Leaves at 07:55 Arrives at 08:22

*****PUT BAGS IN LOCKERS*****

08:47 – Tram #16 (Direction/Richting VU Medisch Centrum)

Get off at Stop/Halte Weteringcircuit/Weteringsch Arrives at 08:57

09:00 – Studio Visit 1 (Amsterdam)

09:56 – Tram #16 (Direction/Richting Amsterdam Centraal Station)

Arrives at Centraal Station at 10:08

*****WALK TO GAME STUDIO FROM CENTRAL STATION*****

10:15 – 11:30 Studio Visit 2 (Amsterdam)

*****WALK OR BUS TO LUNCH. WE WILL DECIDE THAT TOMORROW*****

11:45 – LUNCH

Grand Café Beurs van Berlage Beursplein 3 1012JW Amsterdam +31 (0)20 530 4146

After Lunch – Peace out. It’s been real. Have a good flight.