



# Game Craft **PRO**

**From Idea to Store:**  
A Transmedia IP Studio Residency



# Program at a Glance



## LOCATION

KINFRA Film & Video Park, Trivandrum



## DURATION

12 Months, Full-Time Residency



## START DATE

JUNE 2026 (Cohort 1)



## SEATS

Strictly 40 Students | 10 Teams of 4



## ELIGIBILITY

18+ | Passion for games, art, code or story\*



## BACKING

ASAP Kerala & KINFRA Government Infrastructure



## COMPLETION STIPEND

₹25,000 paid to every student on ship



## WHAT YOU KEEP

Majority IP ownership + lifelong royalties

\* Full eligibility details and application process on the final page.

THE EXCHANGE

# What You Bring. What You Take Home.



## A SINGLE IDEA

That's all you need to begin.  
We supply the studios, the pipeline, and the publishing muscle.



## OUTCOMES



### A PUBLISHED GAME

Live on Play Store, App Store, Steam, or Meta Quest.



### TRANSMEDIA IP BIBLE

Story, characters, and world built for franchise expansion.



### LEGAL IP OWNERSHIP

Your name on the papers + proportional revenue share.



### 12 MONTHS OF STUDIO EXPERIENCE

Working inside 4 professional creative studios.



### PUBLIC LAUNCH EVENT

An industry showcase debuting your IP to the world.

HOW THIS IS DIFFERENT

# Classroom Learning Meets Studio Residency

A college degree builds your foundation. This residency is where you apply it — inside working studios, on a real product that ships.

## THE OUTPUT

### TRADITIONAL COURSE

Coursework and portfolio projects that rarely ship publicly.

### GAMECRAFT PRO RESIDENCY

A fully published original IP — a real product the world can download.

## THE MENTORS

Academic teachers grounding you in theory and fundamentals.

Industry practitioners who ship games for clients every month.

## THE ENVIRONMENT

Lecture halls, labs, and simulated exercises.

Four working creative studios inside KINFRA Film & Video Park.

## THE ECONOMICS

Tuition invested in your education — a foundation, not a return.

₹25,000 completion stipend + lifelong royalties from your IP.

## THE COHORT

# One Floor, Shared Equally by Four Studios.

You learn alongside working practitioners — the same teams that build games, films, and XR products for global clients.

## STUDIOS

### ZEBU ANIMATION STUDIOS



- Character & animation pipeline
- Visual identity for IP
- Franchise-ready assets

### DATSI — SCHOOL FOR STORYTELLERS



- Narrative systems & character arcs
- Cultural depth & emotional logic
- Transmedia-first storytelling

### TILTLABS



- Game design & mechanics
- QA + publisher standards
- Defines “ship-ready”

### TILTEDU



- AI-integrated workflows
- Curriculum + daily operations
- Publisher pipeline access

## SYSTEM FLOW

### HOW IT WORKS

- Weekly production reviews
- Monthly performance tracking
- Studio-defined responsibilities
- Market-driven deliverables

THE MATH OF CREATION

# Small Cohort. Singular Focus.

Not a class. A tight team of creators building something the world can actually play.

# 40

## ELITE STUDENTS

Selected for creative vision and complementary skills.

# 10

## CROSS-FUNCTIONAL TEAMS

Teams of 4 engineered around shared ambition.

# 10

## ORIGINAL IPs

One IP, 12 straight months — no dummy exercises.

# 10

## GUARANTEED LIVE GAMES

Every team ships to a live global store.

You don't practice. You build one original IP for 12 straight months — then ship it.

THE BACKBONE

# Government Infrastructure + Studio Reality

State-backed credibility on one side. Industry-standard delivery on the other. Both matter.



**GOVERNMENT INFRASTRUCTURE**  
**SECURITY & CREDIBILITY**

ASAP Community Skill Park  
KINFRA Film & Video Park



State-backed endorsement signalling program quality, long-term institutional stability, and employability across Kerala's growing creative economy.



**ACTIVE STUDIO REALITY**  
**RELEVANCE & STANDARD**

Zebu · DATSI · TILTLABS · TILTEDU

Feedback is immediate. "Ready" is defined by industry standards, not academic rubrics.

Every deliverable is reviewed the way a publisher, a producer, or a platform curator would review it — because those are the people you are about to face.

Government-backed. Studio-delivered. Because both matter.

THE PRODUCTION TIMELINE

# 12 Months. Four Phases. One Shipped Game.

**BUILD THE WORLD**



**Narrative-driven**

- Characters, story, and universe
- Emotional + narrative logic
- Built for expansion

**DEFINE THE IP**



**Studio-Originated**

- Market-driven concepts
- Structured execution

**Student-Originated**

- Your idea, studio-refined
- Creative + commercial balance

**GAME AS PROOF**



- First playable version of your IP
- Mechanics aligned with story
- Built for real users

**TRANSMEDIA EXPANSION**



- Comics & storyboards
- Animation-ready assets
- Franchise positioning

**LONG-TERM VALUE**



**Built for:**

- Publishing deals
- Licensing
- Sequels & adaptations
- Royalty income

PHASE 1 & 2 · MONTHS 1-4

# Story First, Then Transmedia Expansion

A standalone game is a product. A transmedia IP is a franchise foundation — and it's worth far more.



PHASE 3 · MONTHS 5-9

# AI-Accelerated Production


AI tools remove the friction between vision and execution — embedding industry-standard workflows from day one.

## AI INJECTION



**STORY & LOGIC**

LLM tools stress-testing narrative variations and branching outcomes.



**ART & ASSETS**

AI augmenting concept art, 2D/3D generation, and visual iteration.



**CODE & MECHANICS**

AI assisting Unity C# and Unreal Blueprint implementation.



**QA & POLISH**

AI-assisted testing, bug detection, and performance optimization.

The pace of ambition — delivered.

PHASE 4 · MONTHS 10-12

# The Publishing Guarantee

Every team ships. Your game will be live on a global store before you graduate.

## THE XCARTA ENGINE



### XCARTA INTERACTIVE

Part of a multi-publisher ecosystem, Xcarta Interactive ensures your game gets published with full support across store submission, technical localization, content rating, and launch strategy.

## LAUNCHING ON



Steam



Play Store



App Store



Meta

Every team of 4 leaves with a live URL — a real product the world can download.

**WE PAY YOU ₹25,000 WHEN YOUR GAME SHIPS.**

TILTEDU has skin in the game. We pay you because we guarantee the launch.

## REVENUE & ROYALTIES

# When Your IP Earns, You Earn.

Every revenue stream your IP generates flows back through a trust — royalties paid out based on your proportional ownership. Forever.



### Global App Store Sales

Paid downloads across Steam, Play Store, App Store, Meta Quest.



### In-App Monetization

Purchases, subscriptions, season passes, cosmetics, and battle passes.



### Merchandising & Licensing

Physical goods, brand licensing, crossindustry partnerships.



### Sequels & Adaptation Rights

Animation deals, film adaptations, and franchise expansion.

## THE IP TRUST

The franchise your team creates

ROYALTIES PAID BACK TO YOU

**Proportional to your ownership share. Paid out for as long as your IP earns.**

## OUR MENTORS

# Practitioners, Not Lecturers.

The same people who build games, studios, and IP for a living — now building with you.



**Nikhil Chandran**

Founder & CEO - TILTLABS



**Viren Patil**

Founder & Director -  
Zebu Animation



**Michael Joseph**

Director - Datsi



**Bijoy Krishna M**

CCO - TILTLABS



**Akhilesh K S**

Senior Game Designer -  
TILTEDU

# Build Something That Exists Beyond You.

Not another course. A studio experience. A creator journey.

**APPLY NOW**



**APPLICATIONS & QUERIES**

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