

SKÖVDE

**Are you our next player?
Join the game in Skövde**



Ready to up your game?

Time and time again, leading companies choose to invest in Skövde and start their companies here. It is no coincidence.

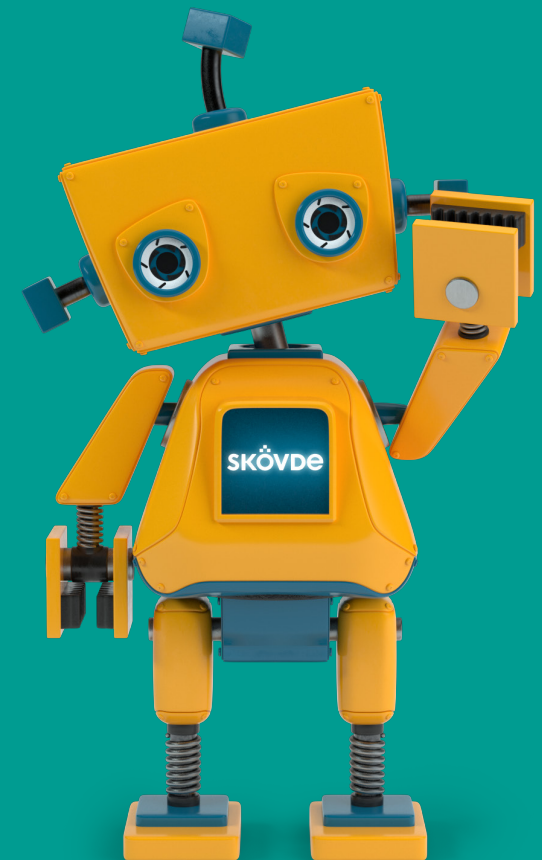
Skövde is located right at the very heart of Skaraborg, one of the world's most innovative regions. In Skövde we focus on the smart solutions of the future. We invest in international arenas for education, research and development.

This has resulted in Skövde taking an internationally leading role in game development, IT and production technology. Skövde offers excellent logistics, sustainable energy, world

leading digitalization, low financial risk, and a healthy business climate with a high levels of resilience. But most importantly, all of us living here have the skills, mindset, and proven capabilities to accomplish great things together.

We are already the home to many successful gaming companies.

Are you our next success?



Iron Gate was founded in Science Park Skövde

Rickard brings his idea to Science Park Skövdes incubator, Sweden Game startup, together with his friends Henrik and Karl-Erik.

The Skövde based Embracer Group becomes an investor and publisher to Iron Gate. Ready to continue their journey as a mature company.



“We really went from nothing to a lot. It has been super exciting. It wasn’t something that I expected. And I think that’s one of the things that I really like about this industry. Anything can happen.”

Lisa Kolfjord
3D artist, Iron Gate

4 reasons to choose Skövde

1 We make ideas transform into attractive companies.

In Sweden Game Start-up you get access to knowledgeable and experienced business coaches, a strong community of colleagues, and like-minded people. You can also get help with financing and contacts with investors.

Maybe you've heard of Iron Gate or Coffee Stain Studios? Both born and raised in Skövde.

2 We help game studios grow and develop.

Our Growth program provides a professional support system to help you increase your turnover, hire more people, and continue developing your products and services. We target companies that have passed the first stage and have a functioning business model and structure.

3 You will have access to a strong community.

Sweden Game Arena offers game developers and companies to develop through networking and skills development. The network arranges Sweden Game conference yearly and creates visibility on the international game market.

Through the University of Skövde, you get direct access to competence and research. **The University offers Northern Europe's broadest range of courses in game development with 12 different programs.** It's also Sweden's leading research hub for game research.

4 Life in Skövde.

Enjoying a high quality of everyday life is easy in Skövde. You can enjoy nature, the countryside, and city life while having all the community services you need within reach. Do you want to live on the train line, in new development, near nature yet still close to town or in the heart of the city pulse? Skövde has it all! Spend weekends cycling around Billingen, having a coffee in town, playing in the park or exploring Skövde's wide range of cultural activities - there is something for all ages. And why not join one of our 380 sports and cultural associations, ranging from rugby to beekeeping or choir singing?

Science Park Skövde

Science Park Skövde is an established arena for innovation and growth. It's a complete environment that offers a meeting place, a strong community and an innovative ecosystem that enables smart and sustainable solutions, digital services, and experiences for the society of the future. Our goal is to help companies grow and succeed so that their products and services don't just make a difference, but actually change the game plan.

What Science Park Skövde offers:

- Contact with students and talents with the right skills
- Access to specialized business coaches
- A proven and successful startup program
- Unique networks and a vibrant community
- Skills-enhancing events
- Access to financial support
- Test environments
- Premises and support services that simplify everyday life
- Work close to research projects



Science Park Skövde helps you accelerate your business

Through established programs, we help you start your own business and we support existing companies to grow and develop. We are here for the entire development process and have hundreds of successful cases to share from our 20 years of experience. This is what we know!

Sweden Game Startup

Get your game idea ready for business.

- Structured and well-proven startup program
- Experienced business coaches
- Strong community with colleagues and like-minded individuals
- Help with financing
- Contacts with investors
- Attend international events and fairs
- Subsidized and non-profit

Growth

Take your business to the next level.

- Workshops and skills-enhancing events
- Access to specialized business coaches
- Unique networks and a vibrant community
- Access to financial support
- Test environments
- Work close to research projects

Sweden Game Arena

A unique ecosystem that creates a breeding ground for entrepreneurship and innovative research while fostering future game developers and taking games from Västra Götaland to the global market.

This is Sweden Game Arena:

- A collaboration between Science Park Skövde, regional gaming companies, the University of Skövde and Skövde Municipality.
- The opportunity to find skill, funding, and business potential in one place.
- A strong and tightly-knit community of professional and aspiring game developers, which you will be a part of. Sweden Game Arena organizes social and professional events for the game community, such as developer pubs, language lunches, workshops, and lectures.
- Opportunities to develop within game development whether you are a student, an entrepreneur who wants to start your own game company, a researcher or a job-seeking game developer.
- Organizers of Sweden Game Conference – one of Europe's leading industry conferences for game students, game developers, and start-ups with more than 1000 participants from all over Europe.

+600

students in game development programs

+50

game faculty members

+100

companies

+100

games released

+250

professional game developers

Strategic partners



Level Up

Sweden has a strong global position in the computer game industry and is growing rapidly. But in order to maintain this position and competitiveness, the young industry needs to develop.

In 2022/2023, an extensive multi-million investment called Level Up Swedish Game Industry was initiated by Science Park Skövde and the computer game cluster Sweden Game Arena, with investments from, among others, the Västra Götaland region, Skövde Municipality, the Regional Fund West Sweden and the University of Skövde. The project will further develop regional and national support structures for the industry in areas such as research, competence development, innovation and financing. With the help of the project, computer game companies regionally and nationally will receive increased support to develop and grow sustainably.

Selection of effects from Level Up, at regional and national level:

- Increased growth through enabling investment
- Developed gaming education and higher skills within the industry
- Carry out social impact with a focus on Agenda 2030
- New business models and financing
- National collaboration and drive the industry, especially within the EU
- Creation of a regional community and a national digital community
- Further develop research by identifying and seeking funding for research and innovation
- Knowledge and technology transfer within the industry and related sectors

There is more

There are many initiatives and opportunities in Skövde.
Welcome to explore!

DONNA

DONNA is a network created for game development students and alumni who identify as female, trans and non-binary, with the mission to make the Swedish games industry more inclusive. DONNA works actively to recruit people of all genders to gaming education and create a safe and inclusive study environment.

SWEDEN GAME PITCH

Sweden Game Start-up organizes a pitch event with international investors and publishers to give Swedish start-ups the opportunity to make contacts in the computer game industry.

PLAY MY GAME

Play my game is a pop-up event organized by Sweden Game Arena twice yearly. Here, companies get the chance to showcase their ongoing projects or finished products to other studios and get feedback and ideas to develop the product further. A good opportunity to test your product at an early stage!

INVESTMENT EVENTS

- Sweden Game Conference
- Sweden Game Pitch
- International game conferences and fairs, such as Game Developers Conference and Gamescom
- Skill-enhancing workshops and events



The Inspirational Journey of Wishfully Studios

Inspired by an idea that had ignited a year earlier, Adam set out to bring this game to life and together with Maria, they laid the foundation for the studio in the fall of 2018. However, they quickly realized that they needed assistance and guidance to navigate the complex landscape of game development. Turning to Google in search of support, they discovered The Game Incubator, now known as Sweden Game Startup, at Science Park Skövde. Their journey took an auspicious turn when their idea for "Planet of Lana" was accepted into the incubator program.

"Science Park Skövde's startup program has been absolutely invaluable for us. It provided us with valuable contacts, insights, and industry experience. It has been absolutely fantastic."

Adam Stjärnljus
Co-founder Wishfully Studios

This newfound opportunity opened doors to valuable contacts, industry insights, and the necessary resources for success. Participating in the Sweden Game Conference allowed them to pitch their game idea to publishers, further solidifying their determination to turn their dream into a reality.

The culmination of their efforts arrived on May 23, 2023, with the release of "Planet of Lana." The game, nurtured through an exclusivity deal with Xbox and a publisher agreement with Thunderful Games, has received praise from critics and gamers alike.



The story of Coffee Stain Studios



The journey started in 2010 when 9 students graduated from the University of Skövde.



That summer, they brought their new ideas to Science Park Skövde's incubator program.



The game Sanctum was created and became the company's first release.



In 2012, the company was ready to stand on its own feet. With a successful game already in place, they began to create what would become the company's mega-hit.



In 2014, Goat Simulator is launched.



In 2018, the company is bought by Embracer Group.



Along the way, the company has also started Coffee Stain Publishing to enable it to invest in other people's game projects that it believes in.

"Thanks to the ecosystem that exists for game development here in Skövde, it is possible for students and people with creative ideas to dare to take the chance to test. That's how it was for us who started Coffee Stain Studios and we wouldn't be here today if it weren't for the support and training we received through the incubator process."

Stefan Hanna

CEO, Coffee Stain Studios



Our history

In 2002, a decision was made to create a computer game education in Skövde.

This became the start of what has developed into Sweden's leading location for game development. Getting to where we are today has required, and still requires, the involvement from the academy, the municipality and the business community. It has not always been an easy ride but it has been worth it!

The University of Skövde is today part of several international academic collaborations for game development, the Skövde-based Sweden Game Conference has grown into an annual event with foreign guest speakers and thousands of conference participants and year after year Skövde based gaming studios release games that sell millions worldwide. And we are not done. As we look ahead, we see opportunities to start competing seriously on the global stage.

Join the game!



1999

Science Park Skövde is founded.



2002

The first two education programs in computer game development are started at the University of Skövde.



2004

The Game Incubator is started in Skövde Science Park.



2008

The University of Skövde launches Serious Games, a one-year master's degree in game development.

2010

The University of Skövde gets the right to award doctoral degrees in information technology including computer game research.

2010

Sweden Game Conference is held for the first time.

2011

DONNA is started.

2011

Stunlock Studios releases the international success Bloodline Champions.

2014

Sweden Game Arena is started.

2021

Iron Gate Studio launches 2021's big international game success: Valheim.

2020

Sweden Game Pitch is held for the first time in collaboration with the global game companies Microsoft and Nintendo.

2017

Donna Day is being organized for the first time.

2015

The Game Incubator starts in Gothenburg.

2014

Skövde-based Coffee Stain Studios launches Goat Simulator.

2021

The University of Skövde now has 8 undergraduate and 4 graduate programs in game development.

2022

5 doctoral students within gaming, out of which 2 are financed by companies, are enrolled at the University of Skövde.

2022

V Rising is released by Skövde-based Stunlock Studios.

2023

Level up – An extensive multi-million investment was initiated by Science Park Skövde and Sweden Game Arena. The project will further develop regional and national support structures for the industry.

2023

50 startups have so far received support from the incubators and 90 companies have undergone export efforts.

Are you next?

Why Skövde

Skövde is part of Skaraborg, Sweden's fourth largest labor market. Skövde's central location in Sweden makes it possible to find exciting career opportunities and live where you want. A better starting point is hard to find.

Here you are close to nature, culture and activities, and if you have half an hour to spare, you can easily take a mountain bike ride on the mountain Billingen or a lap on the ski track during the winter. Skövde has one of the country's largest theater and film scenes outside of our big cities and has a good range of preschools and schools, some of which are English-speaking.

Skövde is a growing city. Around 500 homes are built here every year. Right now, a new investment is underway - Skövde Science City - which will accommodate 600 new offices and 4,500 new homes.

Feeling the urge to move? We are happy to help you. In Skövde we have an established support-function to make it easy to settle in.

10 min

from recreational area Billingen

2 hours

by train to Stockholm

1 hour

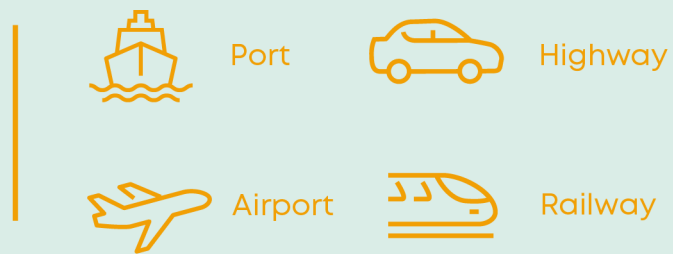
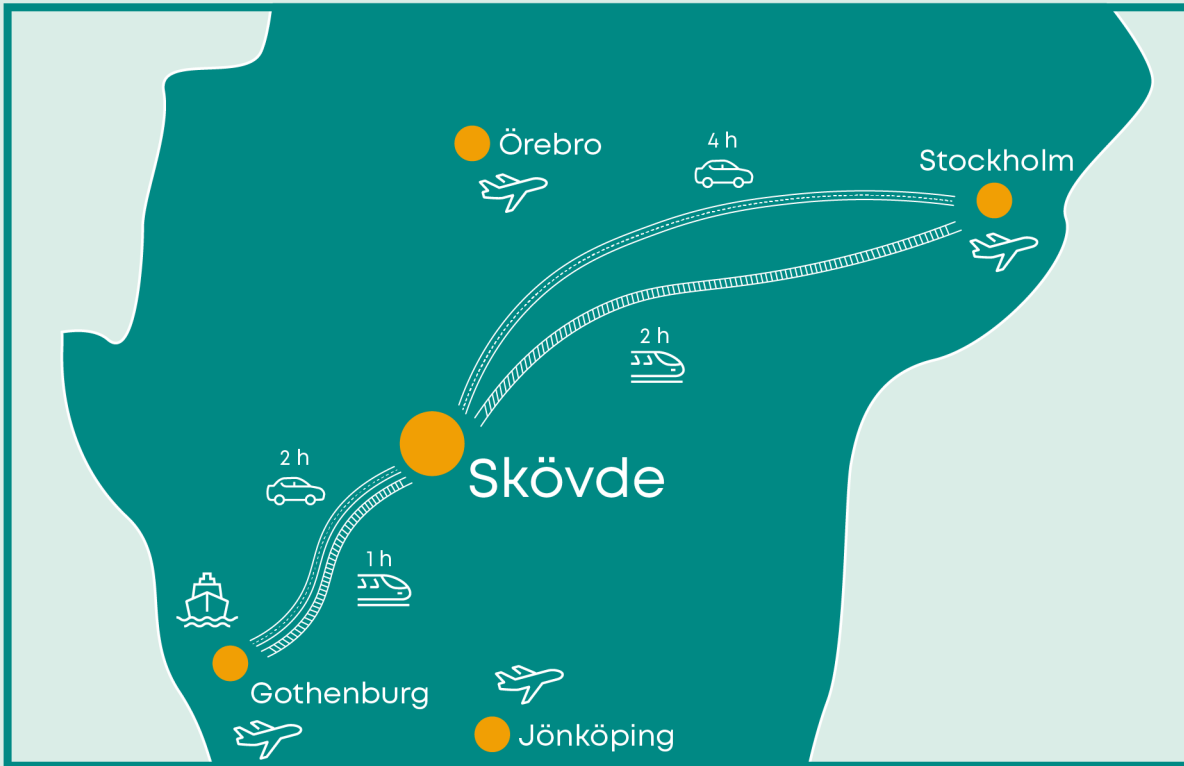
by train to Gothenburg

5,800

companies

60,000

inhabitants



Why Sweden?

Top 10 in game development

Sweden is one of the top ten countries in the world in terms of game development. The gaming industry has an annual turnover of EUR 35 billion (2022).

Healthy work-life balance

and reasonable working hours is an absolute priority in Sweden. Swedish workers are legally entitled to at least five weeks of holiday per year.

Low income gap between genders

Getting the right pay regardless of gender is an important issue in Sweden. Compared to other countries, we do well in this area.

Parental leave benefits

Sweden is one of the most generous countries in the world when it comes to prioritizing the balance between career and family life. In Sweden, parental leave is paid for a total of 480 days.

English is our second language

The official language is Swedish, but English is compulsory in schools from the age of 8.

€34,7

billion in turnover
in 2022

785

active game
companies 2022

8,000

employees in the
gaming industry

22%

of the employees in the
industry are women

School project became the game company **Far Out Games**

They were accepted to the incubator program and did their internship in their own company.

Far Out Games accompanies Sweden Game Arena to GDC in San Francisco and comes in contact with a well-known global company in the gaming industry. An agreement was reached!

2021

2022

2023

2021

2021

Lars, Jimmy and Daniel contact Science Park Skövde to pitch their idea.

Far out Games wins the title 'Pitch of the year' at the Sweden Game Conference.

16 employees and new premises on Avenyn in Gothenburg. The goal is launching in the fall of 2024!

"Despite our own experiences, I don't know if we would be here today without Science Park Skövde's incubator program. Sweden Game Arena is an encouraging community within which we have made many good contacts for a ballpark along the journey. As a newly started company, it is very good to enter such a positive context. It was also thanks to the incubator program that we came to San Francisco and met our publisher."

Lars Olsson

Founder, Far Out Games

SKÖVDE

Do you want to
join the game?

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