



**BALTIC  
EXPLORERS**



# WP4 GO-TO-MARKET

FINAL REPORT  
LATVIA



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Central Baltic



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0.4	30.11.2022	Processes and events, results of follow-ups and new deals by companies, feedback from trade missions.	4.3.1

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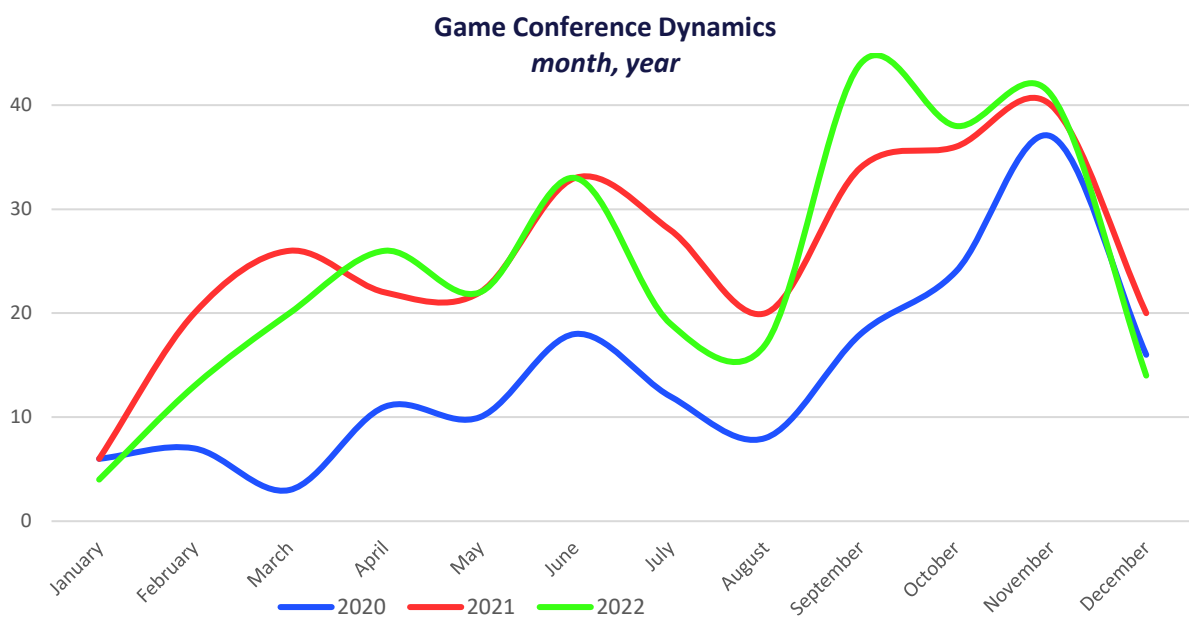
# Contents

- DISCLAIMER ..... 3**
- COPYRIGHT MESSAGE ..... 3**
- CONTENTS..... 4**
- MAJOR INTERNATIONAL EVENTS ..... 5**
  - EUROPE ..... 7
  - ASIA..... 18
  - NORTH AMERICA..... 23
- BENCHMARKING SELECTED TRADE SHOWS AND NETWORKING EVENTS FOR ACCELERATOR COMPANIES..... 28**
- TRADE MISSIONS AND PARTICIPATION AT INTERNATIONAL EVENTS ON TARGET MARKETS ..... 29**
- PROCESSES AND EVENTS, RESULTS OF FOLLOW-UPS AND FEEDBACK FROM TRADE MISSIONS ..... 29**
- NEW DEALS FOR COMPANIES..... 31**

## Major International Events

In this WP, the main emphasis is towards international events outside of PPs countries, and Baltic Explorers Accelerators own international events are described in WP2 report. We execute data collection and provide report on major international events for the gaming sector.

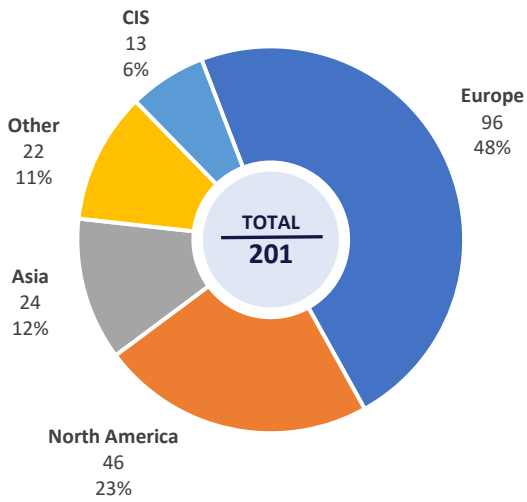
By analyzing the available game conference industry data (<https://www.gameconfiguide.com>), every year there are ~300+ game development conferences, events, trade shows & summits. These are international events, and usually at least they have regional coverage. If calculate also local events, and game jams, then the total number of events is hard to predict, but it's around 1500-1700 events/year.



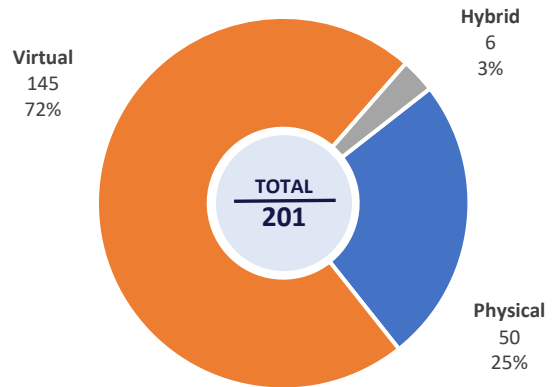
During analysis of the available industry data, we have to take into account that since 2020, there was COVID-19 pandemic breakout, and lot of events were cancelled or changed their nature from physical to virtual or hybrid ones, especially clear it can be seen in graphics of “Nature of All Events” per year. 2020 – almost 72% of all events were virtual and only 25% were organized as physical events. In this year and following years, there was an interesting trend, that large size events, almost all of them changed to virtual. And there is a logical explanation, most of them are B2C events, and for them it was huge risk to hold event, as borders were closed, and movement restrictions were applied, in lot of countries it was even forbidden to organize large scale gatherings, etc. However, organizers of smaller size events, and the events that are more B2B type, managed to organize physical or hybrid ones. As the countries started to lift epidemiological restrictions, in 2022, the organizers started to return to the normal way of event organization. In 2022 the Baltic Explorers Accelerator Companies, also were able to attend more events physically.

In depth analyses of the geographical overview of the events lead to conclusions, that 40-50% of the events are organized in Europe, if go in more deep analyses than almost 60% or large-scale events took place in Europe. Therefore, despite Baltic Explorers project settings regarding trade visits to Asia and North America, emphasis should be also directed towards participation in large scale events in Europe, as lot of North America and Asia publishers, investors are visiting trade fairs in Europe, and it's a good chance for Accelerator Companies, in much more cost-effective way to obtain new business partners. The number of events and their scale correlates with region market solvency and size (WP3). Therefore, significant number (more than 30%) of events are organized in North America region.

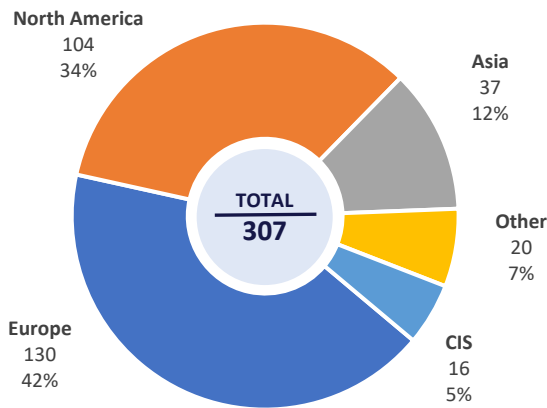
**Geographical Overview of Events  
2020**



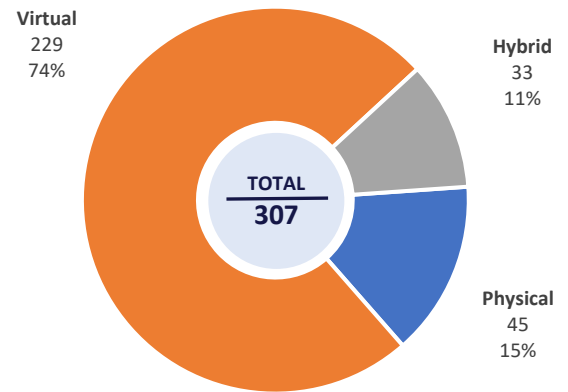
**Nature of All Events  
2020**



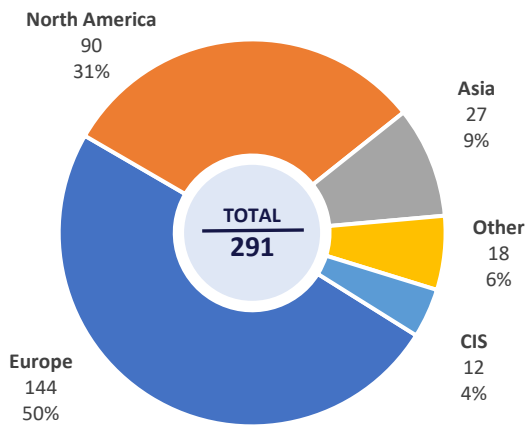
**Geographical Overview of Events  
2021**



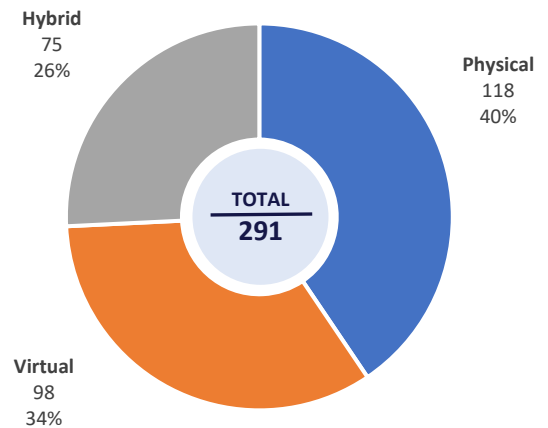
**Nature of All Events  
2021**



**Geographical Overview of Events  
2022**



**Nature of All Events  
2022**



Relying of Baltic Explorers Accelerator business development model (WP2), global market overview and individual accelerator company profile analyses (WP3), we have shortlisted the most valuable events for trade missions to establish business contacts in desired regions and/or to meet those region representatives in global events.

For our Baltic Explorers Accelerator we short list the most appropriate events per region.

## Europe



### Pocket Gamer Connects London

PGConnects is a series of large, international events created by Steel Media (the makers of PocketGamer) that brings together the world’s top mobile game developers, publishers, and vendors.

It’s expected to have some 200 speakers and 2,000 attendees, from more than 50 countries.

Mobile, PC and console, blockchain, VR/AR and more will be covered, across 20 unmissable conference tracks. Speakers and panelists will share their expert insight into design and development, monetization and growth, new technologies, company culture and loads more.

<b>Web page:</b>	<a href="https://www.pgconnects.com/london/">https://www.pgconnects.com/london/</a>
<b>Contact e-mail:</b>	chris@steelmedia.co.uk
<b>Date &amp; Times:</b>	2-days; January/February, Annual
<b>Location:</b>	London, United Kingdom
<b>Region:</b>	Europe
<b>Expected Size:</b>	1,000 - 3,000
<b>Ticket Cost:</b>	84 GBP
<b>Target Audience:</b>	Developers, Indie Developers, Creatives, Recruitment, C-Level, Marketing, Students, Investors, Publishers, Tool Providers, Technical teams, Ad Companies, Media, YouTubers / Streamers, Publisher
<b>Event Type:</b>	Conference
<b>Featured Platforms:</b>	iOS, Android, Console, Handheld Console, Wearables, Virtual Reality, Augmented Reality, PC



## The Very Big Indie Pitch (PC+Console Edition) at Pocket Gamer Connects London

Taking place within Pocket Gamer Connects London, this unique speed dating format gives each developer five minutes (including Q&A) with each panel of experts, meaning all entrants will get feedback in real-time and post-event via email too. Think speed-dating for developers and experts, and you get the idea.

The top three will also be interviewed and get editorial coverage in PCGamesInsider, The Virtual Report and beyond, making this a great chance to get you, your studio and your game played by the world. There's also free tickets and event space at a future Pocket Gamer Connects up for grabs to the winner too.

Approximately 15 teams will run the gauntlet, giving their all in quickfire 5-minute pitches to demonstrate that their title is worth of the Big Indie Pitch crown and coverage in the games' media.

<b>Web page:</b>	<a href="https://www.bigindiepitch.com/event/the-very-big-indie-pitch-pcconsole-edition-at-pocket-gamer-connects-london-2022/">https://www.bigindiepitch.com/event/the-very-big-indie-pitch-pcconsole-edition-at-pocket-gamer-connects-london-2022/</a>
<b>Contact e-mail:</b>	chris@steelmedia.co.uk
<b>Date &amp; Times:</b>	1-day; January/February, Annual, connected with Pocket Gamer Connects London
<b>Location:</b>	London, United Kingdom
<b>Region:</b>	Europe
<b>Expected Size:</b>	Up to 50
<b>Ticket Cost:</b>	FREE
<b>Target Audience:</b>	Developers, Indie Developers, Creatives, Publishers, Media
<b>Event Type:</b>	Contest
<b>Featured Platforms:</b>	iOS, Android, Handheld Console, Wearables, Augmented Reality, PC





## The Very Big Indie Pitch (Mobile Edition) at Pocket Gamer Connects London

Taking place within Pocket Gamer Connects London, this unique speed dating format gives each developer five minutes (including Q&A) with each panel of experts, meaning all entrants will get feedback in real-time and post-event via email too. Think speed-dating for developers and experts, and you get the idea.

Top three will also be interviewed and get editorial coverage in Pocket Gamer, PocketGamer.Biz, AppSpy, and beyond, making this a great chance to get you, your studio and your game played by the world. There's also free tickets and event space at a future Pocket Gamer Connects up for grabs to the winner too. Of course, even if you don't win, every single game will be covered in our Big Indie Pitch (Mobile Edition) round-up article for Pocket Gamer.

Event is dedicated to all indie developers of all shapes and sizes along in order to pitch their games to organizer teams of tame journalists.

Approximately 15 teams will run the gauntlet, giving their all in quickfire 5-minute pitches to demonstrate that their title is worth of the Big Indie Pitch crown and coverage in the games media.

<b>Web page:</b>	<a href="https://www.bigindiepitch.com/event/the-very-big-indie-pitch-mobile-edition-at-pocket-gamer-connects-london-2022/">https://www.bigindiepitch.com/event/the-very-big-indie-pitch-mobile-edition-at-pocket-gamer-connects-london-2022/</a>
<b>Contact e-mail:</b>	chris@steelmedia.co.uk
<b>Date &amp; Times:</b>	1-day; January/February, Annual, connected with Pocket Gamer Connects London
<b>Location:</b>	London, United Kingdom
<b>Region:</b>	Europe
<b>Expected Size:</b>	Up to 50
<b>Ticket Cost:</b>	FREE
<b>Target Audience:</b>	Developers, Indie Developers, Creatives, Publishers, Media
<b>Event Type:</b>	Conference
<b>Featured Platforms:</b>	iOS, Android, Handheld Console, Wearables, Augmented Reality



## Nordic Game

Nordic Game is the leading games conference in Europe. Gathering thousands of industry professionals in the spring and autumn each year, Nordic Game is the one and only “home turf” meeting place for the highly successful game developers of Denmark, Finland, Iceland, Norway and Sweden.

Nordic Game is increasingly global, with most of participants now hailing from beyond the Nordic region. It covers all aspects of game industry, spanning the entire value chain and addressing all platforms and technologies.

There are ~3,000 participants for each Nordic Game conference.

Venue is historic Slagthuset, with expanded expo halls, new meeting areas and outdoor amenities, and much, much more.

Nordic Game hosts Nordic Game Discovery Contest (NGDC), with finals in November.

<b>Web page:</b>	<a href="https://nordicgame.com">https://nordicgame.com</a>
<b>Contact e-mail:</b>	thor@nordicgame.com
<b>Date &amp; Times:</b>	3-4 days, May, 2-days November; Annual
<b>Location:</b>	Malmö, Sweden
<b>Region:</b>	Europe
<b>Expected Size:</b>	1,000 - 3,000
<b>Ticket Cost:</b>	499 EUR
<b>Target Audience:</b>	Developers, Indie Developers, Creatives, Recruitment, C-Level, Consumers, Students, Investors, Publishers, Tool Providers, Technical teams, Ad Companies, Media, YouTubers / Streamers, Publishers
<b>Event Type:</b>	Hybrid
<b>Featured Platforms:</b>	iOS, Android, Windows Phone, Windows, Console, Handheld Console, Wearables, Wear



## devcom Developer Conference

Established in 2017, devcom is the official game developer event of gamescom, the world's largest computer and video games event, and Europe's annual "must attend" developer's conference. Originally started as a five-day umbrella framework for a series of events, devcom is now a full-year experience focused around game development, game publishing, networking and community building.

Offering additional content and events throughout the year, devcom constantly emphasizes its core values of diversity, inclusion and sustainability.

It's expected that event will have ~3,500 attendees and host 120+ sessions, with more than 180 speakers.

devcom is organized by devcom GmbH, a subsidiary of game, the association of the German games industry.

<b>Web page:</b>	<a href="https://www.devcom.global">https://www.devcom.global</a>
<b>Contact e-mail:</b>	<a href="mailto:roufina@devcom.global">roufina@devcom.global</a>
<b>Date &amp; Times:</b>	2-days, August; Annual
<b>Location:</b>	Cologne, Germany
<b>Region:</b>	Europe
<b>Expected Size:</b>	1,000 - 3,000
<b>Ticket Cost:</b>	From €440.00
<b>Target Audience:</b>	Developers, Indie Developers, Creatives, Recruitment, C-Level, Marketing, Consumers, Students, Investors, Publishers, Tool Providers, Technical teams, Ad Companies, Media, YouTubers / Streamers
<b>Event Type:</b>	Hybrid
<b>Featured Platforms:</b>	iOS, Android, Windows Phone, Windows, Console, Smart TV, Handheld Console



## Gamescom

The largest video game fair in the world entered the 13th round - also this year purely digital. Gamescom 2021 is officially over, but you can already look forward to Gamescom 2022 - finally back in Cologne.

GamesCom is one of the biggest game fairs worldwide (and the biggest in Europe), taking place each year in Cologne, Germany. Organized by BIU and held in August, it usually attracts more than 340,000 visitors, 6,000 journalists, and 700 exhibitors. Developers, fans, and publishers attend to share and discuss the latest trends and upcoming titles in the game industry.

Despite not offering educational panels, it can still serve as a networking venue for developers as you can meet some representatives from some of the world's top game and technology companies.

<b>Web page:</b>	<a href="https://www.gamescom.de/">https://www.gamescom.de/</a>
<b>Contact e-mail:</b>	c.oepen@koelnmesse.de
<b>Date &amp; Times:</b>	5-days, August; Annual
<b>Location:</b>	Cologne, Germany
<b>Region:</b>	Europe
<b>Expected Size:</b>	1,000 - 3,000
<b>Ticket Cost:</b>	Early Bird prices from €98.50. Please see event site for full range of ticket prices.
<b>Target Audience:</b>	Developers, Indie Developers, Creatives, Recruitment, C-Level, Marketing, Consumers, Students, Investors, Publishers, Tool Providers, Technical teams, Ad Companies, Media, YouTubers / Streamers, Recruitm
<b>Event Type:</b>	Hybrid
<b>Featured Platforms:</b>	iOS, Android, Windows Phone, Windows, Console, Smart TV, Handheld Console



## Pocket Gamer Connects Helsinki

Leading mobile gaming industry conference, with more than 1,200 delegates will gather for two days to hear from 200 of the world's leading authorities from the mobile gaming industry. Filling over 20 wall-to-wall conference tracks across both days, mapping The Metaverse explores developments in the immersive space, while ASO Insights, Marketing Mavens and UA Update cover the best ways to promote your game and bring in users. There's also a CFO Insider track for those working at the sharp end of studio finance. Building on Blockchain introduces the blockchain gaming scene, and we also see the return of favorites like Live Ops Landscape, Esports Innovation, Monetizer, The Growth Track and more.

Well over 33,000 industry professionals have attended the PG Connects international conference series since 2014. The roadshow has landed in the UK, America, Canada, Finland, Jordan, India and Hong Kong with a genuinely international client base.

<b>Web page:</b>	<a href="https://www.pgconnects.com/helsinki/">https://www.pgconnects.com/helsinki/</a>
<b>Contact e-mail:</b>	<a href="mailto:chris@steelmedianetwork.com">chris@steelmedianetwork.com</a>
<b>Date &amp; Times:</b>	2-days; September; Annual
<b>Location:</b>	Helsinki, Finland
<b>Region:</b>	Europe
<b>Expected Size:</b>	1,000 - 3,000
<b>Ticket Cost:</b>	459 GBP
<b>Target Audience:</b>	Developers, Indie Developers, Creatives, Recruitment, C-Level, Marketing, Students, Investors, Publishers, Tool Providers, Technical teams, Ad Companies, Media, ASO Practitioners
<b>Event Type:</b>	Conference
<b>Featured Platforms:</b>	iOS, Android, Windows, Console, Handheld Console, Virtual Reality, Augmented Reality



## Games Industry Conference

The Game Industry Conference takes place alongside the Poznan Game Arena, one of the most important and largest game expos in Europe. Over 79 300 visitors enjoy the show by testing games and hardware from more than 220 expositors.

The two events are the best place to meet most of the people from the Polish Game Industry. There are already more than 440 studios and 9 710 people working in games development in Poland. And if you include all the additional services, such as outsourcing, Q&A, localization, publishing and distribution, this number will surely double in its size.

<b>Web page:</b>	<a href="https://gic.gd">https://gic.gd</a>
<b>Contact e-mail:</b>	<a href="mailto:jakub@gic.gd">jakub@gic.gd</a>
<b>Date &amp; Times:</b>	4-days, October; Annual
<b>Location:</b>	Poland
<b>Region:</b>	Europe
<b>Expected Size:</b>	1,000 - 3,000
<b>Ticket Cost:</b>	100 EUR
<b>Target Audience:</b>	Developers, Indie Developers, Creatives, Recruitment, C-Level, Students, Investors, Publishers, Tool Providers, Technical teams, Ad Companies, Media, Technical developers
<b>Event Type:</b>	Hybrid
<b>Featured Platforms:</b>	iOS, Android, Windows Phone, Windows, Console, Handheld Console, Virtual Reality, Augmented Reality



## Paris Games Week

Paris Games Week is the largest French video game trade show. From the great retro gaming classics to the technological innovations that will make tomorrow's games, Paris Games Week is the unifying event for video game culture enthusiasts.

PGW is organized by Comexposium, the world's 3rd largest organizer of professional and consumer events, on behalf of the S.E.LL. (Syndicat des Editeurs de Logiciels de Loisirs).

A festive and family event par excellence, the PGW is the reference show for all video game enthusiasts, gathered in a warm atmosphere for the pleasure of playing together. Its return echoes the strong desire of the communities to get together during a physical event, after two years without a show. PGW 2022 will also give each of its exhibitors the opportunity to meet with gamers during a moment of conviviality and sharing.

<b>Web page:</b>	<a href="https://parisgamesweek.com">https://parisgamesweek.com</a>
<b>Contact e-mail:</b>	<a href="mailto:nbrodriez@beyond-pr.com">nbrodriez@beyond-pr.com</a> <a href="mailto:ibougroum@beyond-pr.com">ibougroum@beyond-pr.com</a>
<b>Date &amp; Times:</b>	Wednesday, November 2nd - 6th 2022 9am to 5pm
<b>Location:</b>	Paris, France
<b>Region:</b>	Europe
<b>Expected Size:</b>	3,000 - 10,000
<b>Ticket Cost:</b>	19 EUR
<b>Target Audience:</b>	Developers, Indie Developers, Creatives, Recruitment, C-Level, Marketing, Consumers, Students, Investors, Publishers, Tool Providers, Technical teams, Ad Companies, Media, YouTubers / Streamers, ASO Practitioners
<b>Event Type:</b>	Expo
<b>Featured Platforms:</b>	iOS, Android, Windows, Console, Handheld Console, Virtual Reality



**GameConnection**

**THE DEAL MAKING EVENT**

## Game Connection Europe

Where key players from the games industry meet & do business together. The deal making event for the video game industry since 2001.

Game Connection is the international event where 1,500+ developers, publishers, distributors and service providers come to find new partners and/or (in the case of service providers) find new clients. The industry leading Game Connection matchmaking system, Let's Meet enables attendees and exhibitors to organize meetings in advance of the event – optimizing their time on-site.

It's this, alongside the fact that everyone attending is there to do business, that makes Game Connection the most effective business development tool for the games industry.

The survey results from our last Game Connection shows that attendees report an average ROI of \$300,000.

<b>Web page:</b>	<a href="https://www.game-connection.com/">https://www.game-connection.com/</a>
<b>Contact e-mail:</b>	rthomsen@connection-events.com
<b>Date &amp; Times:</b>	2-days; November; Annual
<b>Location:</b>	Paris, France
<b>Region:</b>	Europe
<b>Expected Size:</b>	1,000 - 3,000
<b>Ticket Cost:</b>	690 – 890 EUR
<b>Target Audience:</b>	Developers, Indie Developers, Creatives, Recruitment, C-Level, Marketing, Students, Investors, Publishers, Tool Providers, Technical teams, Ad Companies, Media, ASO Practitioners
<b>Event Type:</b>	Hybrid
<b>Featured Platforms:</b>	iOS, Android, Windows Phone, Windows, Console, Handheld Console, Virtual Reality



	<p><b>VRDays Europe</b></p> <p>Immersive Tech Week is a unique festival where creativity, innovation, business, research and art meet to explore the impact of immersive technologies on our planet, culture, and society.</p> <p>A five-day adventure filled with experiences, talks, round tables, workshops and more. Where industry leaders, XR enthusiasts, academics, start-ups, scale-ups and policy makers from all over the world unite to get inspired, share knowledge, find new opportunities and make connections.</p>
<b>Web page:</b>	<a href="https://vrdays.co">https://vrdays.co</a>
<b>Contact e-mail:</b>	info@vrdays.co
<b>Date &amp; Times:</b>	4-days, November, Annual
<b>Location:</b>	Rotterdam, Netherlands
<b>Region:</b>	Europe
<b>Expected Size:</b>	1,000 - 3,000
<b>Ticket Cost:</b>	199 EUR
<b>Target Audience:</b>	Developers, Indie Developers, Creatives, Recruitment, C-Level, Marketing, Students, Investors, Publishers, Tool Providers, Technical teams, Ad Companies, Media
<b>Event Type:</b>	Hybrid
<b>Featured Platforms:</b>	iOS, Android, Windows Phone, Windows, Console, Handheld Console, Virtual Reality

## Asia

The selected Asia region game developers' events are particularly for Baltic Explorers Accelerator companies and are in-line with their developed products and settled goals.



### Taipei Game Show

Held by Taipei Computer Association (TCA), since 2003, Taipei game show has increased from only thousands of visitors to a must-be place for hundreds of thousands of gamers. Together, we experience the tough time at the beginning, witness the rise of the game industry, and forge our path in such a competitive world. As the first gaming expo at the beginning of the year, and the one and only gaming exhibition in Taiwan, we embrace challenges, overcome difficulties and continue to strive for excellence in this ever-changing world. For the first time, Taipei Game Show 2021 is set to hold events both online and offline, aiming to bring game industry professionals and gamers a whole new level of gaming experience.

<b>Web page:</b>	<a href="https://tgs.tca.org.tw/index_2c_e.php">https://tgs.tca.org.tw/index_2c_e.php</a>
<b>Contact e-mail:</b>	sherry_yang@mail.tca.org.tw
<b>Date &amp; Times:</b>	4 days; January/February; Annual
<b>Location:</b>	Taipei City, Taiwan, Province Of China
<b>Region:</b>	Asia
<b>Expected Size:</b>	1,000 - 3,000
<b>Ticket Cost:</b>	FREE
<b>Target Audience:</b>	Developers, Indie Developers, Creatives, C-Level, Marketing, Consumers, Investors, Publishers, Tool Providers, Technical teams, Ad Companies, Media, YouTubers / Streamers
<b>Event Type:</b>	Conference
<b>Featured Platforms:</b>	iOS, Android, Windows Phone, Windows, Console, Handheld Console, Virtual Reality



## Busan Indie Connect Festival

Busan Indie Connect Festival (BIC Festival) is a global indie game festival held every year in Busan, Korea since 2015, and has grown to become the largest single event for indie games in Korea.

This event is useful for Indie developers, as its expo area is more affordable compared with other regional events, meanwhile, event has high attendance rate. Its very good platform event to start familiarization with South Korea market.

<b>Web page:</b>	<a href="https://bicfest.org">https://bicfest.org</a>
<b>Contact e-mail:</b>	<a href="mailto:support@bicfest.org">support@bicfest.org</a>
<b>Date &amp; Times:</b>	4-days, September, Annual
<b>Location:</b>	Busan, Republic Of Korea
<b>Region:</b>	Asia
<b>Expected Size:</b>	500 - 1,000
<b>Ticket Cost:</b>	3 EUR
<b>Target Audience:</b>	Developers, Indie Developers, Creatives, Recruitment, C-Level, Marketing, Students, Investors, Publishers, Tool Providers, Technical teams, Ad Companies, Media
<b>Event Type:</b>	Hybrid
<b>Featured Platforms:</b>	iOS, Android, Windows Phone, Windows, Console, Handheld Console, Virtual Reality

# TOKYO GAME SHOW

## Tokyo Game Show

Tokyo Game Show, commonly known as TGS, is a video game expo / convention held annually in September in the Makuhari Messe, in Chiba, Japan. It is presented by the Computer Entertainment Supplier's Association (CESA) and Nikkei Business Publications, Inc.

The main focus of the show is on Japanese games, but some international video game developers use it to showcase upcoming releases/related hardware.

The duration of the event is four days. The first two days of Tokyo Game Show are open only to industry attendees (business) and the general public can attend during the final two days.

Its expected that more than 660 exhibitors will showcase their products and attendance will be close to 300,000.

<b>Web page:</b>	<a href="https://expo.nikkeibp.co.jp/tgs/2022/en/">https://expo.nikkeibp.co.jp/tgs/2022/en/</a>
<b>Contact e-mail:</b>	tgs2022press@azw.co.jp
<b>Date &amp; Times:</b>	4-days, September, Annual
<b>Location:</b>	Tokyo, Japan
<b>Region:</b>	Asia
<b>Expected Size:</b>	1,000 - 3,000
<b>Ticket Cost:</b>	125 EUR
<b>Target Audience:</b>	Developers, Indie Developers, Creatives, Recruitment, C-Level, Marketing, Students, Investors, Publishers, Tool Providers, Technical teams, Ad Companies, Media
<b>Event Type:</b>	Hybrid
<b>Featured Platforms:</b>	iOS, Android, Windows Phone, Windows, Console, Handheld Console, Virtual Reality



## Gamescom Asia

The first Asia satellite event of gamescom, the world's largest computer and video games festival, expect four days of exhilarating highlights for the gaming industry and a spectacular entertainment program for fans.

Finally, the much-awaited entertainment Zone for gamers, fans and the public will be held physically! And you will be able to come down to the showgrounds at Suntec to experience gamescom asia for yourselves.

<b>Web page:</b>	<a href="https://gamescom.asia/home">https://gamescom.asia/home</a>
<b>Contact e-mail:</b>	<a href="mailto:daria.lavalle@koelnmesse.com.sg">daria.lavalle@koelnmesse.com.sg</a>
<b>Date &amp; Times:</b>	4-days, October, Annual
<b>Location:</b>	Singapore
<b>Region:</b>	Asia
<b>Expected Size:</b>	1,000 - 3,000
<b>Ticket Cost:</b>	1,750 EUR
<b>Target Audience:</b>	Developers, Indie Developers, Creatives, Recruitment, C-Level, Marketing, Students, Investors, Publishers, Tool Providers, Technical teams, Ad Companies, Media
<b>Event Type:</b>	Conference
<b>Featured Platforms:</b>	iOS, Android, Windows Phone, Windows, Console, Handheld Console, Virtual Reality



## G-Star

G-Star is an annual trade show for the computer and video games industry presented by K-iDEA (Korea Internet Digital Entertainment Association) in November. Originally held in the Seoul Metropolitan Area, it was relocated to Busan in 2009.

Being a show focused on the South Korean game market, the show has a large number of online game companies, including local operators NCsoft, Hangame, NHN, Nexon, and Webzen, as well as overseas companies, such as Activision-Blizzard.

This is the show where key players from the gaming industry meet and do business together. G-STAR has established itself as the showcase for all types of games where you can meet your target audience.

G-STAR is one of the biggest game shows in Asia where over 600 exhibitors, from all over the world, showcase their products and services.

All gaming sectors will be represented - Online, Mobile, Video, VR PC, Board, Arcade, Indie, Developer, Publisher and Software.

With over 200,000 gamers attending, you will find a plethora of content and products to help drive your business forward.

<b>Web page:</b>	<a href="https://www.gstar.or.kr/eng#">https://www.gstar.or.kr/eng#</a>
<b>Contact e-mail:</b>	b2b@gstar.or.kr
<b>Date &amp; Times:</b>	4-days; November; Annual
<b>Location:</b>	Busan, Republic Of Korea
<b>Region:</b>	Asia
<b>Expected Size:</b>	3,000 - 10,000
<b>Ticket Cost:</b>	1,500 USD
<b>Target Audience:</b>	Developers, Indie Developers, Creatives, Recruitment, C-Level, Marketing, Students, Investors, Publishers, Tool Providers, Technical teams, Ad Companies, Media, ASO Practitioners
<b>Event Type:</b>	Exhibition
<b>Featured Platforms:</b>	iOS, Android, Windows, Console, Virtual Reality, Augmented Reality, PC, Steam

## North America

# GDC

### Game Developers Conference

The Game Developers Conference (GDC) brings the game development community together to exchange ideas, solve problems, and shape the future of the industry across five days of education, inspiration, and networking. Attendees include programmers, artists, producers, game designers, audio professionals, and business leaders. Some key features of GDC include:

The market-defining conference has a comprehensive selection of lectures, panels, and roundtable discussions.

The GDC Expo showcases the latest game development tools and services from leading technology companies such as Amazon, Epic, Google, Intel, Nvidia, Oculus, and Sony.

Dedicated community spaces where GDC attendees can take a break from all of the learning to relax and meet new people in themed areas for playable indie games, retro games, alternative controllers, and more.

GDC hosts two awards ceremonies recognizing the creativity, artistry, and technical genius of the finest developers and games:

The Game Developers Choice Awards is the leading peer-based video game awards show celebrating the industry's top games and developers.

The Independent Games Festival honors the most innovative and exemplary projects in indie game development.

GDC also hosts semi-annual installments of the GDC Masterclass program, which is comprised of day-long or multi-day, small-group virtual workshops that deliver in-depth, hands-on training around some of the most important challenges facing game developers today.

<b>Web page:</b>	<a href="https://gdconf.com">https://gdconf.com</a>
<b>Contact e-mail:</b>	<a href="mailto:gdcfeedback@informa.com">gdcfeedback@informa.com</a>
<b>Date &amp; Times:</b>	5-days; March; Annual
<b>Location:</b>	San Francisco, United States of America
<b>Region:</b>	North America
<b>Expected Size:</b>	10,000 - 50,000
<b>Ticket Cost:</b>	924 USD

<b>Target Audience:</b>	Developers, Indie Developers, Creatives, Recruitment, C-Level, Marketing, Investors, Publishers, Tool Providers, Technical teams, Ad Companies, Media, YouTubers / Streamers,
<b>Event Type:</b>	Tradeshaw
<b>Featured Platforms:</b>	iOS, Android, Windows, Console, Virtual Reality, Augmented Reality, PC, Steam



## Island Entertainment Expo Canada

The event focus on several key areas including gaming, music, movies, television and literature. Consider us similar to a comic-con event!

<b>Web page:</b>	<a href="https://islandexpo.ca/">https://islandexpo.ca/</a>
<b>Contact e-mail:</b>	help@islandexpo.ca
<b>Date &amp; Times:</b>	2-day; March; Annual; can be connected with GDC attendance
<b>Location:</b>	Charlottetown, Canada
<b>Region:</b>	North America
<b>Expected Size:</b>	3,000 - 10,000
<b>Ticket Cost:</b>	99 CAD
<b>Target Audience:</b>	Developers, Indie Developers, Creatives, Recruitment, C-Level, Marketing, Students, Investors, Publishers, Tool Providers, Technical teams, Ad Companies, Media, ASO Practitioners
<b>Event Type:</b>	Conference
<b>Featured Platforms:</b>	iOS, Android, Windows Phone, Windows, Console, Virtual Reality, Augmented Reality





## Pocket Gamer Connects Seattle

The leading mobile gaming industry conference.

Some 1,000 attendees from the games industry gather for network, discover, pitch and learn from 150 of the world's leading authorities.

Mobile, PC and console, blockchain, VR/AR and more will be covered, across multiple track rooms. Speakers and panelists share their expert insight into design and development, monetization and growth, new technologies, company culture and loads more.

<b>Web page:</b>	<a href="https://www.pgconnects.com/seattle/">https://www.pgconnects.com/seattle/</a>
<b>Contact e-mail:</b>	<a href="mailto:chris@steelmedianetwork.com">chris@steelmedianetwork.com</a>
<b>Date &amp; Times:</b>	2-day; May; Annual
<b>Location:</b>	Seattle, United States of America
<b>Region:</b>	North America
<b>Expected Size:</b>	1,000 - 3,000
<b>Ticket Cost:</b>	525 USD
<b>Target Audience:</b>	Developers, Indie Developers, Creatives, Recruitment, C-Level, Marketing, Students, Investors, Publishers, Tool Providers, Technical teams, Ad Companies, Media, YouTubers / Streamers, Publisher
<b>Event Type:</b>	Conference
<b>Featured Platforms:</b>	iOS, Android, Windows Phone, Windows, Console, Virtual Reality, Augmented Reality



## GamesForum Seattle

Gamesforum events are one day highly focused conferences that are designed to provide highly informative and actionable content to delegates whilst providing an intimate and concentrated networking environment to their sponsor partners. GF brings together key publishers, advertisers and partners from the mobile games industry for trend setting talks, thought provoking panels and highly relevant networking.

Attracts more than 600 attendees from mobile, console, and PC businesses, and 80 speakers.

<b>Web page:</b>	<a href="https://www.globalgamesforum.com/seattle-home/">https://www.globalgamesforum.com/seattle-home/</a>
<b>Contact e-mail:</b>	info@globalmgf.com
<b>Date &amp; Times:</b>	1-day; September; Annual
<b>Location:</b>	Seattle, United States of America
<b>Region:</b>	North America
<b>Expected Size:</b>	1,000 - 3,000
<b>Ticket Cost:</b>	FREE
<b>Target Audience:</b>	Developers, Indie Developers, Creatives, Recruitment, C-Level, Marketing, Students, Investors, Publishers, Tool Providers, Technical teams, Ad Companies, Media, ASO Practitioners
<b>Event Type:</b>	Conference
<b>Featured Platforms:</b>	iOS, Android, Windows Phone, Windows, Console, Virtual Reality, Augmented Reality



## Serious Games Showcase and Challenge

The SGS&C Challenge invites contestants to submit entries when the submission period opens. The opening and closure dates for submission can be found on the SGS&C home page and on the right side of this page. Entries are to be “serious” games, whose primary purpose is not purely entertainment. This can include educational, training, simulation, defense, medical rehabilitation, or anything intended to teach a skill useable in the “real” world.

Contestants must comply with the official SGS&C rules and the instructions from the SGS&C Submissions Subcommittee, which can be found here: 2022 SGS&C Official Rules. In addition to finalists chosen through our evaluation process, winners from SimTecT Serious Games Showcase automatically receive a finalist entry under the international collaboration initiative.

After the submission period closes, the SGS&C Planning Committee conducts a down select process to select finalists. Finalists will be notified to start making plans to attend I/ITSEC. The Challenge then enters the evaluation period where an esteemed panel of evaluators determines the winners of the awards in each category.

<b>Web page:</b>	<a href="http://sgschallenge.com/">http://sgschallenge.com/</a>
<b>Contact e-mail:</b>	SGSChallenge@gmail.com
<b>Date &amp; Times:</b>	5-days; November/December; Annual
<b>Location:</b>	Orlando, United States of America
<b>Region:</b>	North America
<b>Expected Size:</b>	500 - 1,000
<b>Ticket Cost:</b>	FREE
<b>Target Audience:</b>	Developers, Indie Developers, Creatives, Recruitment, C-Level, Marketing, Students, Investors, Publishers, Tool Providers, Technical teams, Ad Companies, Media, ASO Practitioners
<b>Event Type:</b>	Competition
<b>Featured Platforms:</b>	iOS, Android, Windows Phone, Windows, Console, Virtual Reality, Augmented Reality

# Benchmarking Selected Trade Shows and Networking Events for Accelerator Companies

		Europe										Asia & Pacific					North America				
		EU1	EU2	EU3	EU4	EU5	EU6	EU7	EU8	EU9	EU0	AS1	AS2	AS3	AS4	AS5	NA1	NA2	NA3	NA4	NA5
Bird pals Ltd.	40203099351	3,2	1,6	2,4	3,2	3,2	1,6	2,4	1,6	2,4	1,6	0,8	0,8	1,6	1,2	1,6	2,8	0,8	2,4	2,4	1,6
Hypercell Games Ltd.	40203220874	3,2	1,6	2,4	3,2	3,2	1,6	2,4	1,6	2,4	1,6	1,2	1,2	2,4	1,8	2,4	3,2	0,8	2,4	2,4	1,6
Nyaargh Studio Ltd.	40203169095	2,8	1,4	2,1	2,8	2,8	1,4	2,1	1,4	2,1	1,4	1,2	1,2	2,4	1,8	2,4	3,2	0,8	2,4	2,4	1,6
Bool Ltd.	41203043268	3,2	1,6	2,4	3,2	3,2	1,6	2,4	1,6	2,4	1,6	1,2	1,2	2,4	1,8	2,4	3,2	0,8	2,4	2,4	1,6
AmberDrop	40203187103	3,2	1,6	2,4	3,2	3,2	1,6	2,4	1,6	2,4	1,6	1,2	1,2	2,4	1,8	2,4	3,2	0,8	2,4	2,4	1,6
Housefolk	Private reg.	3,2	1,6	2,4	3,2	3,2	1,6	2,4	1,6	2,4	1,6	0,8	0,8	1,6	1,2	1,6	3,2	0,8	2,4	2,4	1,6
Odyssey studios Ltd.	40203272414	4	2	3	4	4	2	3	2	3	2	1,6	1,6	3,2	2,4	3,2	4	0,8	2,4	2,4	1,6
Mind-blowing games	Private reg.	2,8	1,4	2,1	2,8	2,8	1,4	2,1	1,4	2,1	1,4	1,6	1,6	3,2	2,4	3,2	1,6	0,8	2,4	2,4	1,6
Pahris Entertainment Ltd.	40103501422	3,2	1,6	2,4	3,2	3,2	1,6	2,4	1,6	2,4	1,6	1,2	1,2	2,4	1,8	2,4	2,4	0,8	2,4	2,4	1,6
Bunkovsky Games Ltd.	54103119791	3,6	1,8	2,7	3,6	3,6	1,8	2,7	1,8	2,7	1,8	1,6	1,6	3,2	2,4	3,2	3,2	0,8	2,4	2,4	1,6
SimDevs Ltd.	44103138767	3,2	1,6	2,4	3,2	3,2	1,6	2,4	1,6	2,4	1,6	1,6	1,6	3,2	2,4	3,2	3,2	0,8	2,4	2,4	1,6
Color Gray Ltd.	40103505424	4	2	3	4	4	2	3	2	3	2	1,2	1,2	2,4	1,8	2,4	4	0,8	2,4	2,4	1,6
Ierakstu Māja Ltd.	40203073761	3,2	1,6	2,4	3,2	3,2	1,6	2,4	1,6	2,4	1,6	0,8	0,8	1,6	1,2	1,6	3,2	0,8	2,4	2,4	1,6
<b>Event average coefficient</b>		<b>3,3</b>	<b>1,6</b>	<b>2,5</b>	<b>3,3</b>	<b>3,3</b>	<b>1,6</b>	<b>2,5</b>	<b>1,6</b>	<b>2,5</b>	<b>1,6</b>	<b>1,2</b>	<b>1,2</b>	<b>2,5</b>	<b>1,8</b>	<b>2,5</b>	<b>3,1</b>	<b>0,8</b>	<b>2,4</b>	<b>2,4</b>	<b>1,6</b>
LV comp. readiness coeff. for event		1	0,6	0,9	1	0,9	0,8	0,8	0,9	1	0,2	0,7	0,7	1	0,8	0,8	1	0,6	0,8	1	0,2
<b>Benchmark rate for Event</b>		<b>3,3</b>	<b>1,0</b>	<b>2,2</b>	<b>3,3</b>	<b>3,0</b>	<b>1,3</b>	<b>2,0</b>	<b>1,5</b>	<b>2,5</b>	<b>0,3</b>	<b>0,9</b>	<b>0,9</b>	<b>2,5</b>	<b>1,5</b>	<b>2,0</b>	<b>3,1</b>	<b>0,5</b>	<b>1,9</b>	<b>2,4</b>	<b>0,3</b>

Abr.	Rate	Europe	Abr.	Rate	Asia & Pacific	Abr.	Rate	North America
EU1	4	Pocket Gamer Connects London	AS1	2	Taipei Game Show	NA1	4	Game Developers Conference
EU2	2	The Very Big Indie Pitch	AS2	2	Busan Indie Connect Festival	NA2	1	Island Entertainment Expo Canada
EU3	3	Nordic Game	AS3	4	Tokyo Game Show	NA3	3	Pocket Gamer Connects Seattle
EU4	4	devcom Developer Conference	AS4	3	Gamescom Asia	NA4	3	Games Forum Seattle
EU5	4	Gamescom	AS5	4	G-Star	NA5	2	Serious Games Showcase and Challenge
EU6	2	Pocket Gamer Connects Helsinki						
EU7	3	Games Industry Conference						
EU8	2	Paris Games Week						
EU9	3	Game Connection Europe						
EO0	2	VRDays Europe						

For benchmarking, PP-Latvian Technological center developed a special model. The model's general structure reflects the company's interests, product's readiness for specific region, and conference's rate in mathematical model that generates coefficients. The coefficient shows each individual company's readiness for specific event, and overall event's fitting in Baltic Explorers LV companies profiles and their readiness, as well as goals, for this specific event.

By performing model calculations, from 20-events we have shortlisted seven - the most valuable events for our companies (maximum rate what event can achieve is 4, for the event to qualify, for Accelerator's participation, must score, the average, at least 2,4 (its 60% of 4-point rate). These events are marked in dark in line – Benchmark rate for Event.

The events market with orange in line - Benchmark rate for Event, scored low rate, but they are in parallel with events that qualified. Therefore, its cost-effective to take part also in those events, as there are no additional or significant costs.

## Trade Missions and Participation at International Events on Target Markets

After benchmarking we have selected seven, the most appropriate events, for Baltic Explorers Accelerator's Latvian companies. All the further trade mission processes and company selection was in scope of these events and targets what were defined by the companies.

Events	Region	City, Country	Date	Comments
Pocket Gamer Connects London	Europe	London, UK	February 14 <sup>th</sup> - 15 <sup>th</sup> 2022 9:00-18:00	The Very Big Indie Pitch is organized in parallel with Pocket Gamer Connects London
The Very Big Indie Pitch	Europe	London, UK	February 14 <sup>th</sup> & 15 <sup>th</sup> 2022 12:00-15:00	
devcom Developer Conference	Europe	Cologne, Germany	August 22 <sup>nd</sup> – 23 <sup>rd</sup> 2022 9:00-17:00	Primary conference with possibility to visit and participate at Gamescom
Gamescom	Europe	Cologne, Germany	August 24 <sup>th</sup> - 28 <sup>th</sup> 2022 9:00-17:00	
Paris Games Week	Europe	Paris, France	November 2 <sup>nd</sup> - 6 <sup>th</sup> 2022 9:00-17:00	Paris Games Week is executed in the same city as Game Connection Europe
Game Connection Europe	Europe	Paris, France	November 3 <sup>rd</sup> - 4 <sup>th</sup> 2022 8:00-18:00	
Tokyo Game Show	Asia & Pacific	Tokyo, Japan	September 15 <sup>th</sup> – 18 <sup>th</sup> 2022 9:00-18:00	Highly specific region, only specific games can be showcased, localization challenges
Game Developers Conference	North America	San Francisco, USA	March 21 <sup>st</sup> - 25 <sup>th</sup> 2022 10:00-18:00	Booth and exhibitor pass
Games Forum Seattle	North America	Seattle, USA	September 28 <sup>th</sup> 2022 9:00-17:00	Not enough time prepare for 2 <sup>nd</sup> visit to USA

## Processes and Events, Results of Follow-ups and Feedback from Trade Missions

Each of the Accelerator's companies had equal chance to take part in supported trade missions to the selected events. To have the best outcome of public money, each of the LV Accelerator companies was asked to set acceleration objectives, that also include product/service introduction to new markets-regions. After objective set-up, individual action plans were developed and hub and spoke model introduced for each company. In this case Baltic Explorer Accelerator acted as Hub, mentors-experts performed Spoke functions. Accelerator Hub consists of five sub-hubs performed by all PPs.

Only companies who have ready and localized product-service were selected and asked to start preparations for participation in trade missions to the events. The companies who didn't meet objectives (including product readiness, localization, etc.), or were sluggish didn't qualify for trade missions.

As a result of all selection processes eight companies took part in different trade missions supported by BE Accelerator. The selected companies and their presence at events are provided in the table below, as well as their feedback regarding main activities and overall satisfaction rate (SR).

		Pocket Gamer Connects London	The Very Big Indie Pitch	devcom Developer Conference	Gamescom	Paris Games Week	Game Connection Europe	Tokyo Game Show	Game Developers Conference
		London, UK	London, UK	Cologne, Germany	Cologne, Germany	Paris, France	Paris, France	Tokyo, Japan	San Francisco, USA
Company	Reg.nr	February 14 <sup>th</sup> - 15 <sup>th</sup> 2022	February 14 <sup>th</sup> & 15 <sup>th</sup> 2022	August 22 <sup>nd</sup> – 23 <sup>rd</sup> 2022	August 24 <sup>th</sup> - 28 <sup>th</sup> 2022	November 2 <sup>nd</sup> - 6 <sup>th</sup> 2022	November 3 <sup>rd</sup> - 4 <sup>th</sup> 2022	September 15 <sup>th</sup> – 18 <sup>th</sup> 2022	March 21 <sup>st</sup> - 25 <sup>th</sup> 2022
Bird pals Ltd.	40203099351					Meetings with other studios, showcase of games, publishers SR-68%	Business area, game showcase, feedback, networking SR-82%		
Bunkovsky Games Ltd.	54103119791	Networking, publisher deals, conference SR-85%	Game pitch, feedback from experts SR-90%						
Hypercell Games Ltd.	40203220874			Game presentation, mentoring, conference speakers, networking SR-80%	Game showcase, customer feedback, networking, idea generation and validation SR-86%				Expo booth, technical lectures, publisher deals, networking SR-92
Bool Ltd.	41203043268	Showcase, panels, speakers, networking SR-75%	Game pitch, feedback from experts SR-72%			Studios visits, investors, publishers, idea generation SR-75%	Networking, game engine presentation, investors SR-87%		
AmberDrop Ltd.	40203187103			Conference speakers, publishers, networking SR-84%	Game showcase, customer feedback, networking, idea generation and validation SR-90%				
Housefolk	02049310552	Showcase, mentoring, feedback, lectures, publishers, networking SR-80%	Game pitch, feedback from experts SR-87%	Conference, mentoring, publishers, networking SR-92%	Meetings with studios, networking SR-89%				
Odyssey studios Ltd.	40203272414	Showcase, panels, mentoring, publishers, networking SR-85%		Networking, conference, feedbacks, mentoring SR-85%	Game showcase, feedback, partner search SR-94%			Showcase, business partners, game presentation, publishers SR-90%	Expo booth, panels, publisher deals, networking SR-95
Ierakstu Māja Ltd.	40203073761								Expo, service subcontracting, networking SR-83%

The feedback from almost all events returned the satisfaction rate more than 80%, only a few events and for a few companies the satisfaction rate dropped below 80%. In the table we have marked with yellow color.

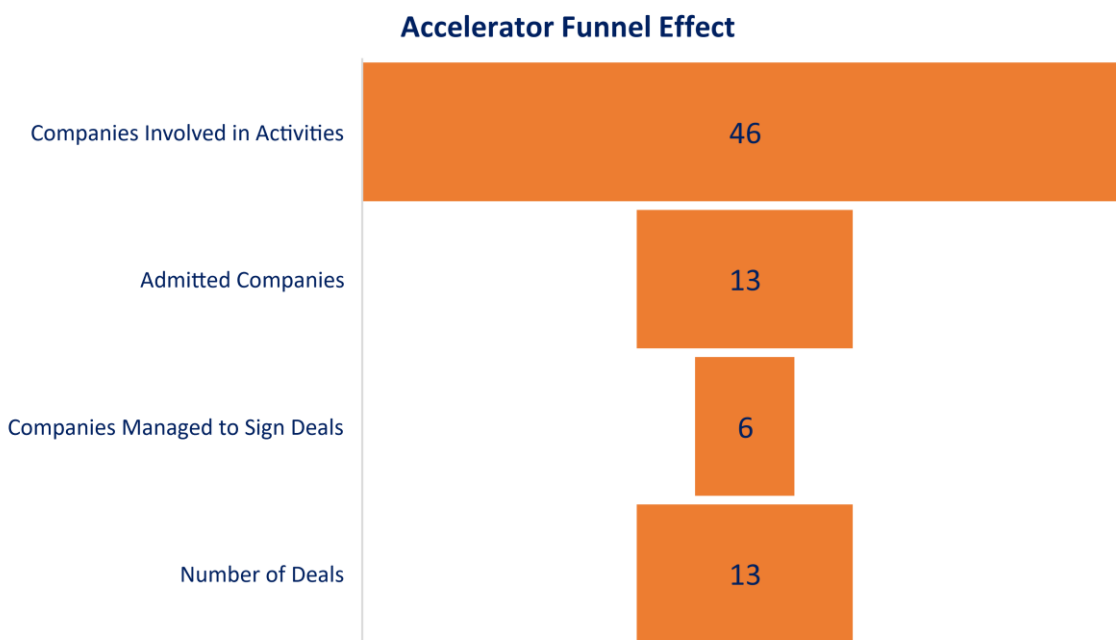
## New Deals for Companies

The project activity execution led to several new deals being signed by the companies. We will mention only those ones where the real cooperation had been started, there are a lot of deals that are negotiation process and outcomes will be in 12-24 months. In the project period, the following new deals were initiated and finalized.

Company	Reg.nr.	Deal/Achievement	Partner Company	Country	Link/Proof/Comment
Odyssey studios Ltd.	40203272414	Publishing Deal	Assemble Entertainment	Germany	<a href="https://store.steampowered.com/publisher/AssembleEntertainment">https://store.steampowered.com/publisher/AssembleEntertainment</a>
Odyssey studios Ltd.	40203272414	Agreement to improve sound design for game "Moviehouse"	Ierakstu Māja	Latvia	<a href="https://www.ierakstumaja.lv/works">https://www.ierakstumaja.lv/works</a>
Odyssey studios Ltd.	40203272414	Licensing Deal	Morgan Creek via Layer Licensing	USA	Strictly confidential, no additional details will be provided
Odyssey studios Ltd.	40203272414	Received Pro bono Legal Aid, Future Investment rounds	Global Top Round	USA	Strictly confidential, no additional details will be provided
Odyssey studios Ltd.	40203272414	Distribution partnership deal for China market	WhisperGames	China	<a href="http://www.whisperinteractive.com/#top">http://www.whisperinteractive.com/#top</a> Cooperation with Assemble Entertainment
Hypercell Games Ltd.	40203220874	VR publisher, further joint development stage.	E.N.D. Entertainment Inc.	USA	Strictly confidential, no additional details will be provided
Hypercell Games Ltd.	40203220874	1st title demo version completed - Zombie Cleanup Service	Meta-Oculus	USA	<a href="https://hypervr.games/">https://hypervr.games/</a> Currently game sale suspended
Hypercell Games Ltd.	40203220874	Shave & Stuff release on SideQuest	SideQuest	UK	<a href="https://sidequestvr.com/app/9763/shavestuff-early-access">https://sidequestvr.com/app/9763/shavestuff-early-access</a>
Hypercell Games Ltd.	40203220874	Shave & Stuff release on Meta Oculus	Meta-Oculus	USA	<a href="https://www.oculus.com/experiences/quest/7532973430077887/">https://www.oculus.com/experiences/quest/7532973430077887/</a>
Hypercell Games Ltd.	40203220874	Release of 2 <sup>nd</sup> Chapter Shave & Stuff	SideQuest	UK	<a href="https://sidequestvr.com/community/959/shave-stuff">https://sidequestvr.com/community/959/shave-stuff</a> Public release was on 29 <sup>th</sup> November 2022, during Game Wave Festival 2022
Color Gray Ltd.	40103505424	Publisher deal, game published on Steam	Playstack London	UK	<a href="https://store.steampowered.com/app/1677770/The_Case_of_the_Golden_Idol/">https://store.steampowered.com/app/1677770/The_Case_of_the_Golden_Idol/</a>
Brain Games Ltd.	40003690406	Crowdfunding investment	Kickstarter	USA	<a href="https://www.kickstarter.com/projects/braingamesusa/iron-forest">https://www.kickstarter.com/projects/braingamesusa/iron-forest</a> First public presentation and testing – Game Wave Festival 2021 Feedback and advice from GWF speakers regarding crowdfunding platforms
Good Make Ltd.	40203062217	Wholesale, dealer agreement	Brain Games	Latvia	<a href="https://www.brain-games.lv/products/knop-knop-binoculars?_pos=1&amp;_sid=d0ec631d4&amp;_ss=r">https://www.brain-games.lv/products/knop-knop-binoculars?_pos=1&amp;_sid=d0ec631d4&amp;_ss=r</a> As proof, only 1 link provided to product, more products available

Business deals, its only smart part of overall project outcomes, the Accelerator operation, and especially the organized local and international events, gave a huge boost for local game development society. The invited speakers, mentors and other professionals provided a fresh look on the game development industry. A huge awareness was raised among last year's high school students, and a lot of them decided to start higher education studies in game development related industries. Also, awareness raising among the age group 14-16 will play a significant role in future education, game development industry and overall prosperity of Central Baltic region.

By analyzing the overall project performance, we visualized the Accelerator's funnel effect, how many companies were involved in different Accelerator activities, how many became Accelerator companies and how many of them managed to sign a real deals in limited timeline.



Its worth to mention, that during the project life time, new cooperation links between research and education institutions were initiated, that will have a long term effect on new company formation in the region.