

AFRICA COMICADE

TODAY
2PM - 8PM

Gamathon '23 RECAP



Lagos, Nigeria + Virtual

11th - 30th Sept, 2023

SPECIAL THANKS TO



AFRICA COMICADE



About Gamathon



The Gamathon is Africa's premier convention of stakeholders in the Interactive and Immersive Media industry (Video Games, Digital Art, and Extended Reality) to showcase their works, network, and connect to opportunities for collaboration and funding.

It is a hybrid convention, consisting of Workshops, Industry talks, Panel sessions, Pitch competitions, Exhibitions, and a Game jam.

This is the Fourth edition of the Gamathon!



Why the Gamathon?

Africa is the Next Frontier !!!

The world is becoming more African, and Africa has some of the fastest-growing economies. 60% of Africa's population comprises of youths, and this is projected to increase by 50% in 2050, making it home to the youngest population in the world (the perfect gaming audience).

In a bid to transition from a consumer market to a creator economy, we have about 100 indie game studios across the continent, building games and working tirelessly to build an industry in our society, but very little is known of them. They also lack access to opportunities and networks that can help fine-tune their craft. **The Gamathon is the convention that spotlights and connects active stakeholders in the industry.**



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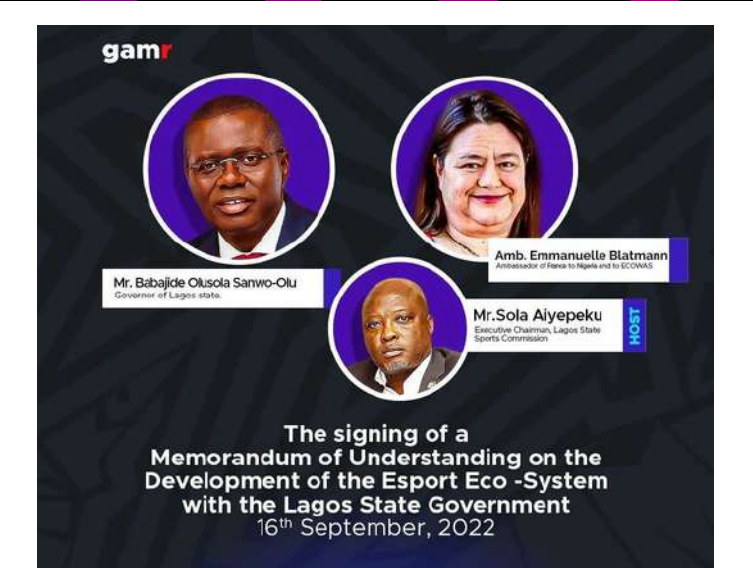
THE INDUSTRY IS GROWING



Masseka Game Studio obtains 300,000 euros to create a video game development hub in Senegal in partnership with the French Embassy in this country.



XBOX studio Game Camp holds across four cities in Africa. This image is from Lagos Camp.



Lagos state government signs a Memorandum of Understanding with the French Embassy for the development of E-Sports in Lagos, Nigeria.



Carry1St raises \$20M from investors including Google, A16z and more, as an African game Publisher. [Read more](#)



The Epic global team from India visited Nigeria to meet the Unreal Engine community and introduce several programs and pathways within the Unreal Engine Ecosystem.



TikTok Africa team begins intentional support for local creators in the Games and Gaming Industry



OUR 2023 THEME



What does this mean?

Following the development trend happening across the sector and internally, within our organization, We choose the theme “ pathways ” as a successor to the Year 2022 theme “Sustainable Creativity ”, as an opportunity to draw attention to the various business models and opportunities available for stakeholders in the sector to explore.

This year, We explored “ **Social entrepreneurship** ”, “ **Gamification** ”, “ Service Rendering/Content Creation ” and “ **Entrepreneurship** ”

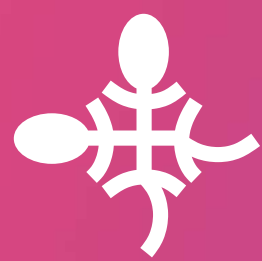


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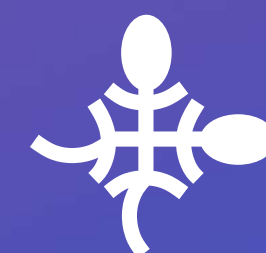


GDBAY





The Program



PANEL SESSIONS

Hear from Top African Games Industry leads and Global executives giving insights into the Industry.



TOUR OF LAGOS

Visit studios across Lagos, and Connect with Key stakeholders looking to collaborate with the Industry



PITCH COMPETITION

15 game studios from Across Africa pitch their games for publishing and Investment deals



EXPOSITION DAY

Attend the Exhibition and Prize giving ceremony .

GAME JAM

VIP INDUSTRY NIGHT

FILM SCREENINGS



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Full Program Structure

Sept 11 - 16

- Game Jam

Sept 18 - 22

- Game Jam Playtest and Grading
- Industry showcase & interviews

Sept 25- 30

Nest Hub	Studios across Lagos	Alliance Francaise	Odeya Center	Vibranium Valley	Muri Okunola
Mon	Tues	Wed	Thurs	Fri	Sat
Press Conference	Lagos Studio Tour	Workshops Film Screening	ARK Pitch Industry Gathering	Teen Expo	EXPO

OCT 12

ARK PITCH COMPETITION



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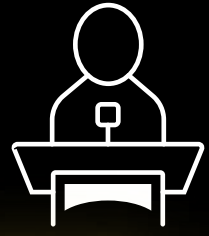


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How it Went

Our Numbers



30+

Speakers



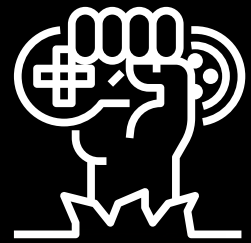
10

Delegates



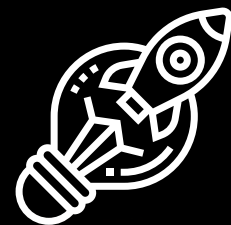
7

post-event deals



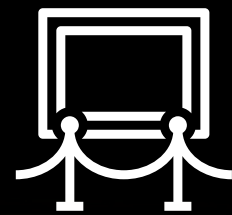
20+

Games Built during the Jam



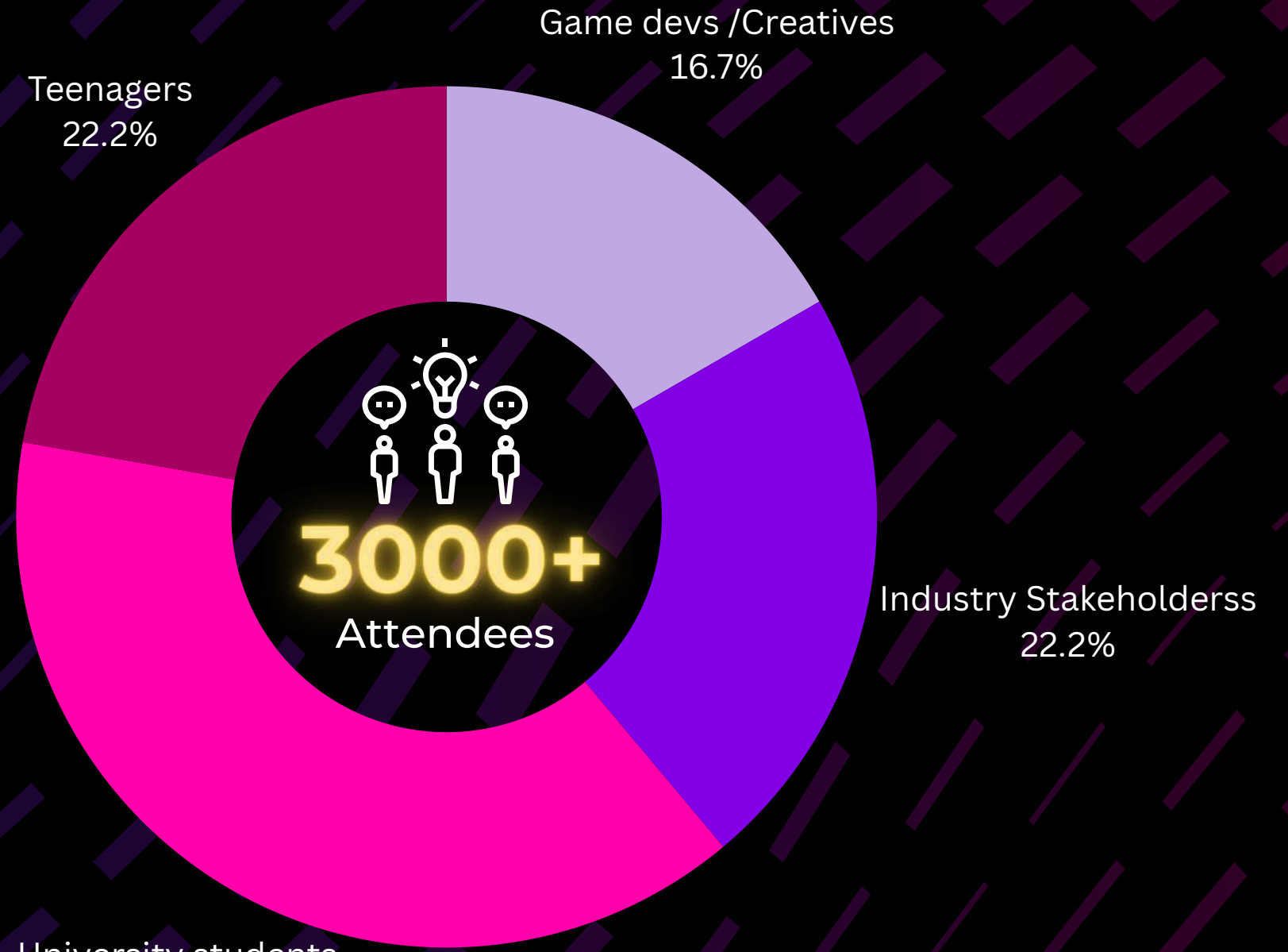
15+

projects presented at the ARK Pitch



500+

People Attended the Physical Expo



\$30,000

Awarded to stakeholders in the industry



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The Game Jam

11th -16th Sept, 2023

A Game Jam is a hackathon event for Game developers where they build games following a theme.

It is a fun way to build community and skills, through experimentation, collaboration, design, and coding challenge.

The theme for this year's game jam was "Pathways" for the PC Category and "African Hero/Heroine" for the Mobile category.

A total cash prize pool of \$3000 was shared across Winning teams. The top three winners from the Mobile category also got a publishing deal with Gara Store.

[Click me to play the PC Games](#)

[Click me to play the Mobile Games](#)

Outcomes

9 PC Games built following the theme "Pathways"

14 Mobile Games built following the theme "African Hero/ Heroine"

\$2000 PC Jam Prize pool

\$3000 Mobile Jam Prize pool

\$25,000

Went into the ARK Pitch competition



MAIN GAME JAM SPONSOR >>>



www.gara.store

Our Speakers



TEMI AFOLABI

Global Expansion , Microsoft Gaming



AMÉLIE FABRE

Co-Founder, Gara Store



AHMED MAAWY

Lead Godot Advocate in Africa



JANET EJEBU

Co-Founder, Gara Store



OLUWASEYE AYINLA

Nigerian Games Industry Veteran



AMANDA DUARTE

Women Game Jam , Canada



DARA OSIBO

Principal, Green House Capital



ADA AGUOCHA

Senior associate, Banwo & Ighodalo



MARGHERITA MARINI

IP Commercialization Specialist , WIPO

Clickable Notes



Access the WIPO resource on IP for Video games



All sessions and more are available on Youtube



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Our African Delegates



WENDI NDAKI

Wendi stands as a leading figure in the African video games industry, dedicated to demystifying its growth and bridging information gaps to empower creative tech businesses. She is the founder of WAI Network, where she showcases exceptional games and animations while spotlighting the remarkable individuals shaping these creative endeavors. She also freelances and works with global brands to promote the African Video Games Industry.



www.wendiartit.com/



RAHMA SELEMAN

Rahma is a development Practitioner well experienced in STEAM, Sustainable Business, Climate Action, Gender Equality, and Youth Development Programs especially youth-led accountability and meaningful youth engagement. She is a member of Enter Africa, where she leads the Tanzanian region. Enter Africa is a creative Pan-African organization that exists to enhance the living conditions of African people by creating a gaming ecosystem that represents African culture and reimagines African futures. Rahma is focused on building bridges and programs that connect and strengthen the ecosystem.



<http://enterafrica.info/>



PATRICE DE-SOUZA

Patrice, founder of Kairos Games studio, is a gameplay Programmer, Writer, and community builder in the Benin Republic Video games industry. He is passionate about the development of the African Video games industry and working towards bridging the gap between francophone Africa game development community and the rest of Africa.



MARK LETSA

Mark is an IT Specialist and veteran Game developer, focused on supporting the growth of the African Video games industry through training, mentorships, promotional activities, and more. He founded the Solo Game Dev Showcase, an Indie games showcase event for Ghanaian game developers to present their works to their peers and get feedback. He also cofounded CDL games with his son, Cyril Letsa, where they build education games for children and distribute it freely to schools in Ghana.



Connect with him



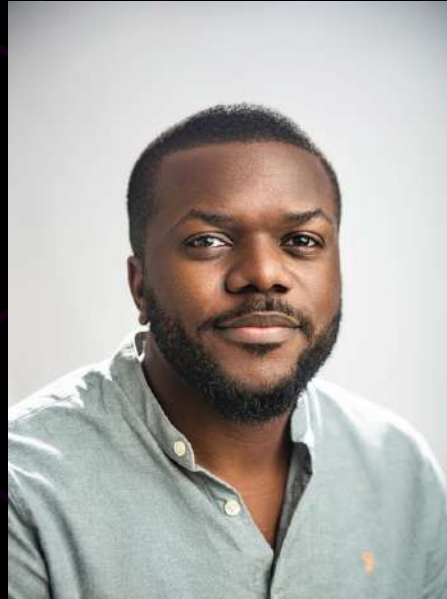
CYRIL LETSA



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Our Nigerian Delegates

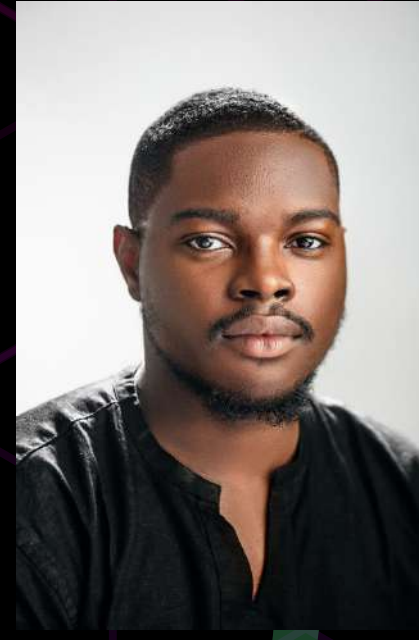


EDU SHOLA

Edu Shola is a Nigerian Video Games Industry Lead. He is the founder of Deluxe Entertainment Studios and a core member of the Nigerian Video Games Developer Association. Over the years, He has been instrumental to the development of the Games Industry in Nigeria, building bridges with several governmental and corporate bodies, mentoring budding game developers in the ecosystem and creating avenues for the promotion of Nigerian Video games.

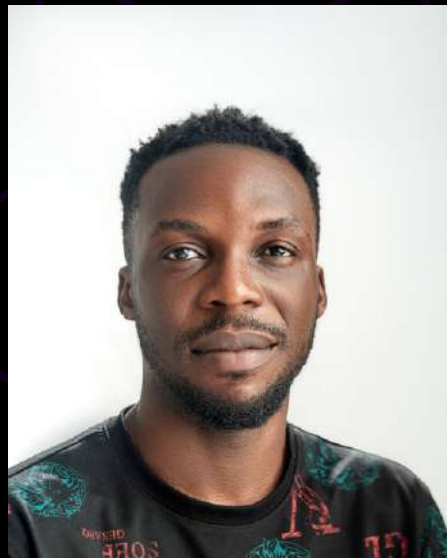


<https://www.deluxecreation.com/>



OBALOLUWA AJIBOYE

Oba is an Innovation Manager with a strong track record of successfully leading and executing projects across diverse sectors in both the private and public domains. He is also a fellow of the African Union Digital and Innovation initiative, where He focused on co-creating and building innovative youth-centric programs that improve the delivery of the African Union's mandate, especially in the context of good governance and citizen engagement.



LOUIS WHYTE JONAH

Louis Whyte Jonah is a highly skilled UX designer and games industry advocate. He is also the founder of Gameverse Africa, a company dedicated to revolutionizing the accessibility of game development education in Africa. Through Gameverse, He has actively been building the Games development community in Southern and Eastern Nigeria.



<https://www.gameverse.africa/>



YIMIKA OLATUNJI

Yimika is a Gaming and eSports Content creator and Manager, creating cutting-edge videos, articles, and more, that promote the activities in the African and global esports industry. He works as the lead editor and Content Manager with Maxwryte, a startup that provides refined high-quality content that connects with the gaming community and drives growth.



www.maxwryte.com/

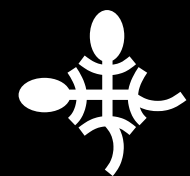
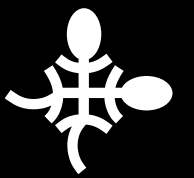


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MAIN EVENT



WEEK RECAP



GAMATHON OFFICIAL LAUNCH

SEPT 25, 2023

The official launch of Gamathon took place at NEST Technology and Innovation Park on September 25th, with key stakeholders from across the continent in attendance. Oscar Michael and Abdulkabir Adewale, co-founders of Africacomcade, opened the ceremony with a background to Africacomcade and the Gamathon whilst the delegates from outside Nigeria; Wendi Ndaki (Kenya), Patrice de-Souza (Benin Republic), Rahma Seleman Jumanne (Tanzania) and Mark Letsa (Ghana) shared their insights into the state and future of the gaming industry in Africa.

The event was live-streamed to online attendees on YouTube via MeetoMatch, the Games industry's standard platform for events and matchmaking. The day concluded with a photoshoot session for all the stakeholders in attendance as well as instructions on how to participate in the following events/activities.



S U P P O R T E D B Y



<https://thenest.com.ng/>

STUDIO TOUR

SEPT 26, 2023

Day Two of Gamathon focused intently on a tour of creative studios across Lagos, Nigeria.

We were honored to be hosted by the staff and members of Magic Carpet Studios, Radioxity Studios (a stop-motion animation studio), and Comic Republic.

Stakeholders had the opportunity to discover the various projects developed by these studios and interact with their leadership team: Special thanks to Ferdinand Adimefe, Esther Gbadamosi, and Jide Martin for making themselves available on this occasion.



Radioxity Media, Nigeria's No.1
Stop Motion Studio



Delegates posing for a picture



Delegates posing for a picture



Jide Martin, Founder of Comic Republic,
Africa's Largest Comic publisher.



S U P P O R T E D B Y



www.radioxitymedia.com/



<https://thecomicropublic.com/>



<https://magiccarpet.studio/>

LEGAL WORKSHOP, COMIC EXHIBITION & FILM SCREENING

SEPT 27, 2023

On day three, participants attended a legal workshop with the Staff of BANWO & IGHODALO, one of Africa's largest law firms, discussing the importance of having legal representation, intellectual property, and more.

The day ended with a visit to Alliance Francaise Lagos, where attendees explored the Hall of Spirits exhibition by Vortex Comics and enjoyed the screenings of four animated short films; Ajaka: Lost in Rome by Spoof Animation, Thought Power by Edu Shola, Bushido by Utopia studios and Mark of Love by Hermann Kayode.



S U P P O R T E D B Y



<https://www.afnigeria.org/lagos/>



www.banwo-ighodalo.com/

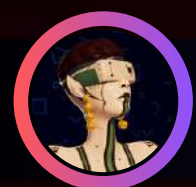
INDUSTRY GATHERING

SEPT 28, 2023

The main industry event and ARK Pitch took place on Thursday 28th September at Odeya Event Center, featuring talks, panel sessions, and Pitch competitions.

We had talks on Intellectual property with Ms. Juliana Oboh-Joseph and Margerhita Marini of the World Intellectual Property Organization ([WIPO](#)) under the moderation of Iyke Bede. We also had a panel on Bridging the funding Gap in the African Creative Industry by Michael Akuchie ([TechNext](#)), Dara Osibo ([GreenHouse Capital](#)), and Ada Aguocha ([Banwo & Ighodalo](#)), followed by presentations from other stakeholders in the industry.

The night ended with exhibitions and a Pitch competition for stakeholders physically in Nigeria, sponsored by [LG Electronics](#). Two Game studios, Dimension 11 (Makers of Legends of Orisha) and Inuv8 Studios (Makers of Midnight Dream) won in the PC and Mobile Categories respectively, going home with a 65"LG Smart TV each, as prizes for emerging as the winners.



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TEEN EXPO

SEPT 29, 2023

About 100 students were in attendance from 3 secondary and primary schools across Lagos, including EarlyBrite, a leading STEM club in Nigeria.

The students got to learn about the several career pathways in the creative industry (special thanks to Louis Whyte), as well as get key advice on learning how to code and kickstart their career in the industry. After this, it was fun and games, with the kids testing out the African-made game and animation projects on exhibition and giving their feedback.



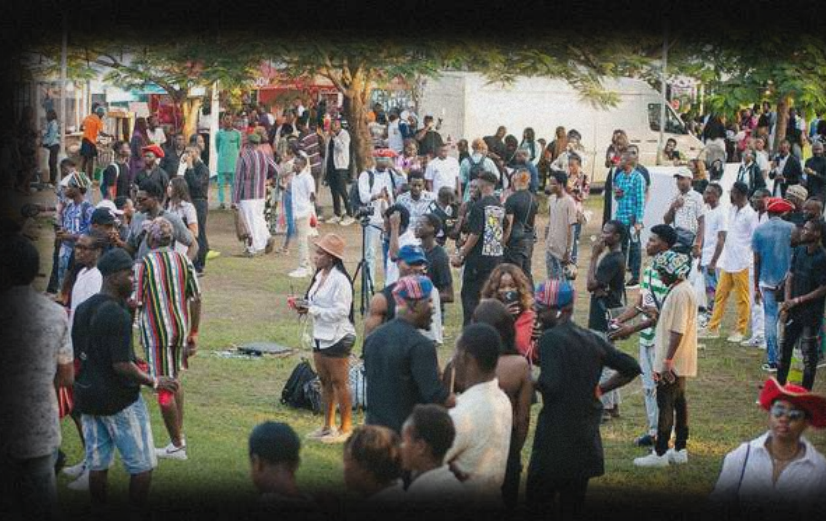
SPECIAL THANKS TO



EXPO & CREATIVE BLOC CARNIVAL

SEPT 30, 2023

The Gamathon concluded with a fun-filled day at the Creative Bloc Carnival, featuring wonderful musical performances. Games, competitions, exhibitions and more. Lots of Prizes were won by participants, thanks to LG, The Lacasera company and the other brands exhibiting.



S U P P O R T E D B Y





[Access all photos Here](#)



Next Steps for the studios!!!

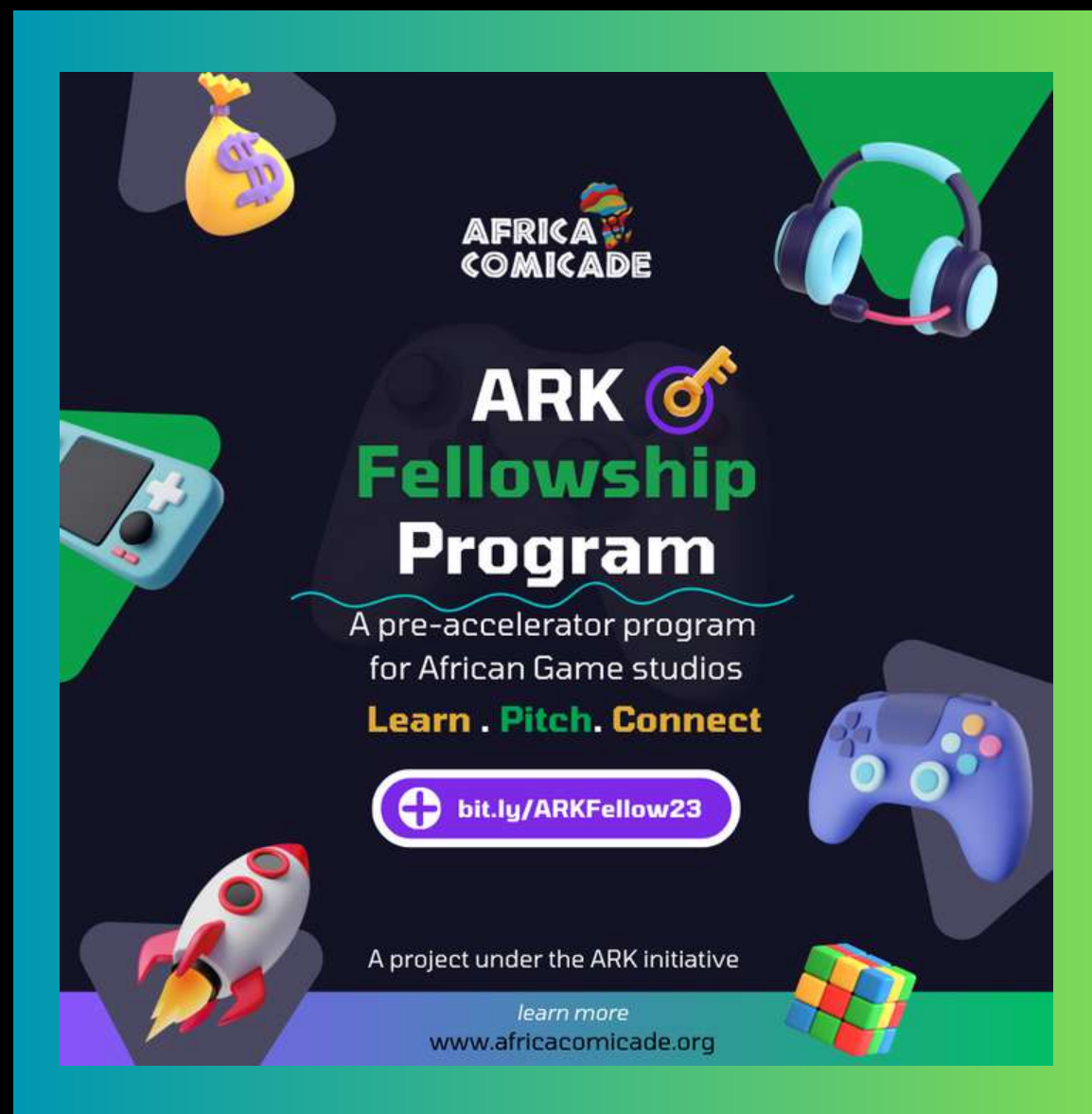
- Gain access to the ARK pre-accelerator.
- Take a trip to attend Africa Games Week in South Africa.
- Win a prototype grant from a \$25,000 Prize pool.
- Get valuable feedback and Insights from publishers and Industry Leads.
- Access opportunities to pitch and connect at global events and more...



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What's Next



AFRICA COMICAIDE

ARK Fellowship Program

A pre-accelerator program for African Game studios

Learn . Pitch. Connect

bit.ly/ARKFellow23

A project under the ARK initiative

learn more www.africacomicaide.org

The advertisement features a dark blue background with various gaming-related icons: a money bag with a dollar sign, a pair of headphones, a game controller, a rocket, and a Rubik's cube. The Africa Comicaide logo is at the top left, and the ARK Fellowship Program title is in the center.

An investor and growth readiness program for African Game studio founders to improve their business acumen and get connected to opportunities.

bit.ly/ARKFellow23



Interested in joining **The African** Immersive and Interactive Media Industry

Apply for the **AFRICA COMICAIDE SPARK FELLOWSHIP**

A 9-month Digital Creative Skills Training Program

Apply by : Dec 10, 2023

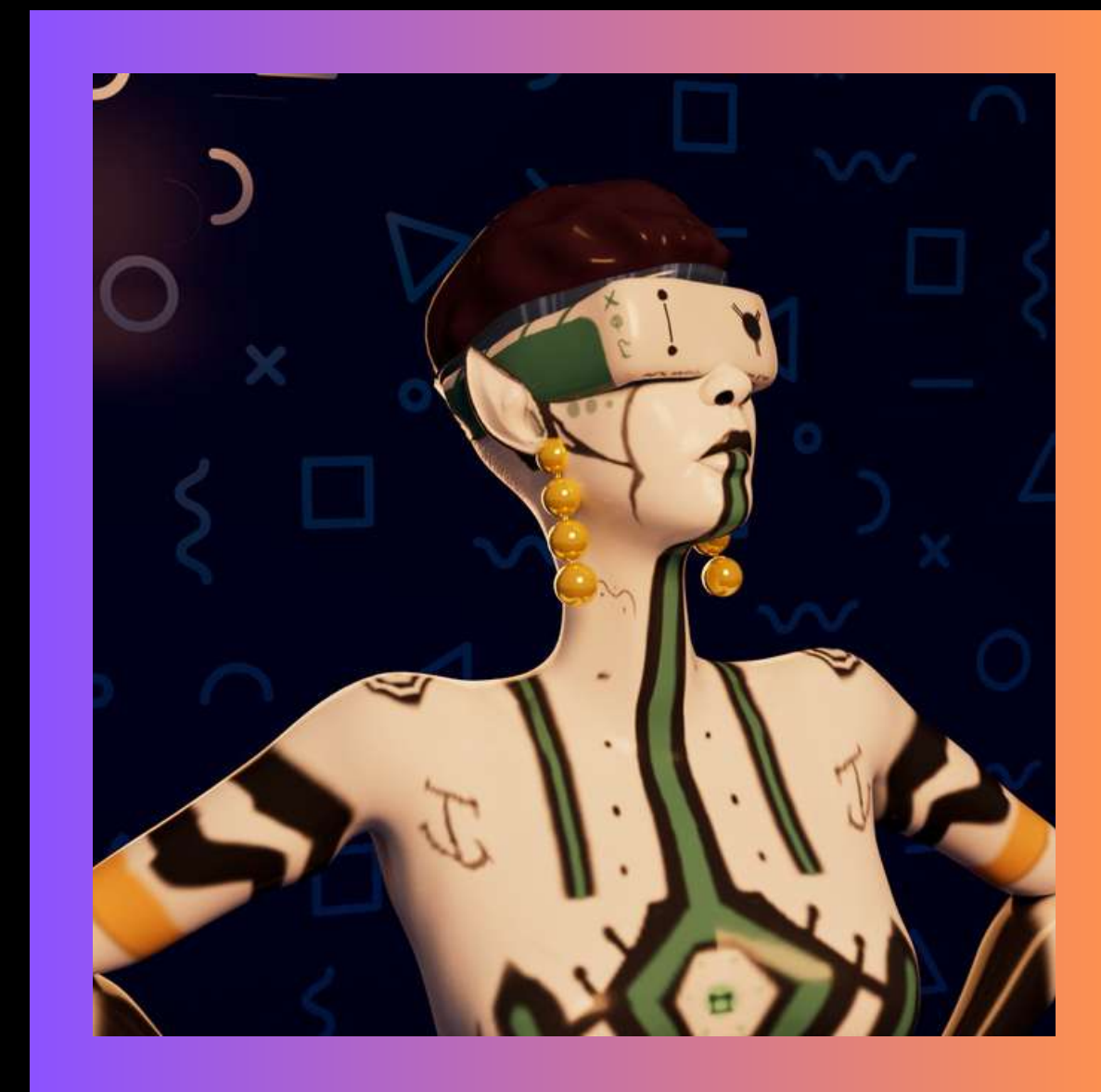
Learn more: africacomicaide.org/sparkfellowship

In partnership with 

The advertisement features a dark blue background with a person wearing a VR headset. The Africa Comicaide logo is at the top right, and the SPARK Fellowship title is in the center. The text is arranged in a vertical flow from top to bottom.

A 9-month digital skills empowerment program for the video games, immersive, and interactive media industry, backed by Unity3d and Jobs for the Future (JFF) to groom the Workforce of the Future.

<https://dub.sh/spark>



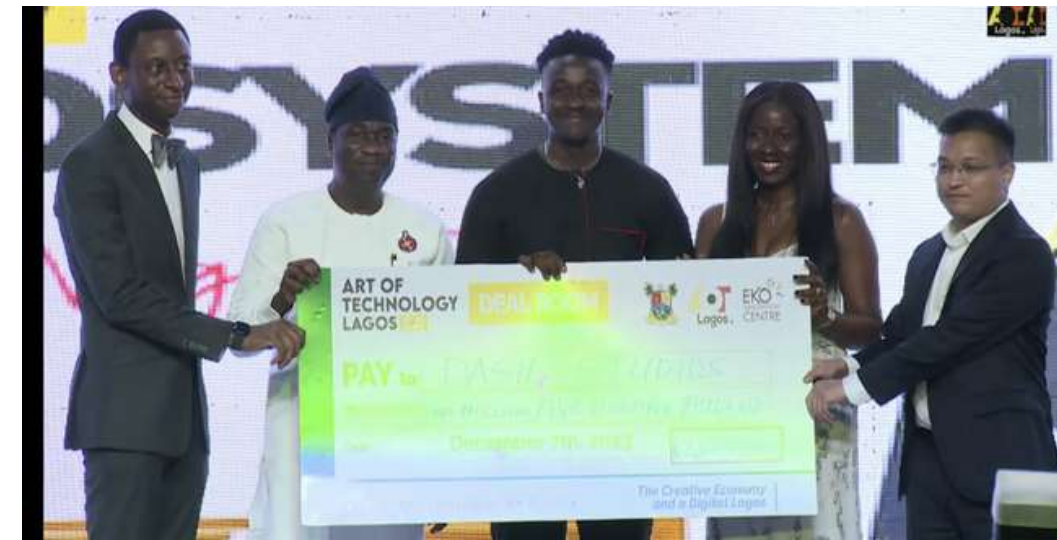
Gamathon 24 will be returning from 9th- 28th September, 2024. Join us in making it bigger and more memorable.

[Contact US](#)



THE WORK CONTINUES

Post Gamathon, stakeholders in the Video Games and XR industry have been garnering recognition by securing victories in unconventional places and competitions, including OCN, AOT 5.0, and Lagos Meet. These successes underscore the growing prominence of the Video Games industry across Africa!



Dash Studios, makers of the Mobile Game. "Nouns Hunt", wins the Art of Technology Investors Dealroom Pitch competition.



Africacomicaide Got recognized as the "Voice of Game development in Nigeria" by Gameit9ja.

Community of the Year

An industry can only truly survive by innovating, but it can also secure its legacy by establishing a foundation for future generations to tread, learn and grow from. This event continues to take significant strides in providing budding talents with the skills needed to survive in the harsh glare of an evolving games industry.



Winner - AfricaComicaide

Africacomicaide won the "Community of the Year" at the Games Industry Africa Awards.



Deluxe Entertainment studios wins the Orange corner Incubation programs for Innovative startups across Nigeria



Team Wondermen, involving Matthew Isikhuemen, co-lead of Unreal Engine Nigeria, wins the Lagos Meet 3D Billboard competition.



PARTNERS THAT MADE G23 POSSIBLE



The id@XBOX acceleration program is actively seeking out and empowering developers from underrepresented regions with unique perspectives to create games that appeal to the diverse audiences on Xbox.

[id@XBOX Accelerator](#)



Gara is the one-stop shop for accessing premium African gaming and comics content. They allow gamers to access games and comic content and facilitate the global distribution of Games made by Africans.

[Gara Store](#)



Indie Game business is a platform that educates stakeholders in the Video Games industry on the business of Games, through resources, podcasts, and webinars to level the playing field for companies around the world.

[Indie Game Business](#)



LG is a leading consumer electronics brand that delivers products and services that make lives better, easier, and happier through increased functionality and fun.

[LG Africa](#)

GDBAY

GDBAY is an online community platform for the Games Industry, allowing stakeholders to explore business opportunities, communicate, pitch, attend events, trainings and more.

[GDBAY Platform](#)



MeetToMatch is the global Video Games industry's go-to matchmaking and events platform providing an avenue for stakeholders to organize their events and meetings.

<https://www.meettomatch.com/>

PARTNERS THAT MADE G23 POSSIBLE



Enter Africa is a Pan-African organization of stakeholders in the creative industry that exists to enhance the living conditions of African people by creating a gaming ecosystem that represents African culture and reimagines African futures.

[Enter Africa](#)



The Alliance Française of Lagos is a Nigerian not-for-profit institution dedicated to the promotion of French language, francophone cultures, and the promotion of cultural diversity.

[Af Lagos](#)



The Nest Innovation and Technology Park is an Innovation hub in Lagos Nigeria, that runs a community and provide several services that supports the growth of the startup ecosystem

[Nest Hub](#)



Banwo & Ighodalo is a top-tier law firm in Corporate and Commercial Law with a proven and credible track record in International Trade, Commercial Litigation, Intellectual Property, and Arbitration.

[Banwo-Ighodalo](#)



MaxWryte is an innovative brand that focuses on providing refined written and video content services across various niches.

[Maxwryte](#)



Technext.ng is Nigeria's go-to site for Tech and Business-related News, Reviews, and Insightful Analysis.

[Technext.ng](#)



Be Ahead of the Crowd !!!



Join us in curating Gamathon 24 as a Sponsor or Partner.

Let's Build the African Games Industry Together!

Oscar Michael Esio

Founder / Programs Coordinator

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[☎ +234 816 687 5833](tel:+2348166875833)

Asunogie Nimat

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Community .Sponsors. Media partners



