

CAMBRIDGE GAMES FACTORY

Games Submission Procedure

Updated July 30th, 2006



Thank you for your interest in our company!

We're very open to game submissions from game designers although as brand new company we have very informal guidelines and procedures--if you're willing to work with us as we set them up then we'd love to take a look at your game.

A few quick disclaimers:

1) For a small company like ours almost all of the cost of getting a game to market is in the play-testing, graphic design, printing and promotion of the game--if a game is successful enough to generate enough royalties to the game designer to make a difference to the publishing cost, it is also successful enough that we're very happy to be paying those royalties, especially as having the game designer around to promote their game makes for great publicity. That said, we design and publish games. While we have no interest or incentive in 'stealing' your game, we're not going to spend the rest of our careers making sure that no game we design or help develop is remotely similar to it in any way--so **if you choose to show us your game you do so at your own risk.**

2) Our business model is to start games out on short (500 or 1000 units) print runs and then invest in larger print runs once they've started to demonstrate their success. For the reprinted games we intend to pay industry standard royalties (5% of net wholesale selling price), but on the initial print runs we pay in product instead—you'd receive 25 or 50 sample copies of your game to sell, trade or give away as you see fit.

3) Most games are not Monopoly, Risk or Settlers of Catan. We're too new to have our own track record yet, but industry research suggests that unless they're produced and marketed by Hasbro even 'good' games rarely sell over 25,000 units which might earn you ~\$10K over several years.

If you're still interested in having us take a look at your game, please send a proto-type copy to the address below and we'll play it through and give you our feedback (good or bad!) as well as whether we see options to move forwards.

Cheers,

Ed Carter
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Questions or comments? Please e-mail: ideas@cambridgegames.com