

# TECHNICAL ANNEX

## “BUSINESS & TECH ACCELERATION PROGRAM”

### TARGET:

5 to 10 Startups operating in Gaming sector

# ORGANIZATION

## PROMOTING PARTNERS

- **Università degli Studi di Napoli Federico II**
- **Cefriel**

## IMPLEMENTING PARTNERS

- **Fabbrica Italiana dell'Innovazione**
- **Creative Valley**
- **ISART Digital**

# ROLES OF IMPLEMENTING PARTNER

## FABBRICA ITALIANA DELL'INNOVAZIONE

### PROJECT MANAGEMENT, COORDINATION, ORGANIZATION, PROMOTION

Coordination of the Program, organizational support, call launch and promotion, startup selection, logistics-including spaces-, etc.

## CREATIVE VALLEY

### BUSINESS ACCELERATION

Training, **business model laboratories**, **one-to-one mentoring on the following topics:** business design, validation and planning, global trend analysis, marketing and monetization strategies, publishing, community building, access to funding, presentation to gaming industry stakeholders, etc.

## ISART

### TECH ACCELERATION

Training, **MVP design and testing laboratories**, **one-to-one mentoring on the following topics:** game engines and frameworks, AI in videogames, cloud gaming and backend services, immersive experiences (VR, AR, MR), generative content and procedural generation, graphics and performance optimization, user experience and game design, security and data protection.

# TIMING

**June 2025**

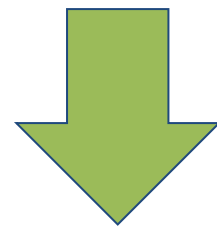
- Delivery of the **Business & Tech Acceleration Program**

**July/August 2025**

- **Courses creation**
- **Communication / startup / Call of Interest**
- **Selection startup**

**September 2025**

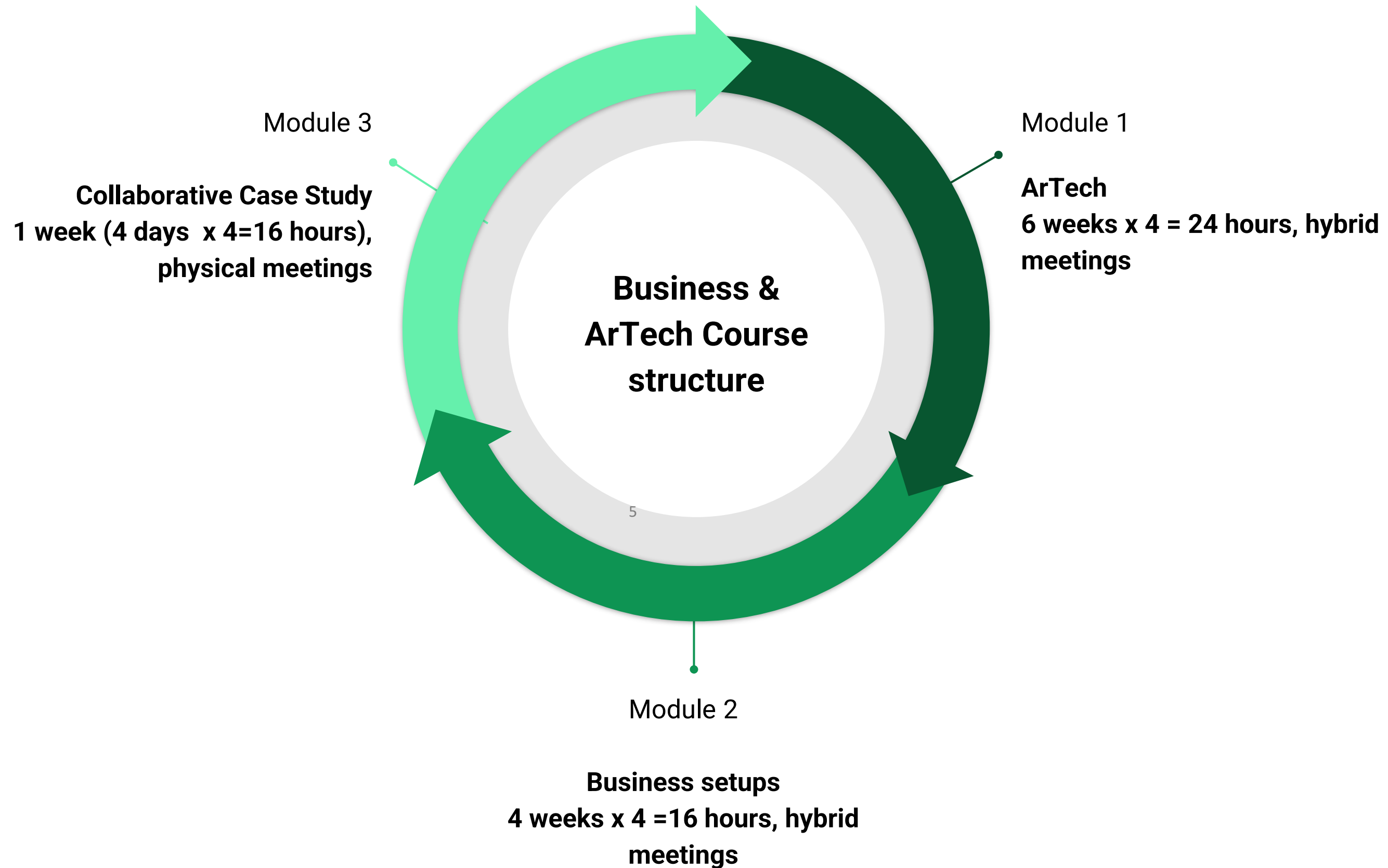
- **Starting**



**November 2025**

- **End of cursus**

# Training Units Structure



# Planification

		July				August					September				October				November		
Phase	Hours	01-06	07-13	14-20	21-27	28-03	04-10	11-17	18-24	25-31	01-07	08-14	15-21	22-28	29-05	06-12	13-19	20-26	27-02	03-09	10-16
Starting																					
Preparing																					
Module 1 - Technology	144										S1	S2	S3	S4	S5	S6					
Module 2 - Business	64																B1	B2	B3	B4	
Module 3 - Tech&Business	16																				C1
Mentoring	96															M1	M2	M3	M4	M5	M6

# Module 1

Module	Domain	Date	Day	Session	Duration	Activities	Themes	Deliveries	Defense
UNIT1 24h	Gaming Design	1/9/2025	1	1	9h-12h	B01	Introduction, Ideation and Gameplay mechanics		
				2	13-16h	B02	Fundamentals, Conception, Level mechanics, Tools		
		2/9/2025	2	1	9h-12h	B03	Fundamentals, User interface, Interaction design UI/UX, testing		
				2	13-16h	P01	GD Project : GD/LD/UI/UX		
		3/9/2025	3	1	9h-12h	P01	GD Project : GD/LD/UI/UX		
				2	13-16h	P01	GD Project : GD/LD/UI/UX		
		4/9/2025	4	1	9h-12h	P01	GD Project : GD/LD/UI/UX	Document project	
				2	13-16h	P01	Defense of completed work		Presentation
UNIT2 48h	Engine	8/9/2025	1	1	9h-12h	B04	Introduction and basics		
				2	13-16h	B05	Creating a 3D project and programming with engine		
		9/9/2025	2	1	9h-12h	B06	Creating a simple game, interactive system, optimization and debugging		
				2	13-16h	P02	3D project		
		10/9/2025	3	1	9h-12h	P02	3D project		
				2	13-16h	P02	3D project		
		11/9/2025	4	1	9h-12h	P02	3D project		
				2	13-16h	P02	Intermediate defense		Presentation
		15/9/2025	5	1	9h-12h	P02	3D project		
				2	13-16h	P02	3D project		
		16/9/2025	6	1	9h-12h	P02	3D project		
				2	13-16h	P02	3D project		
		17/9/2025	7	1	9h-12h	P02	3D project		
				2	13-16h	P02	3D project		
		18/9/2025	8	1	9h-12h	P02	3D project	Document project	
				2	13-16h	P02	Defense of completed work		Presentation
UNIT3 24h	Artificial Intelligence	22/9/2025	1	1	9h-12h	B07	Introduction and basics		
				2	13-16h	B08	Behavior trees, A*, state machine, navmesh		
		23/9/2025	2	1	9h-12h	B09	Unity and AI		
				2	13-16h	P03	AI project		
		24/9/2025	3	1	9h-12h	P03	AI project		
				2	13-16h	P03	AI project		
		25/9/2025	4	1	9h-12h	P03	AI project	Document project	
				2	13-16h	P03	Defense of completed work		Presentation
UNIT4 24h	Algorithm	29/9/2025	1	1	9h-12h	B10	Land, Level and Content Generation		
				2	13-16h	B11	Local and Local search, Optimization		
		30/9/2025	2	1	9h-12h	B12	Graph, Metamaterial, Natural landscape, City and building, Fractal		
				2	13-16h	B13	L-System, Voronoi, Physics, light and mobile		
		1/10/2025	3	1	9h-12h	P04	Generation project		
				2	13-16h	P04	Generation project		
		2/10/2025	4	1	9h-12h	P04	Generation project	Document project	
				2	13-16h	P04	Defense of completed work		Presentation
UNIT5 24h	Immersive technologies	6/10/2025	1	1	9h-12h	B13	Basics, Specifics, Applications		
				2	13-16h	B14	Unity XR		
		7/10/2025	2	1	9h-12h	B15	3DVerse		
				2	13-16h	P05	XR project		
		8/10/2025	3	1	9h-12h	P05	XR project		
				2	13-16h	P05	XR project		
		9/10/2025	4	1	9h-12h	P05	XR project	Document project	
				2	13-16h	P05	Defense of completed work		Presentation

# Module 1 Learning Outcomes

## Module Highlights

1. **Design and Gaming (1 week):**
  - Basics of game design and level creation.
  - Insights into gamification principles for systems.
  - Introduction to UI/UX design for user-friendly interfaces.
2. **Unity (2 weeks):**
  - Beginner-level development practices with Unity.
  - Progression to advanced Unity methodologies for intermediate learners
3. **Artificial Intelligence (1 week):**
  - AI basics including pathfinding algorithms.
  - Advanced AI techniques like A\*, behavior trees, and state machines.
4. **Algorithms (1 week):**
  - Introduction to procedural generation in game development.
  - Graphics optimization techniques for performance analysis.
5. **Immersive Technologies (1 week):**
  - Basics of creating immersive experiences, like scenes and movements.

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## Skills and Knowledge

This framework spans beginners to intermediate learners and focuses on practical and technical knowledge across game design, development, and interactive experiences. It's structured to provide a step-by-step journey from foundational concepts to advanced methods.



# Module 2

Module	Domain	Date	Day	Session	Duration	Activities	Coach	Deliveries	Defense
UNIT1 36h	FONDAMENTAL	13/10/2025	1	1	9h-12h	101	Business development models in video games industry		
				2	13-16h	101	Practices		
		14/10/2025	2	1	9h-12h	102	Business development models - strategix networking for business development		
				2	13-16h	102	Practices		
		15/10/2025	3	1	9h-12h	103	Business development models for video games - Adapt business canvas model		
				2	13-16h	103	Practices		
		16/10/2025	4	1	9h-12h	104	Introduction to funding companies and projects		
				2	13-16h	104	Practices		
		20/10/2025	1	1	9h-12h	105	Introduction to the creative problem solving		
				2	13-16h	105	Practices		
		21/10/2025	2	1	9h-12h	106	Creative thinking training, exercices and tool		
				2	13-16h	106	Presentation of work		
UNIT2 36h	ADVANCED	22/10/2025	3	1	9h-12h	201	Monetization value and proposition model		
				2	13-16h	201	Practices		
		23/10/2025	4	1	9h-12h	202	Business development models for startup		
				2	13-16h	202	Practices		
		27/10/2025	1	1	9h-12h	203	Web3 and tokenisation		
				2	13-16h	203	Practices		
		28/10/2025	2	1	9h-12h	204	Accelerators and angels investors - access to finance		
				2	13-16h	204	Practices		
		29/10/2025	3	1	9h-12h	205	Creative problem solving methodology for players		
				2	13-16h	205	Practices		
		30/10/2025	4	1	9h-12h	206	Piloting and drinving the creative thinking in several different contexts		
				2	13-16h	206	Practices		
UNIT3 24h	GO TO MARKET	3/11/2025	1	1	9h-12h	301	Access to stores, etc (apple, android, steam, itch.io)		
				2	13-16h	301	Specific application		
		4/11/2025	2	1	9h-12h	302	Branding and Licensing		
				2	13-16h	302	Specific application		
		5/11/2025	3	1	9h-12h	303	Acquisition and Community		
				2	13-16h	303	Specific application		
		6/11/2025	4	1	9h-12h	304	Global presentation		Document project
				2	13-16h	304	Defense of completed work		Presentation

# Module 2 Learning Outcomes

## Learning Outcomes:

- Master foundational and advanced startup strategies in game sector
- Analyze success factors in key business sectors.

## Skills:

- Creative thinking and problem-solving.
- Strategic networking and funding acquisition.
- Business development and sector-specific analysis.

## Knowledge:

- Basic and advanced tools for startup success.

This structure effectively bridges theory and application, from fundamentals to specialized expertise

**Objective : Moving towards for go to market with real approaches**

# Module 3

Module	Domain	Date	Day	Session	Duration	Activities	Themes	Deliveries	Defense
UNIT1 24h	Course	10/11/2025	1	1	9h-12h	C1	Introduction, Team Formation		
				2	13-16h	C2	Proof of concept developpment		
		11/11/2025	2	1	9h-12h	C3	Prototype developpment		
				2	13-16h	C4	Startup setig basics		
		12/11/2025	3	1	9h-12h	C5	Business model & plan		
				2	13-16h	C6	Competitive advantage & marketing		
		13/11/2025	4	1	9h-12h	C7	Finalization		
				2	13-16h	C8	Defense of completed work		Presentation

# Module 3 Learning Outcomes

## Module 3: Collaborative Case Study – Video Game or Multimedia Startup Simulation

### Learning Outcomes:

- Integrate technical and business skills to simulate a startup.
- Foster interdisciplinary collaboration and creative problem-solving.

### Skills:

- Product development and market entry planning.
- Team roles including technical, business, finance, and marketing expertise.
- Presentation and pitching to stakeholders.

### Knowledge:

- Startup dynamics within the video game and multimedia industries.
- Practical application of technical and business concepts in realistic scenarios.
- Strategies for navigating industry-specific challenges.

This module immerses participants in a real-world startup environment, promoting teamwork, innovation, and entrepreneurial readiness

# Module 1-2-3 equivalent to EQF 5 or 6

Based on the descriptions of Modules 1, 2, and 3, they likely align with EQF Level 5 or Level 6. Here's why:

- EQF Level 5:
  - Comprehensive, specialized knowledge and skills.
  - Ability to develop creative solutions and manage activities in unpredictable contexts.
  - Suitable for intermediate learners mastering technical and business concepts.
- EQF Level 6:
  - Advanced knowledge and skills with critical understanding of theories and principles.
  - Capability to manage complex projects and take responsibility for decision-making.
  - Reflects the interdisciplinary collaboration and startup simulation in Module 3.

The exact level depends on the depth of learning outcomes and autonomy expected from participants.

