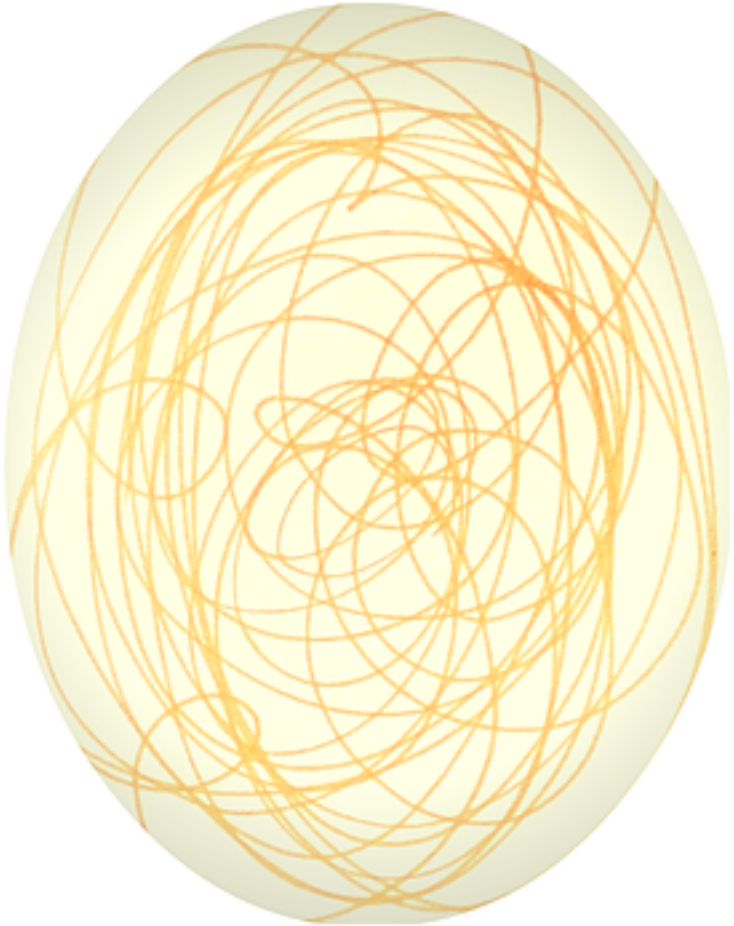
Hatch - where Hull arts graduates build their futures.



Hatch is a new space for creative businesses and emerging artists in Hull to grow with the support of studio and office space, business mentorship and opportunities to exhibit and network with local businesses and communities

https://www.hatchhull.com/

Isle of Man
Lake District National Park
Kendal
Barrow-in-Furness
Yorkshire Dales National Park
Nidderdale AONB
Forest of Bowland AONB
Lancaster
Blackpool
Preston
Southport
Harrogate
York
North York Moors National Park
Scarborough
Bridlington
Leeds
Bradford
Halifax
Huddersfield
Hull
Scunthorpe
Grimsby
Manchester
Liverpool
Doncaster
Sheffield
Lincolnshire Wolds AONB
Chesterfield
Peak District National Park
Lincoln
Skegness
Boston
Chester
Wrexham
Holyhead
Llandudno
Rhyl
Colwyn Bay
Bangor
Anglesey
Caernarfon
Snowdonia National Park
Nottingham
Derby
Grantham
Burton upon Trent
Loughborough
Leicester
Shrewsbury
Wolverhampton
Birmingham
Peterborough
Norwich
King's Lynn

Hull School of
Art and Design
BRODRICK
GALLERY

Why…

- Objective is to support the growth and establishment of new graduate creative industries businesses enabled by the mentoring of tutors and external sector-specific specialists.

- Establishing a new, regional creative business-building support system acting as an economic feeder and diversifier for the regional cultural industries.

Our Students…

"Self-confidence and self-management were considered to be the most important to careers, yet they were felt to be less well-developed than core creative skills. Entrepreneurial skills were the least well developed and also perceived to be the least important for career development, which is interesting given the high incidence of self-employment."

Creative Graduates Creative Futures. Ball L, Pollard E, Stanley N Report 471, Council for Higher Education in Art and Design; University of the Arts London, (January 2010)

We planned…

- Intern mentoring provided by *For Entrepreneurs Only*, HE tutors from the Arts and Business Faculties, and relevant discipline-experienced RSA members.

- a focused programme of sector-specific business support, and growing an associated network of creative practitioners, organisations and partner deliverers for *Hatch*.

- Commissions, sponsorship, inaugural arts events and visits for cultural practitioners of the city achieved to date

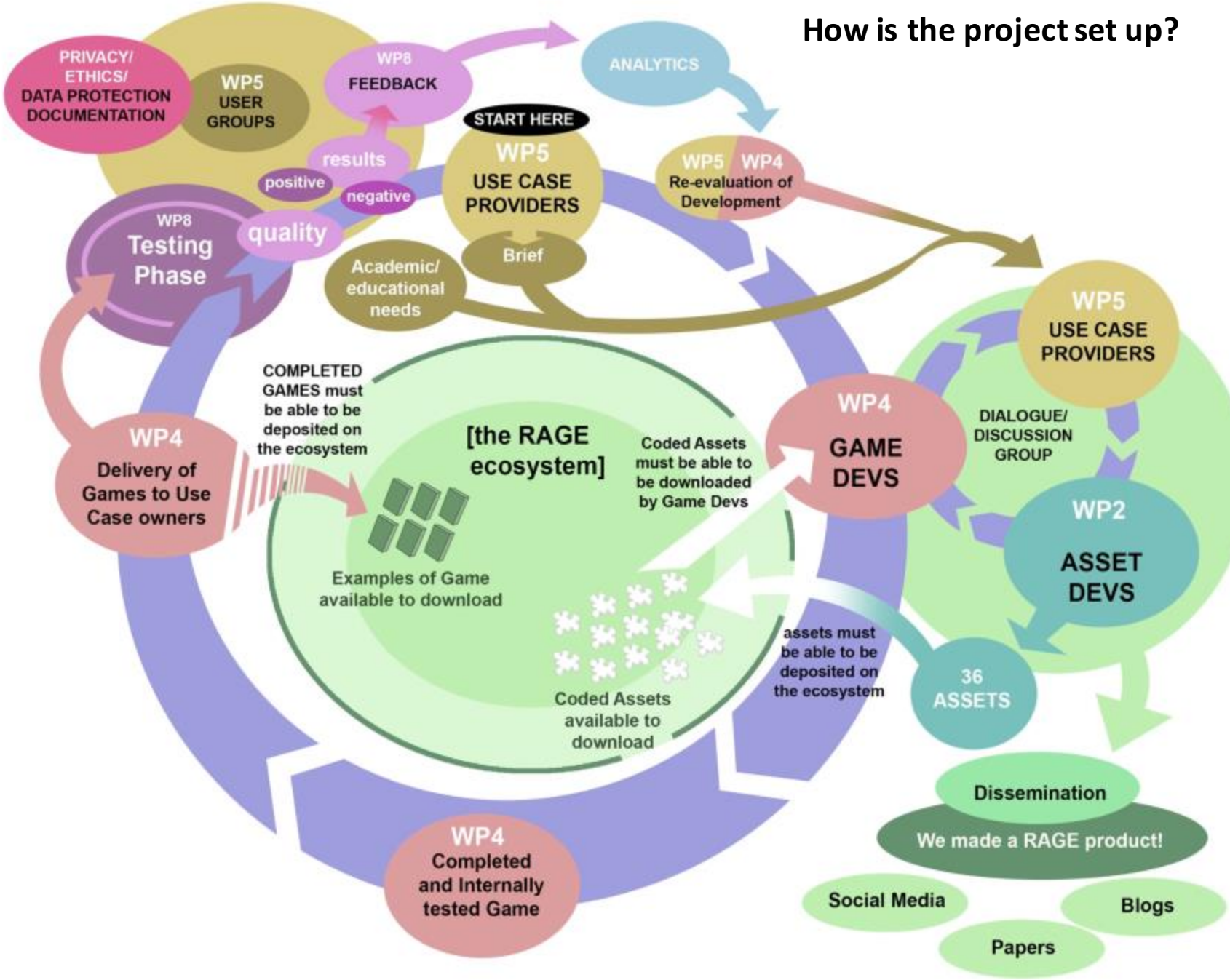
- Hatch game to compliment the business support and mentoring

RAGE

What is the RAGE ecosystem?

The RAGE Ecosystem is a social space that will be the single entry point for Applied Gaming. Besides the technology assets developed by the RAGE project, it will realise centralised access to a wide range of Applied Gaming software modules, services and resources (or their metadata) that have been designed and developed in regional and EU funded projects.

How is the project set up?



GAMEWARE EUROPE & "HATCH"

Use Case Goals/Brief

To provide a **game** environment enabling **students** to explore, experience and learn from an **extensible** series of activities which model key **processes**, **decisions** and **outcomes** in preparing and setting up a new **business** enterprise.

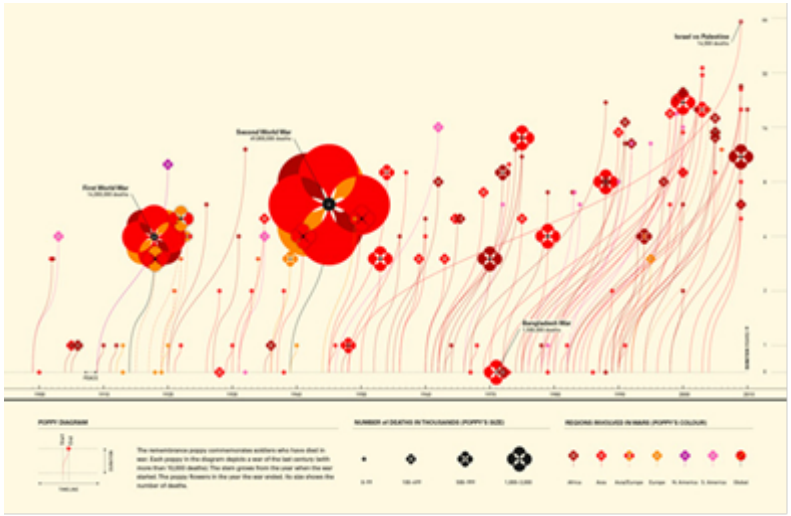
Project focus is centred around **creative enterprises** in the **Arts sector**, but core business principles illustrated should be applicable to other sectors. Future expansion potential to business, scientific and other service sectors.

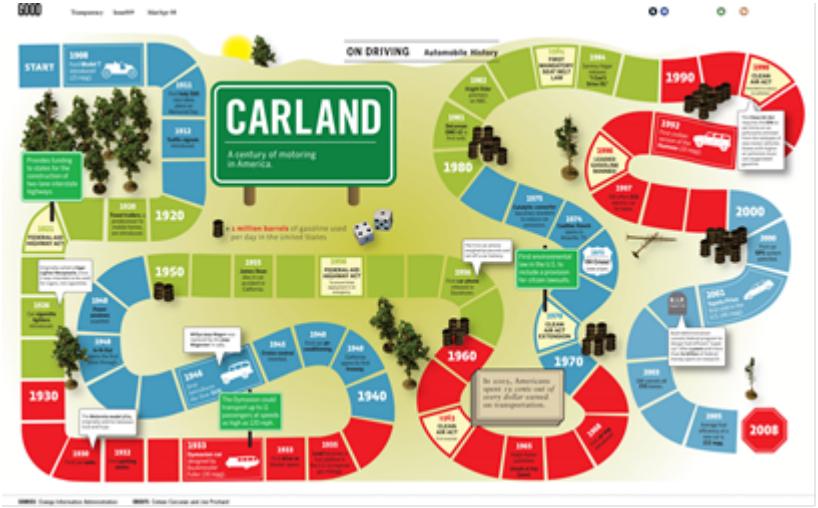
The game requires a visually appealing, intuitive interface and presentation Core users are '**game-aware**' and will not be preached at.

- Game data and metrics should be rooted in real-world scenarios so far as possible.
- Game outcomes should highlight individual student **specific behaviours** such as: study subject avoidance, knowledge-based weaknesses, conceptual misunderstandings etc.
- And refer to external literature and sources which should fill such identified knowledge gaps.
- The game takes a **modular** approach which introduces each activity in a visually impactful way, inspired by **info-graphics** and pictograms (see Information is Beautiful David McCandless).
- The user will explore all the modules and options required in setting up their chosen business.
    - Most modules will be generic (applicable to any new business).
    - Some modules may be specific to their product, service or route to market.
- User's interactions with info-graphics should illustrate outcomes in **real-time.**
    - Allowing them to see their impact on outcomes rather than this being calculated 'behind the scenes'.

Aesthetic

- Both look and feel and interactivity will be led by the Info-graphic approach
- Visual content: modern, high-quality, impactful and exciting visual designs that carry recognisable meaning
- Graphics are malleable, predictive and reactive to user input via sliders, drag and drop, selecting (clicking), scaling etc





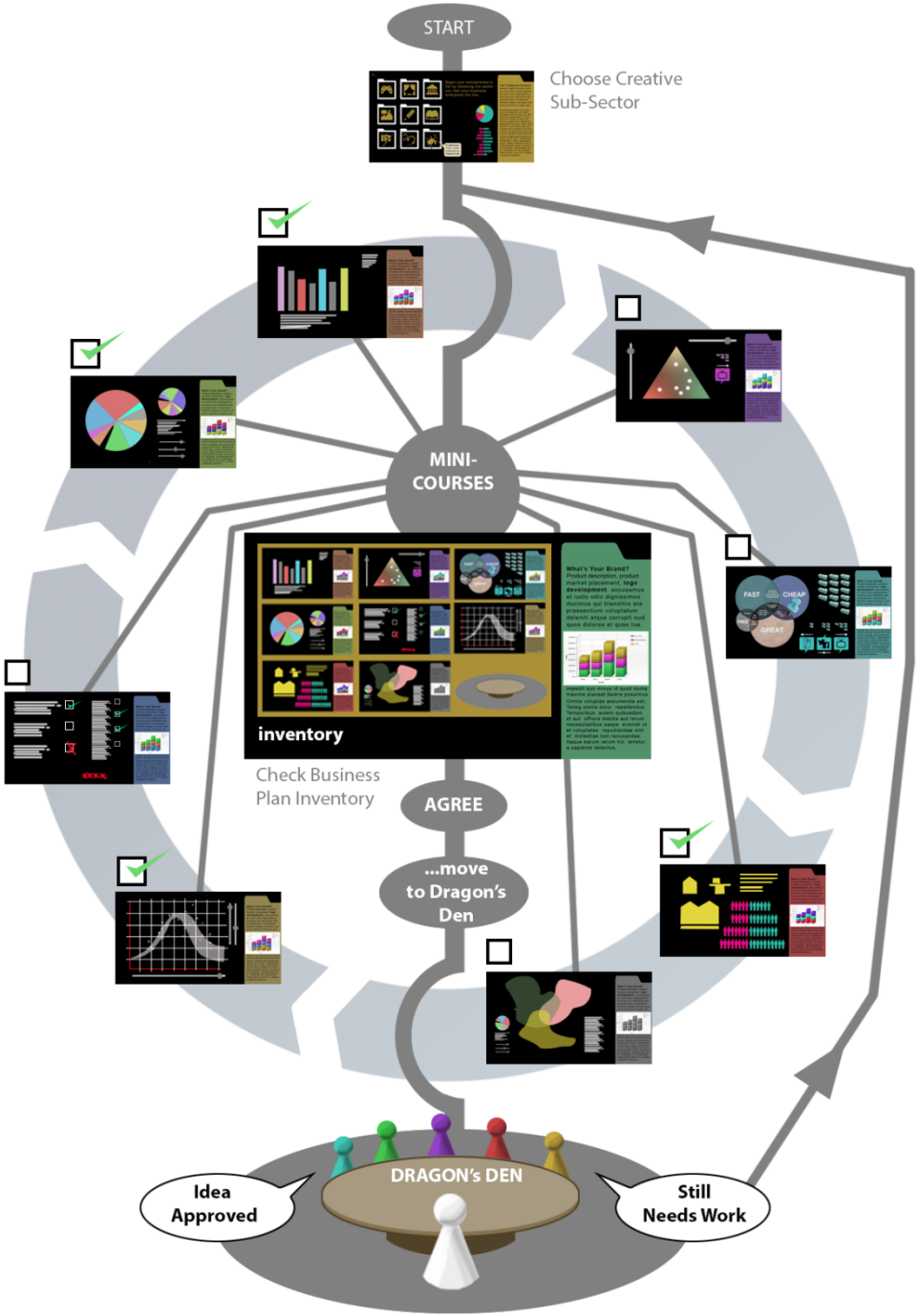
Gameware & “Hatch”

Hatch is a single player game that looks to develop a change of value regarding positive processes and considerations when preparing to create a startup or launch a new product as the basis for sustainable business.

The player will assemble/collect various key (curriculum/module led) artifacts/elements to build a profile of their business idea from predefined elements such as the sections of a business plan, for example costings, simple paragraph pitch doc, copyright/IP info, defined audience, market research. This data collection will work in the background, with the collection of certain items meeting “milestone criteria” allowing the player to move forward to the next stage.

Upon the successful accumulation of the learning/values/ “business plan elements” The player (Player 1) then must prepare their pitch (including identifying their specific market**) ready to sit before a “Dragons Den”-esque panel (possibly made up from a mix of NPC’s and other players further along in the game).

What	Business Model	Covers	Key Considerations	Variants and Spin-offs	Notes for Discussion
Artist producing products to sell in outlets or to commission	Sole-trader (self employed)	Fine Artist, craft person, fine art photographer.	• Self assessment • Pricing (overheads, commission, sale or return, trade) • Sourcing materials • Finding space/studio • Self-promotion • Distribution • Personal insurance	Trade shows Agents Export	
Retail of cultural products	Limited Company or co-operative	Gallery owner, craft shop owner, stall owner, fashion outlet.	• Property management • Business rates • Public/Product Insurances • Placement/competition • Marketing platforms • Databasing/mass mailing • Customer demographics/service • Artist contracts	Pop ups Trade Shows or travelling exhibitions Event management (e.g. fashion evening)	
Cultural service provider	Limited company, partnership or sole-trader	Graphic designer, advertiser, journalist, illustrator, filmmaker, architect, commercial photographer, animator, games designer, fashion designer.	• Pricing / quoting • Workspace requirements • Client relations/negotiation • Time management • Industry networks • Niche provision / USP • Personal marketing • Finding clients	Mixing disciplines: partners/ collaborators to assist offer	May need to be more specific with this, as very wide remit.
Arts company, events-based	Limited company, social enterprise, CiC, charity	Community arts, theatre group, musical group, circus, festival organisers, puppeteers	• Fund-finding • Tax implications • Public liabilities / H&S • Council regulations • Varying contracts/relations with performer employees • Volunteer management • Trustees • Nomadic/space-based overheads	Global troupe Event management rather than performance	
Arts development company – consultancy-based	Limited company, social enterprise, CiC	All sectors (visual, performance, space-development, strategic etc.)	• Industry knowledge • Networking • Working with non-arts organisations • Policies / social considerations • Researching / data sources and analysis • Fund-finding • Report writing • Presentation skills		


START
Choose Creative Sub-Sector
MINI-COURSES
inventory
Check Business Plan Inventory
AGREE
...move to Dragon's Den
DRAGON's DEN
Idea Approved
Still Needs Work

1.

Begin your entrepreneur's file by choosing the sector you feel your business enterprise fits into.

Traditional
Trad Crafts, Celebrations, Festivals, Events

The Traditional Creative sector might include such as vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis eta praesentium voluptatum deleniti atque corrupti nud quos dolores et quas tua.

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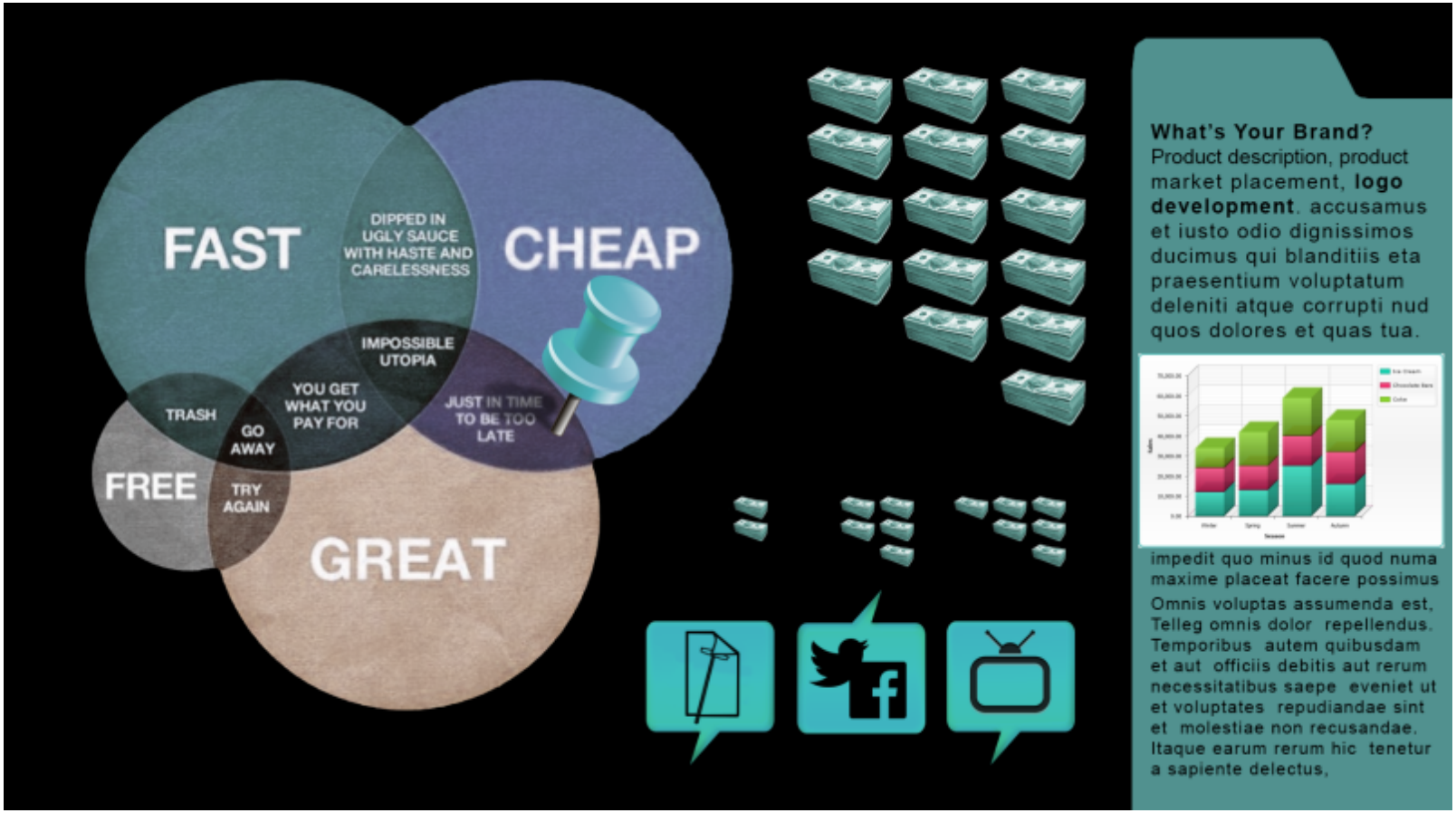

What's Your Brand?
Product description, product market placement, **logo development**. accusamus et iusto odio dignissimos ducimus qui blanditiis eta praesentium voluptatum deleniti atque corrupti nud quos dolores et quas tua.

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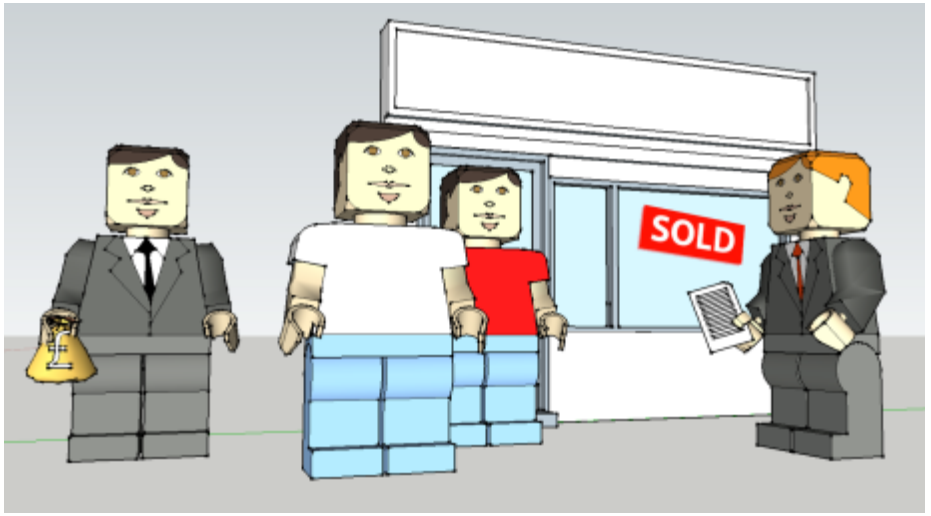
£?
SAMSUNG
THE BANK

?
BEN


SOLD

The primary target audience for both games are diverse gender, mixed nationality students, studying (at this stage) in English in England, of mixed age and related ability, from Level 3 (16/17yrs +) through to Degree and MA Level students 18+ with no ceiling on the upper age limit.

The pilot will involve around 300 participants across two sets of evaluation.

Acknowledged contributions to the section on the HATCH game are: For Gameware Europe (UK), Jeremy Cooke, Jason Lander and Ian Saunter, whilst for HCUK/HSAD, Sarah Humphreys, Anna Kirk-Smith and Gareth Sleightholme.