

Background

Samsung Ventures has established the Global Venture Fund to encourage game developer companies to produce games for the next generation of Samsung mobile phones. We are looking for a range of innovative games for distribution through the Samsung Application Store.

Each successful game will receive a development advance fee equivalent to 50% of the production cost and up to \$250,000; this fee will be provided upfront once the idea has been approved and the agreement is signed. After approval, the developer will begin work on the project(s) which will be reviewed as it reaches the following milestones: Prototype, Alpha, Beta, Release Candidate, and GM.

The final phase of game development must be completed by the end of February 2010.

Selection

Handmark will select developers based on the following criteria:

1. Is the proposed game suitable to be widely used on Samsung devices?
2. How does the proposed game differentiate from other proposed games?
3. What is the development experience backing the candidate?
4. Is this a new game for Samsung mobile phones or a port of an existing game?

Handmark recognizes that a varied catalogue has more value to customers and as such is seeking both classic and innovative games. Different game genres are also preferable.

Required Deliverables

The proposal should include:

1. The tentative title of the proposed game;
2. a brief description of the game and how it will work on device;
3. 1 or 2 simple images to illustrate what the game elements are and how they will interact;
4. a brief summary of the company and its experience writing games for mobile phones;
5. a timeline for the completion of the proposed game; and
6. a breakdown of production cost: development, art, licensing (if applicable).

Assumptions and Agreements

1. The project must be suitable for market distribution by the end of March 2010.
2. Target Device: Samsung next generation device. Target Platform: Samsung bada. Target Resolutions: WVGA and WQVGA. Programming language: C++. Device specifications include: Location Based Services (LBS), accelerometer, touch-screen. Further device specifications will be released under NDA to developers applying to the fund, please apply using the link on www.handmark.com/company/samsungfund.
3. Each developer is entitled to submit more than one game idea.
4. The SDK will be available by the beginning of November. Please complete the online form and we will send you a Non-Disclosure Agreement which you need to accept in order to get access to it.
5. Handmark Inc. will manage and oversee the process for Samsung Ventures.
6. Handmark will provide appropriate FAQ/support documentation for the successful completion of the project at www.handmark.com/company/samsungfund.
7. Developers can work with Handmark if they require a publishing house (optional).
8. Game copyright remains with the developer.

9. For new games developed specifically for the Samsung mobile phones, Samsung will be entitled to a 6 months exclusivity period applicable to all platforms. After this period you can release your game on to other platforms and distribute it through Handmark but Samsung will be entitled to its revenue share on the other platforms.
10. Developer will source necessary funds for the other 50% of the production cost. Any travel, lodging, postage, shipping, communications, or any other expense with relation to the project will be the sole responsibility of the developer.
11. Samsung Ventures is entitled to:
 - a. 80% of net sales up to the point where initial investment is recouped
 - b. 20% of net sales after initial investment is recouped

Submission

To participate in the Challenge you must:

- a. Register your interest by completing the online form.
- b. Upon acceptance you will be sent and Non-Disclosure Agreement which you must accept before getting access to the SDK.
- c. Game proposals should be submitted via email to Samsung Games Fund (samsungfund@handmark.com) by November 20, 2009 by 5pm CST.

Please also send us your questions or requests for additional information.

Timeline

- October 26, 2009 - Release and distribution of RFP
- November 11, 2009 - Deadline for submitting written questions or non-mandatory notice of intent
- November 13, 2009 - Questions with written answers provided to all interested developers
- November 20, 2009 - Deadline for submitting proposals
- November 25, 2009 - Finalists notified
- November 26 to December 2, 2009 - Finalist interviewed
- December 4, 2009 - Developers selected and funding assigned
- December 11, 2009 – Developer contracts signed

N.B. All deadlines are by 5pm CST.