

R&D consortium partners sought: AI-assisted game prototyping, educational virtual environments and gamified interactive learning

Summary

Profile type

Research & Development Request Serbia

Company's country

POD reference

RDRRS20260813020

Profile status

PUBLISHED

Type of partnership

**Research and development
cooperation agreement**

Targeted countries

• All countries

Contact Person

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Term of validity

13 Aug 2026**13 Aug 2027**

Last update

13 Aug 2026

General Information

Short summary

An independent Serbian game studio with PhD-led R&D expertise seeks partners for a research consortium developing AI-assisted tools for game prototyping, educational virtual environments and gamified learning. Universities, R&D institutions, ICT firms and creative industry partners are sought.

Full description

An independent Serbian game studio is seeking partners to form a research and development consortium around AI-assisted game prototyping, educational virtual environments and gamified learning.

The proposed project direction addresses a common problem in game and interactive media development: early-stage ideas require significant time and cost before they become usable prototypes or fundable proposals. Small studios, universities and educational organizations often need to prepare design documents, prototype concepts, integrate feedback and assess feasibility before committing months of work.

The envisioned solution is a modular AI-assisted toolkit and methodology that helps transform an idea into a structured project proposal, early game design document, prototype plan and interactive demonstration. It would support user feedback integration, documentation workflows, learning objectives, gamification mechanics, narrative/game structure and rapid Unreal/UEFN or Unity/Godot-based prototyping.

Potential application areas include video game prototyping, serious games, educational escape rooms, virtual classrooms, cultural heritage experiences, game jams, university-industry cooperation and training environments. Alkonost Team can contribute game development practice, Unreal Engine experience, Slavic mythology/cultural IP experience, gamification research and practical knowledge from releasing a commercial game.

Partners sought should contribute AI/ML expertise, learning science, HCI/UX evaluation, educational methodology, data/privacy expertise, user testing, academic coordination and access to pilots with students, teachers, game developers or creative industry users.

A dedicated research strand could examine trustworthy LLM-supported creative workflows: maintaining reusable project context, producing structured and traceable outputs, connecting models to approved tools and data sources, preserving human decision-making, evaluating consistency and usefulness, and protecting confidential or copyrighted project material. Claude technologies or comparable LLM platforms may be evaluated depending on the selected call, partner requirements and data-governance constraints

Advantages and innovations

The studio brings practical game development experience, Unreal Engine know-how, a commercially released title on Steam and Epic Games Store, and a strong academic/R&D background. The founder holds a PhD with hands-on research in virtual collaborative environments, gamification, AI-supported interactive systems and educational technologies.

The innovation focus is to reduce the time and risk of early-stage game and educational content prototyping. The proposed R&D direction combines AI-assisted ideation, proposal preparation, design documentation, user feedback integration, interactive prototyping and gamified virtual environments.

The company has experience with Innovation Fund Serbia / Smart Start and international game industry outreach, including Creative Europe/Gamescom-related activities and Xbox/console platform programmes. The small core team of up to 5 people can cooperate flexibly with universities, R&D institutions, ICT companies, game studios and educational organizations.

The founder holds the individual Claude Certified Architect, Foundations certification from Anthropic. This adds practical expertise in production-oriented LLM architecture, including prompt/context design, structured outputs, tool and MCP integrations, agentic workflows, human oversight, evaluation, reliability, privacy and cost-aware deployment.

Technical specification or expertise sought

Expertise sought: AI/ML, generative AI for design support, learning analytics, HCI/UX, educational technology, serious games, game-based learning, Unreal Engine/UEFN, Unity/Godot, web platforms, data protection, user testing, evaluation methodology, project coordination and EU funding experience. Additional expertise sought: LLM engineering, agentic systems, tool/MCP integration, evaluations and observability, AI safety, data governance, IP protection and human-in-the-loop workflow design.

Stage of development

Sustainable Development goals

- **Goal 4: Quality Education**
- **Goal 9: Industry, Innovation and Infrastructure**

IPR Status

IPR Notes

Partner Sought

Expected role of the partner

Type: Universities, R&D institutions, AI/ICT companies, educational technology companies, game studios, cultural heritage organizations and innovation intermediaries.

Role: Partners to form a consortium, define pilot use cases, develop AI and interactive technology components, test with users, coordinate funding applications and support dissemination/exploitation.

Type of partnership

Research and development cooperation agreement

Type and size of the partner

- **R&D Institution**
- **SME 50 - 249**
- **SME <=10**
- **SME 11-49**
- **University**
- **Other**
- **Big company**

Call Details

Framework program

Horizon Europe

Call title and identifier

Call to be defined. Relevant areas: AI, ICT, creative industries, education, gamification, cultural heritage and digital learning

Submission and evaluation scheme

Anticipated project budget

Coordinator required

Yes

Deadline for EoI

30 Jun 2027

Deadline of the call

30 Jun 2027

Project duration in weeks

Web link to the call

Project title and acronym

Dissemination

Technology keywords

Market keywords

Targeted countries

Sector groups involved

- All countries

- 02002008 - 3D
- 01001004 - Other commercial communications