

## **Steer Elite Internship Program**

### *Skills Assessment – Business Development Track*

Congratulations! If you are reading this, you have passed the first step of the Savvy Kickstarter Program application process! The second and last step of our application process includes the below skills assessment for the **Business Development** track for our 2025 cohort.

#### **DIRECTIONS:**

Savvy Games Group wants to position Saudi Arabia as a global hub for game development. Your challenge is to attract an international game studio to open a regional branch in the Kingdom. Your role is to craft a persuasive, research-based pitch and propose a clear outreach strategy.

#### **DELIVERABLES:**

You are expected to submit a single PDF file (max 10Mb) that includes the following 5 to 6 pages:

1. Studio Prospect Profile: choose 1 existing international mid-size game studio (not AAA, not indie) and justify why it is a great target for expansion into KSA.
  - Background on the studio, size, location, focus (Page 1)
  - Relevance to the MENA market or cultural synergies (Page 2)
  - Strategic reasons they would benefit from expanding to KSA (Page 3)
2. Biz Dev Pitch Deck. Build a slide deck to present internally to Savvy leadership. Your slides should include:
  - Brief intro of thrtarget studio, and high-level pitch of why KSA is an ideal destination (Page 4)
  - 2–3 concrete incentives Savvy or KSA could offer, and 1 proposed co-branded initiative or partnership idea (Page 5)

#### **ABOVE & BEYOND (OPTIONAL):**

If you want to stand out, submit the following: provide a ompetitive insight by choosing 2 countries or cities that are attracting game studios today (e.g., Singapore, Montreal, Stockolm). Compare their incentive programs, ecosystems, and pitch angles to Saudi Arabia's unique advantages: what they do well, what Saudi Arabia can do better, what to borrow, adapt, or avoid (Page 6)

#### **WE ARE LOOKING FOR CANDIDATES ABLE TO DEMONSTRATE:**

- Entrepreneurial thinking and creativity in outreach
- Understanding of business development and partnerships
- Ability to organize and present information clearly
- Market research and strategic thinking
- Attention to detail and follow-through

#### **PROCESS:**

- Generate a PDF file of the expected deliverables (maximum 10Mb).
- Upload the PDF(s) file(s) to the link you were provided for the 2<sup>nd</sup> step of the application process.

#### **DUE DATE:**

Refer to instructions received by email. Any late submissions will be withdrawn.