



## The Game Influencers - Pathfinders Criteria

- Must be an actual business entity as defined by the laws and regulations in your country, in other words, a registered company, professional body, industry association, state-owned entity (SOE), or non-profit organisation (NPO), including body corporates and trade unions
- For the sake of fairness and objectivity, you may not be affiliated with The Game Influencers and its staff, partners, collaborators and organisers in any way
- You must complete your online application on this platform, within the deadlines provided
- The application fee must be fully paid, and proof of payment must be submitted with your application
- Be able to verify and validate compliance with your country's laws, you must submit the business documents requested, where relevant, such as company incorporation certificates, proof of being in good standing with the necessary authorities for aspects such as taxes
- Provide verifiable proof (testimonials, references, business reports, etc.) and case studies to indicate the level to which your business is aligned to the Six Business Principles of a Game Influencer© as adapted for a Pathfinder©
- Agree to subject yourself to an independent evaluation and/or audit by one of our independent moderators and/or members of our judging panel to determine the latter
- Submit a short video or write-up to summarise and motivate why you believe you should be listed as a Pathfinder©
- Grant The Game Influencers permission to use your video submission for application publicly, either on its social media platforms or via other media channels
- Grant The Game Influencers permission to feature your business and case studies for submission across multiple channels and in the media
- State that there is no issue that you are aware of whatsoever, that may contradict the information in your submission, or that may cause reputational damage to your own business or that of The Game Influencers