

For Immediate Release

Contact: Dr. Scott M. Martin

**Virginia Serious Game Institute Calls For Applications for Entrepreneurs in Simulation,
Modeling and Serious Game Design**

February 16th, 2015 - Prince William County, Va. – The Virginia Serious Game Institute (VSGI), the only one of its kind on the East Coast and one of only four global affiliated facilities, supports and accelerates early-entry entrepreneurship into the simulation, modeling and serious game design industry. Its mission is to support translational applied-research, rapid prototype development, high-value knowledge job creation and regional economic development through start-up business incubation and spin-out of high growth companies leading to commercialization. The Institute offers new business incubators cutting-edge computer design research and development, access to visualization and simulation software, training, product development, business support and rapid-prototyping.

Call for Applications: Each year the VSGI invites applicants to reside in the business incubator located on the George Mason University - Prince William Campus, Prince William, Virginia. An Advisory Board of distinguished investors and industry experts judge and select the qualifying candidates. This year capacity has increased to allow seven (7) new start-ups to enter the VSGI, effective July 1, 2015.

Deadline: Online Applications should be sent no later than midnight May 1, 2015 to Dr. Scott M. Martin at email: smartin4@gmu.edu, or submit **here**. Any questions regarding the application submission process can be directed to Stephanie Burton at email: sburton3@gmu.edu, tel: (703) 993-7033.

Judging criteria: Each application requires submission of a business plan summary or company one-page summary. Additional information to support the documentation is permitted. Applications are considered on how well the business plan or proposal encompasses the development of product software, hardware or Information Technology services and financial feasibility. Merit is given to businesses or initiatives with projects or concepts that add significant value in the realm of research, development and innovation to industry.

Selection announcement: Finalists will be contacted in late May and published in June.

Post-Selection criteria: After selection, entrepreneurs and startups will negotiate and sign an agreement indicating a timetable of completion for their business plan /project submission and occupancy lease rates of \$500-600 per month, or 12-24 months free with negotiated equity, dependent on space allocated. The VSGI will provide an office with state-of-the art telecommunications, computers, furniture, and data services support, receptionist and concierge services, kitchenette and conference room access with Tele-Conferencing, access to business plan writers, advisors, and mentors, as well as legal support and IP services consulting, banking and external server-farm support from VSGI partnered companies, access to a talented Mason student internship and potential employee pool, free parking for clients and guests, and Freedom Center Indoor Pool/Gym Membership.

Should you or anyone you know be interested in participating in the Virginia Serious Game Institute please complete and submit the application by May 1, 2015.

NOTES TO EDITORS:

- The [Virginia Serious Game Institute](#) (VSGI) is presently home to five start-up businesses that have collectively created over 35 jobs and generated over \$500,000 in corporate support. Through VSGI, these companies now have a solid roadmap to product commercialization and direct access to marketing channels - presenting real opportunities and creating future jobs in an \$80 billion industry that is growing 7% annually.
- The VSGI has the potential to house up to 10 startups and has gained industry-wide recognition from private IT sector partners like Microsoft Studios, Google Glass, Boeing, the Entertainment Software Association and the Northern Virginia Technology Council, to name a few.
- Established through public-private partnerships with George Mason University, the Mason Enterprise Center, Prince William County, Virginia, Virginia Economic Development Partnership and **VMASC at ODU**, the VSGI supports the demand for skills and careers in Science, Technology, Engineering and Math (STEM) and the growing momentum in entrepreneurial computer game design in the Mid-Atlantic region.
- VSGI is affiliated with the Serious Games Institute, which is an operating division of the University of Coventry in the United Kingdom, MDA SGI Singapore, SGI (Northwestern) South Africa and SGI at Murdoch University in Perth, Australia. The benefits of this collaboration include international outreach for products and services and shared disciplines to expand and augment discoveries.