

Zurich, 16. October 2018

PRESS RELEASE: Nine Swiss Game Studios Win Placements on the Ludicious Business Accelerator 2019

Nine innovative Swiss game studios have been selected to participate in the 2019 Ludicious Business Accelerator, a special business development program catering specifically for studios and talents across Switzerland.

The Ludicious Business Accelerator program has been part of the Ludicious – Zürich Game Festival since 2016. The chosen projects will gain valuable business training experience. Teams are instructed on project pitching and packaging by leading business coaches and industry experts before being introduced to specially invited industry guests at the Ludicious Festival in 2019. They will pitch their projects to buyers and exhibit their games to both industry and to the public.

The selected projects for the Business Accelerator 2019 are:

- «Between the Lines» by Ayane Stämpfli, Zurich, ZH
- «Dark Matters» by Severin Walker, Zurich, ZH
- «Derailed!» from Indoor Astronaut GmbH, Möriken, AG
- «Empire of Shadows» from Digital Shrine, Zurich, ZH
- «Legends of Cycladia – Blade of Darkonia» from Karios Games Sàrl, Geneva, GE
- «SNB19 (working title)» from Randerline AG & Inside Labs AG, Laax, GR
- «Soup Raiders» from Team Kwakwa, Lausanne, VD
- «That Failed Bank Robbery» by Simone Guggiari, Zurich, ZH
- «Untitled Project (TBA)» from Blindflug Studios, Zurich, ZH

More details about the projects can be found on the festival's website:

<http://www.ludicious.ch/festival/#ludicious-business-accelerator>

The jury was comprised of the following:

- Chris Bergstresser, President of Ludicious – Zürich Game Festival, MTG Sweden
- Jason Della Rocca, Co-Founder Execution Labs, Canada
- Tobias Kopka, Artistic & Conference Director, Ludicious – Zürich Game Festival
- Michael Reaney, Managing Director, Ludicious – Zürich Game Festival
- Angela Blank, Marketing & Communications, Ludicious – Zürich Game Festival

Projects were evaluated in terms of their gameplay, commercial potential, business goals, and suitability for exhibition at the Ludicrous Festival in Zurich. The jury were impressed by the standards of submissions and eventually agreed on nine games that have exceptional potential.

Chris Bergstresser, President of Ludicrous – Zürich Game Festival said:

“Once again, we received a high number of excellent submissions. The nine selected studios now receive valuable business training courtesy of Venturelab and attend special industry related workshops with game veteran Jason Della Rocca, before they will be connected to the relevant international industry representatives to create real opportunities for development and investment. The Ludicrous Business Accelerator Program has already created several success stories and is an essential component of the Swiss games industry.”

The business coaching is conducted by Venturelab, that supports the best startups across Switzerland with effective programs.

Philipp Winteler, Co-Managing Director of Venturelab said:

“We are impressed by the quality of the games and the motivation of the participants. We are delighted to support the emerging Swiss video games industry.”

The program takes place at the Ludicrous Festival, January 31st to February 3rd 2019 at the Zeughaushof in Zurich. Tickets are available at an Early Bird rate until November 30th, 2018 at ludicrous.ch/tickets.

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Impressions from the Business Accelerator Program 2018

can be found [here](#)

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About Ludicrous

Ludicrous is a networking and exchange platform for game developers. It features an exhibition, a developer conference, workshops, competitions, matchmaking and networking opportunities on a national as well as an international level. The festival will show the most original games by young and upcoming studios and emerging game developers. The Ludicrous Business Accelerator connects experienced professionals with promising new projects and technologies.

Ludicrous - Zürich Game Festival

January 31st – February 3rd, 2019 at Zeughaushof, Zurich 8004 Switzerland

www.ludicrous.ch

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