



IN4.0™
Group

Creative Solutions International Bootcamp

Impact Report: September 2023


ithra
by **aramco**

الطريق
الابتداعية
**CREATIVE
SOLUTIONS**

audiura
Immersive Aura of Audio

CONTENTS

- 3 Foreword
- 4 About IN4 Group
- 5 About the International Bootcamp
- 7 Cohort demographics
- 8 A timeline of delivery
- 9 Creative challenge
- 10 Key outcomes
- 12 Feedback and review
- 14 The future of Creative Solutions

"The Creative Solutions bootcamp was more than just a training ground; it was a global stage where our local talents showcased their brilliance. We are not just nurturing innovators; we are fostering pioneers who will redefine the immersive tech landscape."



Miznah Alzamil
Head of Creativity and Innovation at Ithra

FOREWORD

IN4 Group, an award-winning UK technology group, signed a memorandum of understanding on 5 August 2023 with The King Abdulaziz Center for World Culture (Ithra by Aramco), Saudi Arabia's leading cultural and creative destination for talent development.

This pioneering collaboration is designed to boost the Kingdom's creative economy by empowering digital content creation in immersive technologies.

Over the last two years, IN4 has engaged 73 creative individuals during cohorts two and three of Ithra's Creative Solutions programme.

In cohort two, IN4 supported 10 projects in

total with six being developed through IN4's Skills City bootcamps.

In cohort three, eight projects were supported - five were funded and provided with production oversight and technical support. Three were tech track projects that trained 14 individuals in Unity and Unreal game engine development, and delivered three virtual reality prototypes.

CREATIVE SOLUTIONS PROGRAMME OUTCOMES

2022		2023	
105 Submissions	15 Ideas selected	187 Submissions	15 Ideas selected
10 Finalists	35 Creative participants	38 Creative participants	15 Masterclasses
14 Masterclasses	2 Skills development tracks	2 Skills development tracks	370 Training and development hours
320 Training and development hours			

ABOUT IN4 GROUP



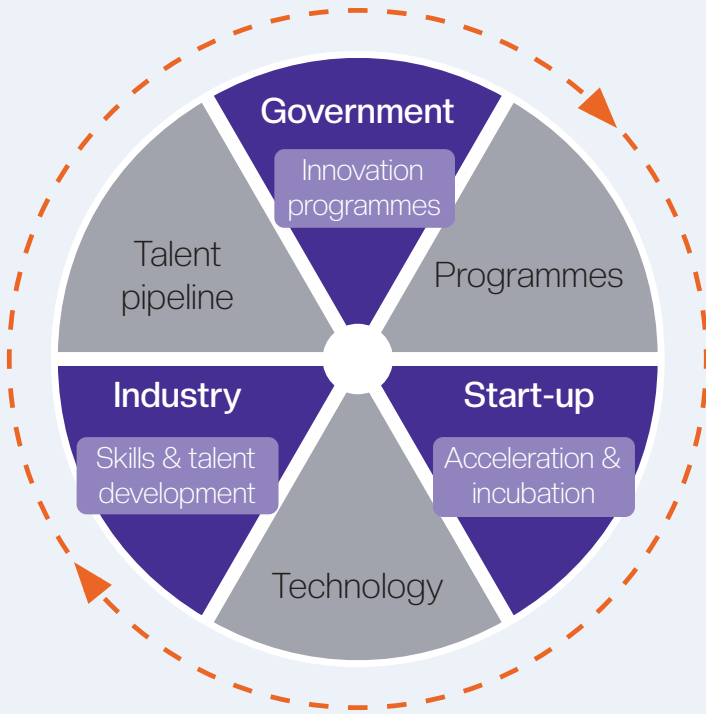
IN4 Group is an award-winning technology group, driving prosperity for businesses and communities. Delivering a unique technology acquisition solution through its programmes and services, IN4 delivers educational enrichment to enable economic empowerment. At the heart of this is the Group's commitment to ensuring fair access to technology futures for all.

MORE THAN A SKILLS PROVIDER

THE IN4 REGIONAL BLUEPRINT

TRAINING

One of the largest digital technology skills bootcamp training providers through Skills City



INNOVATION SERVICES

A leading operator of innovation hubs serving Governments, Enterprises and SMEs through our **Applied Innovation Labs** and adoption programmes. Creating organic demand for Skills City talent by supporting business growth

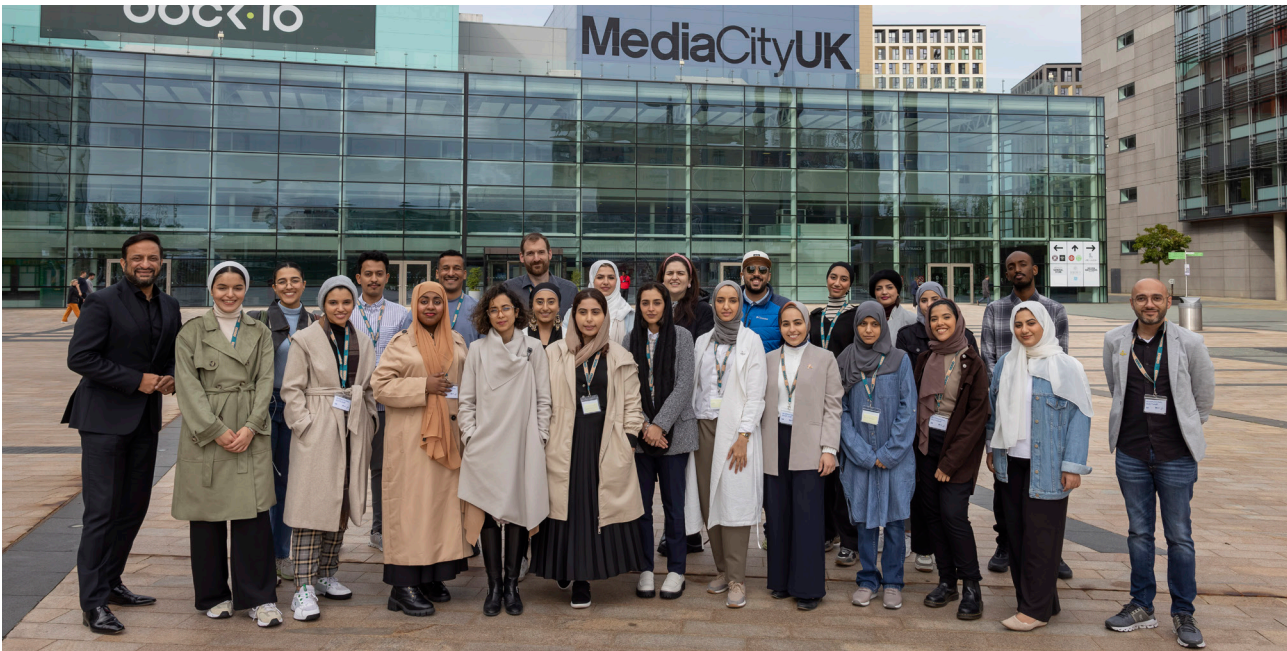
START-UP SUPPORT

An award-winning portfolio of start-up accelerator and incubation programmes. We enable intellectual property to be created and businesses to scale within local economies – further driving demand for Skills City talent

ABOUT

THE INTERNATIONAL BOOTCAMP

In partnership with Ithra, IN4 delivered a week-long International Bootcamp in September 2023 in Manchester and London, UK, with 16 immersive creatives from Saudia Arabia, where they grew their networks and developed their skills in digital storytelling.



How it worked

Workshops

The International Bootcamp featured a variety of workshops that served as an introduction to the UK's immersive ecosystem, combining a passion for the real-world application of immersive technologies with the hands-on experience of operating in the UK creative industries.

Creative Challenge

The cohort was set a creative challenge and had access to a broad spectrum of relevant UK infrastructure networks and links. They had to solve a challenge using their knowledge from the Creative Solutions programme, and the specialist skills they had gained from the International Bootcamp.

Networking

The bootcamp was designed to engage the cohort with the UK's thriving creative industries by offering invaluable opportunities to engage with prominent companies and global experts in business and immersive industries.

UK Cultural and creative visits

The bootcamp included visits to UK-based businesses and institutions in the key creative cities of MediaCity, a hub for digital industries in Manchester, and the country's vibrant capital, London. This involved seeing cutting-edge immersive facilities and meeting leading UK video game development studios.

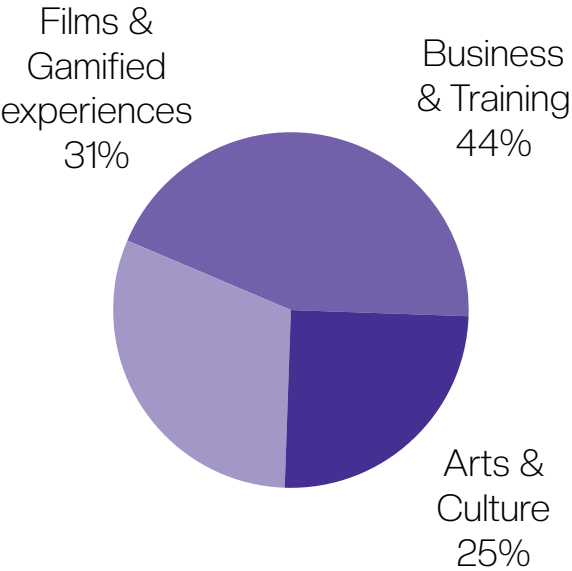


COHORT DEMOGRAPHICS

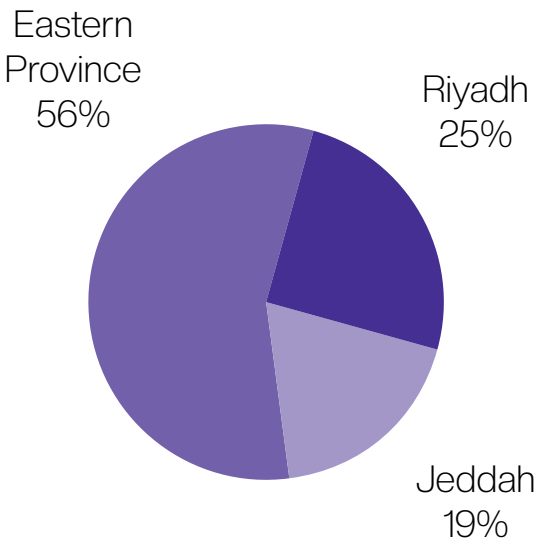
16 participants visited the UK during the international bootcamp

Age range
20 - 40 years

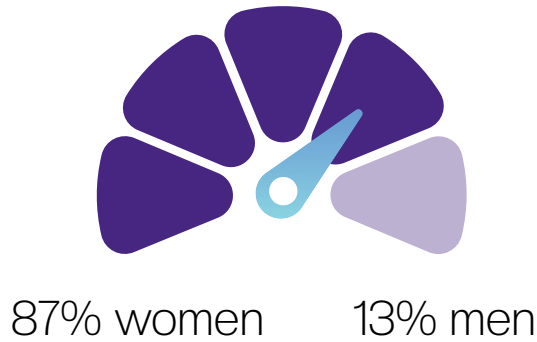
Sectors



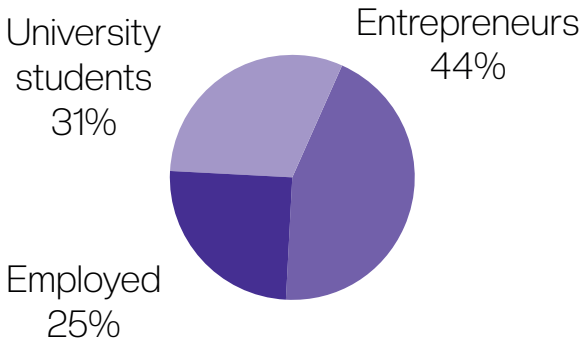
Location



Gender



Current status



A TIMELINE OF DELIVERY

4 NIGHTS IN MANCHESTER • 3 NIGHTS IN LONDON

Programme overview

Day	Location	Activity
Sunday 24th September	Manchester	<ul style="list-style-type: none">Arrival in ManchesterFree time in Manchester city centre and at HOST, MediaCity
Monday 25th September	MediaCity, Manchester	<ul style="list-style-type: none">Welcome breakfastIntroduction session at HOST, MediaCityChallenge introduction and ideation workshopEvening meal in Manchester with challenge experts
Tuesday 26th September	Manchester	<ul style="list-style-type: none">Dock 10 Virtual production tour, Coronation Street tour and project scopingSODA tour and academic expert round table sessionFactory International and Aviva Studios tour
Wednesday 27th September	MediaCity, Manchester	<ul style="list-style-type: none">Developer scrum meeting and project production workshopImmersive session with Fallen Planet Studios - An insight into building and running an immersive development studioMeet Creative Solutions event at HOST, with presentations from the Creative Solutions management team and short pitches from the cohort to the Manchester immersive community. This involved networking and an expo
Thursday 28th September	Manchester & London	<ul style="list-style-type: none">Project production workshop and transit to LondonVisit to private members club with a tech hub tour and friends of Creative Solutions event
Friday 29th September	Museum of London	<ul style="list-style-type: none">Developer scrum meeting (remote)Presentation practice and refinement workshop with The BakeryPitching and judging followed by networking
Saturday 30th September	London	<ul style="list-style-type: none">Free time
Sunday 1st October	London	<ul style="list-style-type: none">Departure back to KSA

CREATIVE CHALLENGE

The challenge for the cohort was to design an immersive virtual exhibition for the Meta Quest 2 platform, transforming traditional exhibition methods into an interactive VR experience. Participants were divided into groups and then provided assets from three diverse projects to create a 5-minute experience pitch presentation.

The exhibit was set within a 3x3 m² space and designed for a standing audience, so it was intuitive and self-explanatory, minimising the need for movement.

Each group developed their creative vision with the support of development teams and presented their virtual exhibition to judges. The process followed a week-long design sprint, encompassing the phases of ideation, iteration, production, and pitch presentations.

The projects available for the challenge included 'Whisper Down the Lane,' focusing on transforming 2D video into 3D VR; 'Symphony of Life,' an emotionally driven VR journey; and 'Syringe and Pandemic,' a VR game aimed at inspiring nursing careers.

This challenge aimed to push the boundaries of creativity and technology, offering a captivating VR experience that elevates the value of asset exhibition.



KEY OUTCOMES

Skills in rapid prototyping and iterative immersive problem-solving

Hands-on experience working with a game engine development team

Experience of rapid iterative development processes such as daily scrum meetings

Significant professional networking across business, academic and creative sectors

Insight and first-hand experience of the UK immersive and creative ecosystem

Boosts international awareness of the value of the Creative Solutions programme and the calibre of its alumni



"I'm impressed with how immersive technologies can be applied to many fields and that you can do so much with it, it opens up doors beyond the imagination. I hope we can maintain the connections and links we have made in the UK, it has been an invaluable experience."



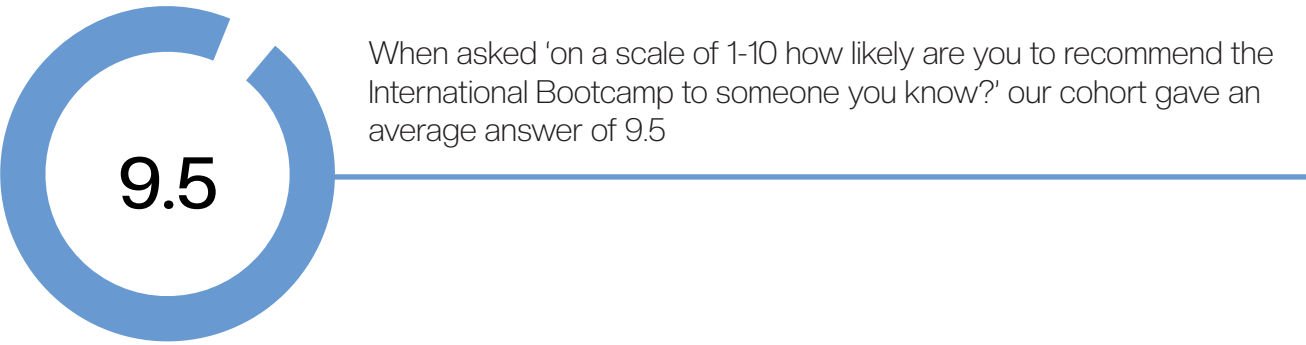
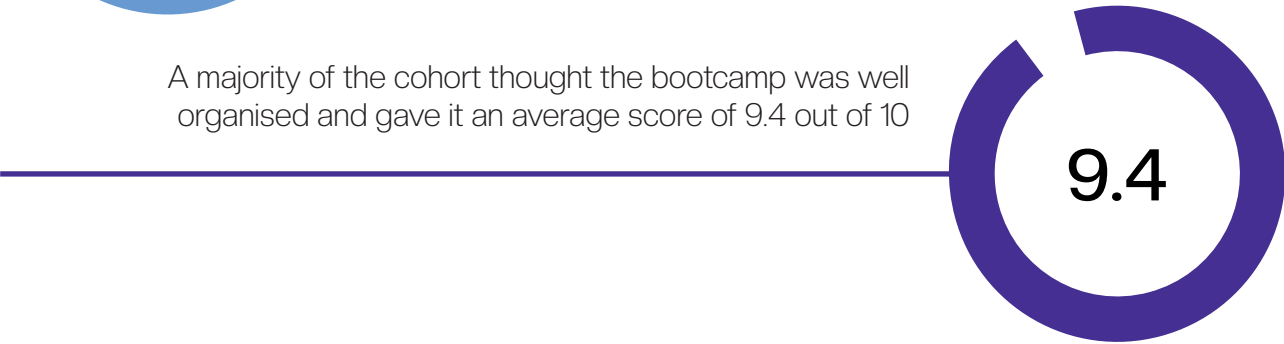
Fatima Aldubaisi
Creative Solutions cohort
and games studio founder

"The masterclasses during the Creative Solutions programme structured my journey and guided me with a good knowledge base of different technologies. Now, the connection with MediaCity and Manchester will be a great way to enhance my ideas and resources. As a city, Manchester can help me to build a lot of infrastructure and connections for my business."

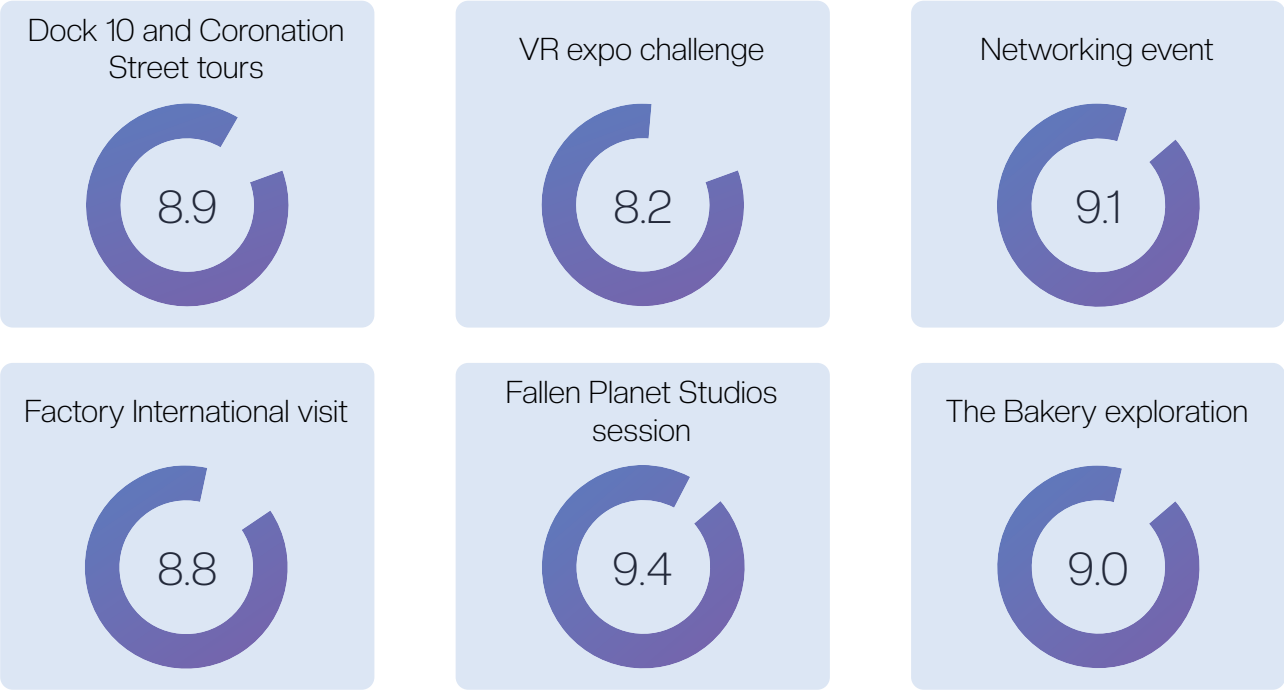


Sultan Bin Masoud
Creative Solutions cohort
and start-up founder

FEEDBACK AND REVIEW



Session ratings



Comments

A majority of the participants enjoyed the networking opportunities, visiting different locations, and the workshops, particularly the Fallen Planet Studios session.

"It was such a beautiful bootcamp, everyone was very welcoming and friendly. We had fun visiting special places before they were built, and we enjoyed presenting our project in the Museum of London."

"I liked that we got the chance to meet people from the industry, to connect and network with them and understand how things work in the UK."

"I have enjoyed understanding the XR scene in the UK, networking events, and the chance to show our games and receive feedback."

"I loved the people and the effort that went into the bootcamp. Everyone was nice and generous with sharing their knowledge and experience. Exploring the creative ecosystem in Manchester and London was eye-opening, and inspiring, it showed me a new perspective on handling problems and projects."



THE FUTURE OF CREATIVE SOLUTIONS

Since the conclusion of the International Bootcamp, IN4 has continued to support the Creative Solutions programme by providing project management and technical support for five funded projects in the prototyping phase. It also provided two Tech Tracks that upskilled the cohorts to be Unreal or Unity developers and then supported them to deliver a further three projects.

IN4 is also hosting an event where the Creative Solutions Demo Day Showcase will be exclusively live-streamed to MediaCity from across the globe, where they will have the opportunity to present their programme, projects and participants to the immersive

community in the UK. This will be followed by an expo, enabling the UK community to engage with all of the 2023 cohort projects and a follow-up session will also be arranged to connect the UK community to the Creative Solutions cohort to facilitate value exchange.



GAMETECH365

Gametech365 community

The International Bootcamp cohort will have the opportunity to join the Gametech365 community at HOST, the Home of Skills & Technology in MediaCity, UK, where they will have access to the Gametech community, workshops, and masterclasses, either remotely or in-person with UK office space provided.

Gametech365 is an engine for growth that will nurture a community to generate economic empowerment and help creative founding teams build businesses that thrive

in the multi-billion pound Gametech industry. It also includes a state-of-the-art Gametech immersive campus at HOST that is purpose-built for tournaments, training, education, broadcasting, and live-streaming sessions.

There are also further opportunities to collaborate with the community through Discord, so the Creative Solutions alumni can grow their networks on an international scale through the wider creative ecosystem.



IN4.0™
Group



CONTACT US

IN4 Group
Blue Tower
MediaCity
Salford M50 2ST

0161 686 5770
info@in4group.co.uk
in4group.co.uk

✕ @IN4_Group
📍 @in4group



Fair Access to Technology Futures

