

Regional Growth Fund Case Study



Playing Games? Making Jobs.

A new games studio plans a new hit mobile game, while creating 19 jobs from a grant of £100,000.

About Delinquent Interactive:

Delinquent Interactive is a new computer game design studio. It was formed early in 2014 by three people with a track record of creating successful games. They created Delinquent so they could make the kind of mobile games that get people talking...and playing.

The computer games market is changing. The most popular games in years past were played on consoles. But now, mobile games, played on smartphones and tablets, are on the rise. Especially popular are puzzle games – and this is the part of the market in which Delinquent is working.

Delinquent has big plans for new games that will meet market demand, and the experienced people it needs to develop and market them to success.

The Challenge:

Delinquent has raised a sum from angel investors, which has allowed it to build a core team of eight and start work on its first game, Potion Pop. But in order to grow faster, Delinquent needs more investment and a bigger team. With more people on board, the company will be able to build more of the game and attract more investment.

The Solution:

The Business Growth Grant will allow the company to realise its plans for Potion Pop. It will be able to expand its team and then release the game worldwide. Once it is confident of Potion Pop's success, it will start work on its next game and create another new team to do it.

David Amor, Director, said: "Historically the most popular games have been those for Nintendo, PlayStation and Xbox systems. In the last five years, games on mobile phones have become more popular. If you've taken a sideways glance when you're on a train and noticed people playing games on their phone, that won't come as a surprise. Delinquent is building a game studio to make the most popular genre of games for mobile phones. We have a prototype of the game, which is already a lot of fun to play and has significant interest from venture capitalists".



Business Growth Grants are available to any business in the Coast to Capital area who are seeking to grow and create new jobs, but need additional finance. Grants are available from £5,000 to £250,000 and it is expected that the grant will form no more than 25% of the total costs of the growth plans. Further details of how to apply can be found at www.coast2capital.org.uk/helping-business-growth/regional-growth-fund or, alternatively contact Hayley Shepherd, Regional Growth Fund Programme Manager on 01403 333840 or rgf@coast2capital.org.uk