



# MENTAT Tool

**Interreg**  
Baltic Sea Region



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RESILIENT ECONOMIES AND COMMUNITIES

**BSG-Go**

### Project Information

“BSG Go! Scaling-up Baltic Sea Game Support”  
Interreg BSR Project # C002

BSG GO! explores and pilots promising solutions to shape a resilient support environment for the young and growing game developer studios and as a result minimise the threat they face in times of crisis.

<https://interreg-baltic.eu/projects/bsg-go>

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## MENTAT: A predictive data visualization tool for making resilient game companies and products

As companies and investors are facing uncertain grounds and increased risks due to economic fluctuations, it is crucial to make informed decisions about future projects and investments. The MENTAT tool provides game developers, mentors, consultants, publishers, and investors with data-driven visualization of what makes a game company and a game product successful and resilient, so that you can make strategic, well-informed decisions throughout the pitching, prototyping, game development or even post-launch process. The tool is being polished for final launch in mid-2025, but it is currently feature-ready and can in its current beta stage be accessed here: <https://ghs-gceko.ondigitalocean.app/>

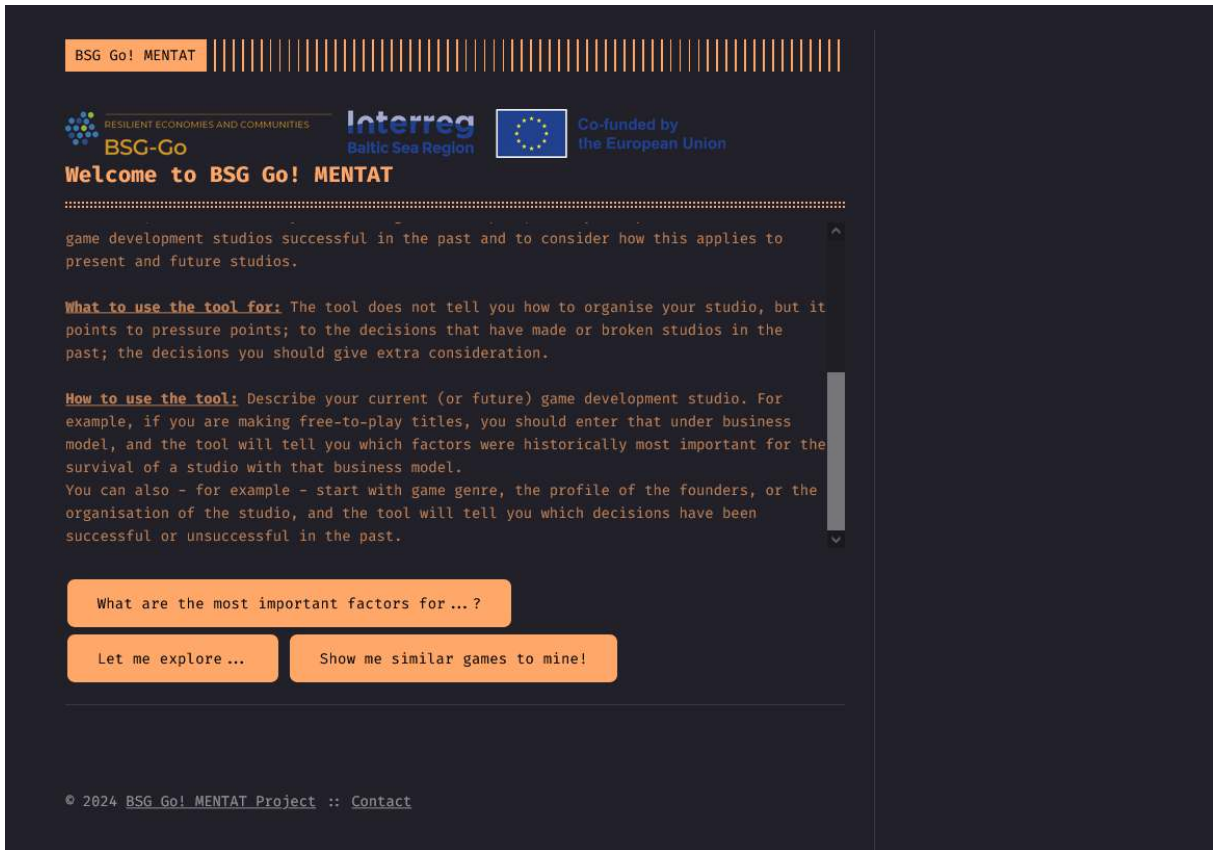
Based on a large-scale study of European game developers, MENTAT lets you explore what has made game development studios successful in the past and to consider how this applies to present and future studios. When using the tool, you are able to select and compare variables across the following categories:

- *Company information* such as staff costs, company lifetime, founder information, amount of titles released, annual revenue and profit
- *business information* such as business model (premium, free-to-play, IAP, etc.), price point, publisher, platform
- *game information* such as genre, protagonist identity, controls, and camera, setting, art style, newness, game structure,
- *reception information* such as user score and age rating.

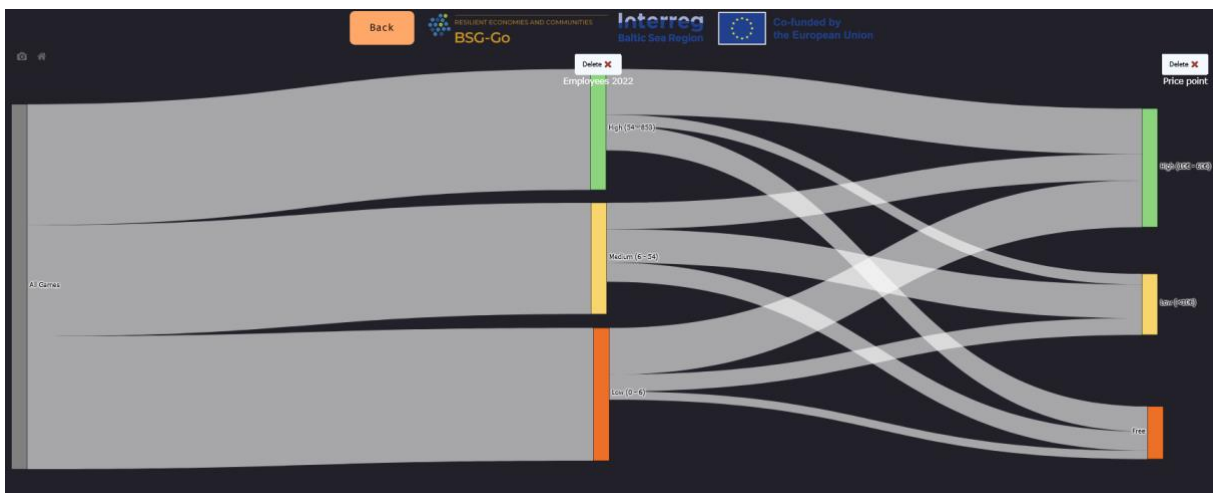
MENTAT combines advanced analytics, market trend insights, product analysis and consumer data to help you make informed decisions throughout the game development lifecycle on the above parameters. By leveraging machine learning and predictive modelling, MENTAT provides forecasts on game performance, monetization potential, and audience engagement, allowing stakeholders to optimize game features, marketing strategies, and release timing.

### How to use it

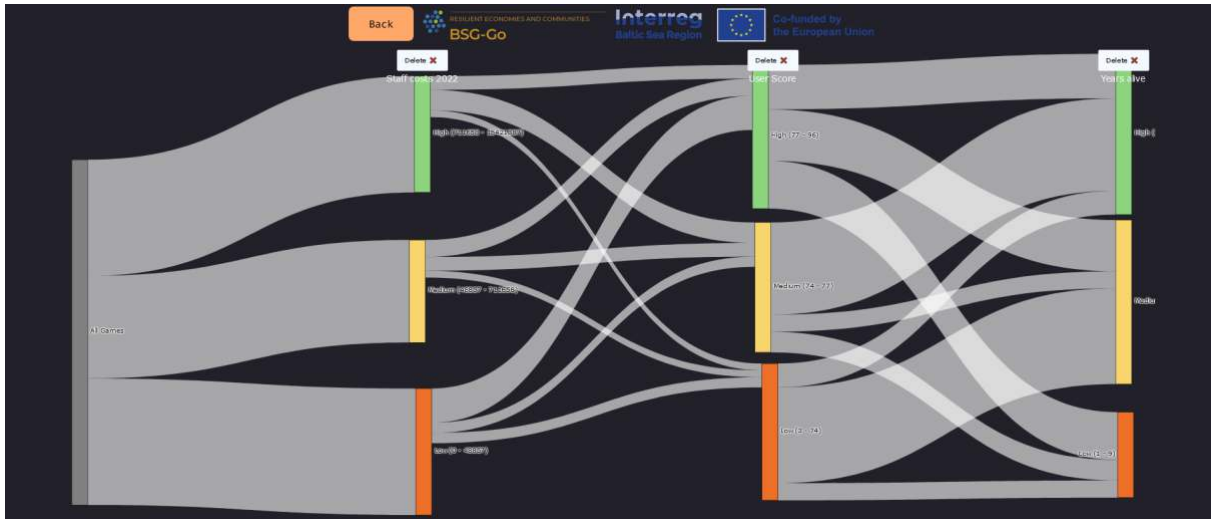
When you first access the tool's webpage, you are presented with an introductory text that provides the background and purpose of how to use the tool. Below, you find three different buttons that allow you to calculate the associations between variables of a given game company and its games.



We recommend clicking the 'Let Me Explore' button that will visualize the associations between a game company's business models, its game products, and its company make-up. Are you making a 2D puzzle game that's releasing as a freemium mobile game with low revenue targets? The Let Me Explore function provides insight into the variables can relate to each other, so that you can for instance explore how genre, business model, and revenue goals are related to each other. The tool does not tell you how to organise your studio, but it points to pressure points; to the decisions that have made or broken studios in the past; the decisions you should give extra consideration. You can also - for example - start with between *amount of employees* and *the price point of a game*, and the tool will tell you which decisions within these parameters have been successful or unsuccessful in the past, as visualized in the screenshot below:



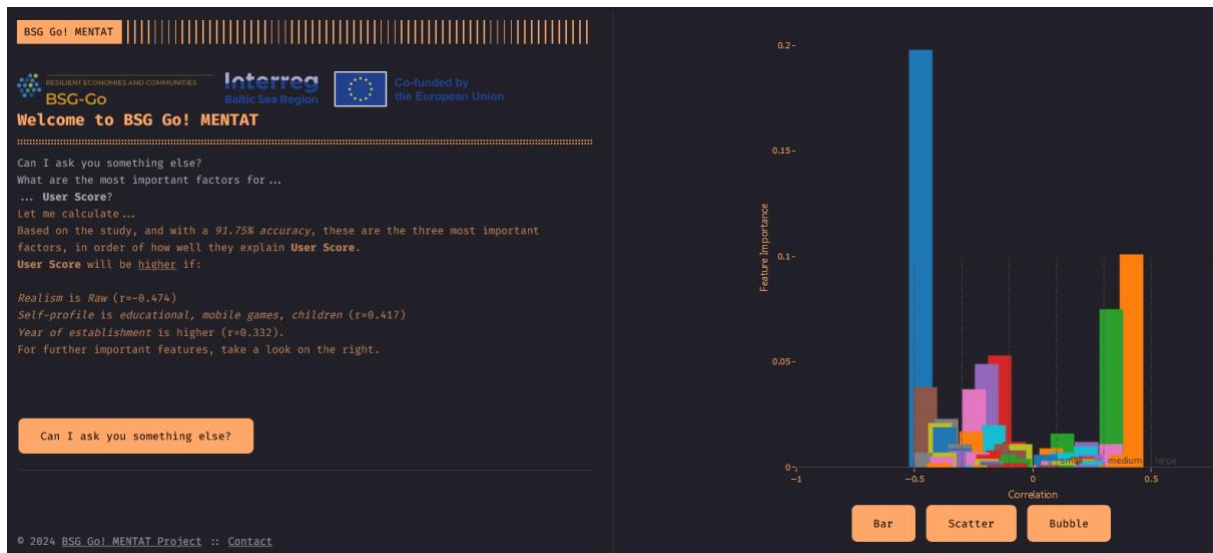
The above shows how the different categories of amount of employees (green = high, yellow = medium, orange = low amount of employees) and price point (green = high, yellow = medium, orange = low price point) are related to each other. As evidenced in the graph, companies with a low amount of employees still sell their game product for a high price point. The Let Me Explore function also allows to assess multiple variables, such as pictured below with the variables *Staff Costs*, *User Score*, and *Years Alive*.



This shows how in the first instance, staff costs is related the user score of a game, where even low staff costs (orange bar) has a significant contribution to games with high user scores. The second instance of the data visualization shows how user score is related to how many years a given company has existed, where those with a medium user score (yellow bar) has significant relation to many years of existence for a game company (green bar).

It is therefore possible to select whichever variable and combine them with another in and across the categories of business information, company information, and game product information. In this way, you can crosscut and compare different types of information in order to see the associations between how you structure a company or tailor a game product or even just test hypotheses related to the variables you have selected. In this way, MENTAT is very flexible in experimenting and testing out scenarios to gain business and market insight into a given game company or a game product. We highly encourage you to try out the current beta version yourself or to contact us for a walkthrough of how to use the tool efficiently.

We are currently in the process of visualizing the data through bar charts to identify feature importance for selected variables. For instance, this form of visualization lets you identify which factors are the most relevant for the variable you would like to explore. For example, here's how MENTAT would present the importance of features for a high user score, where the highest bar is if the game is 'realistic' in its visual presentation.



## Future work

We will at a later stage in 2025 allow for inputting your own data into the tool, so that, for example, you are able to describe your current (or future) game development studio through drop-down selection and the tool will tell you which factors were historically most important for the survival of a studio with that business model. The selections you choose will be anonymous and whatever input that is provided will be stored for potential future uses for the prediction modelling. There are no API functionalities in the tool.

**Link to MENTAT:** <https://ghs-gceko.ondigitalocean.app/>