



The only one of its kind on the East Coast and one of only four global affiliates, the Virginia Serious Game Institute (formerly known as the Simulation & Game Institute) supports early-entry entrepreneurship into the electronic simulation, modelling and serious game design industry. As a new business incubator, the Institute offers cutting-edge computer design research and development, access to visualization and simulation software, training, product development, business support and rapid-prototyping.

The [Virginia Serious Game Institute](#) (VSGI) is presently home to five start-up businesses that have collectively created over 35 jobs and generated over \$500,000 in corporate support. Through VSGI, these companies now have a solid roadmap to product commercialization and direct access to marketing channels - presenting real opportunities and creating future jobs in an \$80 billion industry that is growing 7% annually.

Established in 2013, through public-private partnerships with George Mason University (Mason), Prince William County, Virginia Economic Development Partnership and the Mason Enterprise Center the VSGI is housed in a world-class collaborative research environment in Mason's Prince William Campus. As Computer Game Design is one of the fastest growing academic disciplines at Mason and in the Commonwealth of Virginia, the VSGI hosts the Summer Game Institute (SGI), summer camps and workshops for public school students. It also fosters an outreach partnership with larger, well-established Information Technology (IT) firms who allow students to get real hands-on learning experience.

Today, VSGI has the potential to house up to 10 startups and has gained industry-wide recognition from private IT sector partners like Microsoft Studios, Google Glass, Boeing, the Entertainment Software Association and the Northern Virginia Technology Council, to name a few.

## Key Facts

- Over 60 Mason students have interned with VSGI, its resident companies or assisted in teaching for the SGI
- Over 30 undergraduates students are working on applied-research teams, developing cutting-edge simulation and game solutions
- VSGI is located in George Mason University – Prince William Campus, Innovation Park, Prince William, VA, approximately 26 miles south of Washington, DC
- VSGI has 4,000 sf of dedicated offices, studios, research space and a product development lab
- Prince William County is Virginia's 2<sup>nd</sup> largest, 4<sup>th</sup> fastest growing County and home to over 700 IT firms and 3,840 IT employees
- Prince William County is a Hi-Tech Hot Spot with an annual average growth of 2.8% in hi-tech jobs, compared to VA of -0.3% or the Nation at 0.7%, according to Jobs EQ

## Vision & Mission

Prince William County is committed to establishing a "center of excellence" in Innovation Park, Prince William, VA and build on the growing momentum in entrepreneurial computer game design in the Mid-Atlantic region. The VSGI mission is to support translational applied-research in the areas of simulation, modelling and game design, rapid prototype development, high-value knowledge job creation and regional economic development through start-up business incubation and spin-out of high growth companies leading to commercialization.

## Public-Private Partnerships

**Prince William County represents a snapshot of America's future.** By bringing together government, industry leaders, educators, experts and supporting the VSGI, Prince William County demonstrates the successful partnerships and many attributes and benefits of doing business in the County.

Emerging companies that are chosen to reside in the VSGL will receive business assistance services through the Prince William County Department of Economic Development. As one of the County's key target industries, IT firms qualify for priority treatment, expedited permitting and high consideration for incentives.

Corporate support for business acceleration and growth into new industries, such as: cyber security, defense, education and healthcare as well as business decision-making guidance is provided by VSGL Donor Partners: Beck Foundation; Carney Labs Inc.; Entertainment Software Association; Leaseweb USA Inc.; and Zaah NY.

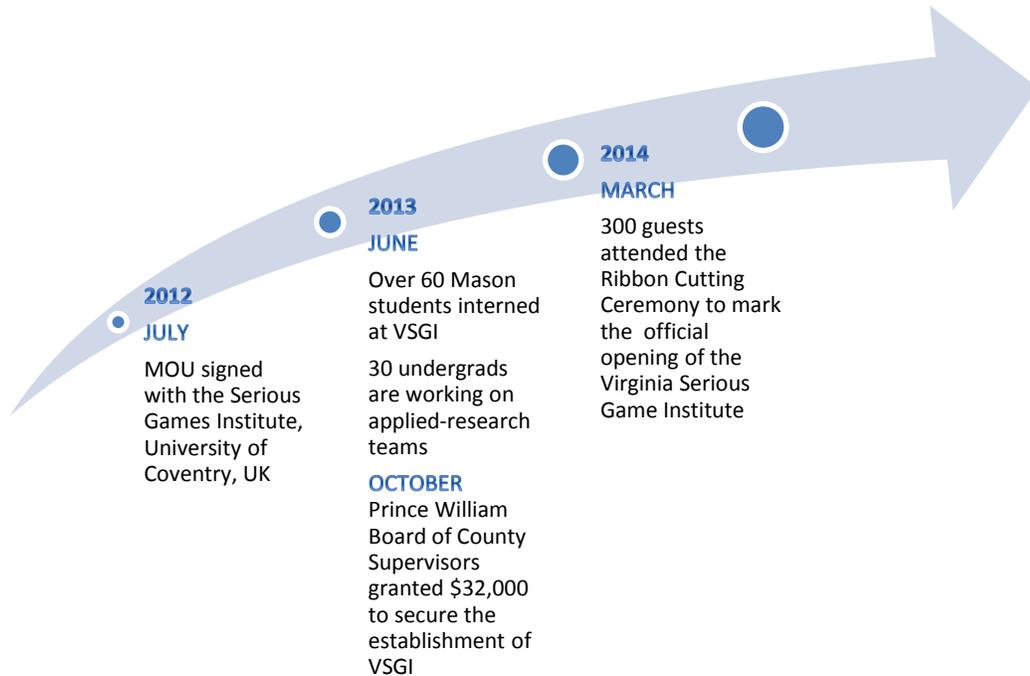
### Start-Up Businesses

The resident companies present in the VSGL are: American Association of Colleges of Pharmacology (AACCP); Little Arms Studios; Professions Quest; Scriyb; and Stillwell Technology & Robotics. These companies have already created over 35 new highly-skilled jobs that significantly contribute to the economic vitality of the community.

### Global Affiliations

VSGL is affiliated with the Serious Games Institute, which is an operating division of the University of Coventry in the United Kingdom, MDA SGI Singapore, SGI (Northwestern) South Africa and SGI at Murdoch University in Perth, Australia. The benefits of this collaboration include international outreach for products and services and shared disciplines to expand and augment discoveries.

### Milestones



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