

Agenda

Market Access for Digital Entrepreneurs (MADE) Online event, Women in Gaming



Webinar Event	Unboxing the market for women entrepreneurs in GAMING		
Date	Thursday, 2nd Sep 2021	Time:	14h00 pm – 16.30 pm (SAST)
Venue	Zoom Webinar		
Link	Please click the link below to register: https://us02web.zoom.us/webinar/register/WN_JoJjEtnLRgStutjZBxj0gA		

Webinar Objectives:

- Learn from South African women gaming entrepreneurs who are making inroads;
- Explore the enormous market potential for local content games in SA and Africa;
- The Gaming sector from an International perspective
- Build your industry knowledge to navigate the gaming industry and its opportunities;
- Be aware of the various support facilities, networks and training that is available

Facilitator: Pedro Zambon, Game industry expert

Thursday 02 Sep 2021			
Item	Time	Content/Topic	Responsible
1.	14.00	Hosting of Zoom call	Daniel Chiwandamira , EDSE
2.	14.00 – 14.15 (15')	Introduction and welcome remarks: <ul style="list-style-type: none">• Setting the scene; Women in Gaming	Collin Leshou* Acting Executive Manager, Seda Technology Programme (STP)
3.	14.15 – 14.30 (15')	Session 1: Women and the business of Gaming vs a hobby <ul style="list-style-type: none">• Key learnings, approaching Gaming as a business vs a hobby?• What are the challenges and opportunities for Women in Gaming?	Jade Duckitt Creative Director & Game Designer, Sea Monster

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4.	14.30 – 14.40 (10')	Facilitated Q & A	Pedro Zambon , Game industry expert
5.	14.40 – 14.55 (15')	Session 2: What is the market potential of the local gaming industry in context to the rest of Africa? <ul style="list-style-type: none"> What are the market trends in SA, Africa and overseas 	Nick Hall , Founder, Make Games, South Africa
6.	14.55 – 15.05 (10')	Facilitated Q & A	Pedro Zambon
7.	15.05 – 15.20 (15')	Session 3: What is required to take your product to market? (market access) <ul style="list-style-type: none"> Which skill set is required? What technologies are needed to develop key skills for the Gaming sector? How do you take a game to market and what are the necessary tools you need, to take a game to market successfully? 	Limpho Moeti Producer and Business Developer, Nyamakop
8.	15.20 – 15.30 (10')	Facilitated Q & A:	Pedro Zambon
9.	15.30 – 15.45 (15')	Session 4: What support is available to women entrepreneurs in gaming? <ul style="list-style-type: none"> What is the role of Seda-supported Digital Hubs Are black women well represented in the gaming sector in the SA context? How do we support black women to make sure they are not left behind? 	Kelebogile Molopyane , CEO, AB4IR Founding Director, SA Drone Council
10.	15.45 – 15.55	Facilitated Q & A:	Pedro Zambon ,

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	(10')		
11.	15.55 – 16.05 (10')	Session 5.1: International Case Study Navigating the Gaming Industry – from Incubator to independent studio <ul style="list-style-type: none">• Wins and key learnings• Gaming ecosystem and building locally• Radical Rebuilds: using games as tools to re-think & re-imagine perspectives and standards of design in social structures and impact creation	Bethlehem Anteneh, Program Manager and Game-Thinking Lead at Goethe-Institut for EnterAfrica
12.	16.05 – 16.15 (10')	Facilitated Q&A, panel discussion	Pedro Zambon
13.	16.15 – 16.30 (15')	Summary take away messages and way forward	Annie Sugrue, Gender Equity & Social Inclusion expert, EDSE

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Speaker Profiles

Speaker/Panellist/Facilitator	Profile
<p>Jade Duckitt</p> 	<p>Jade Duckitt is a Creative Director and Game Designer at Sea Monster, as well as a shareholder and board member of Sea Monster, South Africa's prominent producer of games that aim to educate and create social change. In her role as Creative Director, she has designed and delivered multiple games and Game-based solutions for many prominent local and international clients.</p> <p>Her work includes using games to promote health education for Cipla, financial literacy for Old Mutual and Alexander Forbes, as well as retail promotions for Shell and Pick n Pay. She is also lead game designer on an upcoming virtual reality game "The Last Maestro" that aims to use music to promote mental health.</p> <p>Apart from designing games. Jade is passionate about telling stories through multiple mediums.</p>
<p>Limpho Moeti</p> 	<p>Limpho Moeti previously worked at Free Lives (Broforce, Gorn) and was deputy festival director of South Africa's playful media festival, Playtopia. Currently she works as a producer/biz dev at Nyamakop, developing African-inspired video games. In her spare time she thinks of ways to smash the patriarchy, topple capitalism and who was the best movie Batman. She is definitely not a robot sent from the future to destroy humans but her boss did call her the "nuclear bomb of bizdev"</p> <p>Experienced Festival Organizer with a demonstrated history of working in the game development industry, doing business development.</p>

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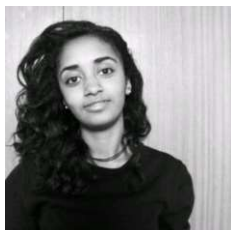


Kelebogile Molopyane



Kelebogile is an Entrepreneur, Mindset Coach, published author and currently the CEO for AB4IR and one of the Founding Directors of the Drone Council South Africa. She is one of TETA's Aerospace Chamber members and has recently been appointed to be a part of the ZAIGF Committee. Ms Molopyane has 19 years' experience in the enterprise development space across all industries and 12 years' experience in professional coaching. Over the past 10 years she has been instrumental in setting up business incubators and accelerators across South Africa. She recently achieved her MBA through Mancosa where her dissertation focused on the effect of business incubation on the success of start-ups.

Bethlehem Anteneh



I am an Architect and Game-Thinking designer interested in ways of how physical environment, challenges and their Game-Thinking overlap to create spaces and activities that elevate human activity, thought and experience. I have designed and facilitated 11+ workshops around 8 countries. I am crazy passionate about finding different perspectives/understandings; designing new, simple and playful solutions. In this regard, I have been on 8+ different stages around Africa and Europe, to name some: Gamescom, Nordic Game Jam, AfricaTech Summit, Urban Age Conference, AMAZE fest, to name a few.

Nicholas Hall



Nicholas is a Business Development Manager at RenderHeads Limited, as well as Chairperson of Make Games South Africa, the largest online community for game developers in South Africa. While as chairperson of the board, he lobbied on behalf of the games industry and organised stands for local developers at South Africa's largest gaming expo's rAge and EGE and formed part of a trade delegation representing South Africa at Gamescom 2015.

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Pedro Santoro Zambon, PhD



Pedro is a Manager of Spcine game, the first Brazilian game-exclusive incubator. Coordinator of GamesBR project, a hub of knowledge about the Brazilian Digital Games Industry. Market intelligence consultant for the games industry, providing services to policy makers and civil society institutions, such as Atragames (Brazilian Association of Digital Game Developers). PhD in Communication at FAAC / UNESP, studies the development of the industry through public and private initiatives.