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## Social Gamification: Case 4

### TecGames & TecAwards

### Professional Gaming for Science, Technology and Engineering

#### A briefing paper for business partners<sup>1</sup>

Promotional activities are getting increasingly sophisticated and expensive. At the same time customer engagement is a frequent necessity. Marketing & AdGames games offer straightforward, highly interactive, memorable and accessible marketing for conferences, trade shows and public events. These fun games can be used as a guerrilla marketing tool to capture the on-the-fly customer segmentation. Through analytics the games produce an open book to read about your customer needs.

We aim to establish certified knowledge games (TecGames) and awards (TecAwards) for our customers in the field of science and engineering. The TecAwards are highly distinguished trophies awarded by professional bodies.

TecGames & TecAwards are deployed for training, education, promotion and performance measurement. We deliver visualization tools to monitor progress by means of modern psychometrics.

Our gaming solution consists of three components:

1. **a mobile social quiz system** that challenges players to learn, respond and meet training or business goals, anywhere, any time
2. **apps to measure progress** and engagement
3. **high quality science content** (item banks) for specific fields of expertise and competencies (e.g., data privacy, electric mobility, Industry 4.0).

TecGames & TecAwards targets professional organisations as well as educational institutions facing the challenge of mastering lifelong learning and demographic change - two main needs in human resources development.

#### Positioning

We aim to build the TecGames & TecAwards brand for:

- certified award programs (e.g., quarterly / annual awards of professional associations)
- social knowledge events - at business fairs and cross-country knowledge competitions
- tailor made knowledge and competency development programs for students, staff, professionals.

#### Business Development

Our target group is comprised of several thousand (e.g., engineers working in the field of electric mobility) to millions of people (e.g. citizen awareness programs for health and disaster prevention). Our starting point for product marketing will be to upsell to the existing customer base.

Every buyer and user of our existing information and consulting services is a potential customer of

<sup>1</sup> TecGames and TecAwards are a cooperative product solution of the scientific-technological information provider WTI Frankfurt, the e-learning consultancy Hoffmann & Reif

TecGames & TecAward. The clients are universities, research organizations, professional associations, small and medium sized enterprises, as well as large companies.

Our customer base is very interested in smart, innovative solutions for information and knowledge acquisition. This is particularly true in research oriented working environments that are shaped by strong competition and pressure to innovate.

Because we already own millions of high quality content units in WTI's databases, our business model combines:

1. highly scalable **subscription fees** for professional associations
2. **project solution sales** to industries
3. **sponsoring** of social knowledge events.

## Market prospect

Social and serious gamification is a relatively new and rapidly emerging business trend. There is no single established competitor in the European game market offering lifelong award certification by reputational bodies. This is the moment in Europe to catch up to, and build upon, the more advanced US market developments.

Through the widely spread availability of mobile devices some companies have gained market share exponentially, mainly in the international English speaking arena. The gaming industry is a market with rapid growth potential.

To date, we are the only service provider consortium in the social gaming market using high quality content in the field of Science, Technology and Engineering.

## TecGames & TecAwards advantages

We call the TecGames & TecAwards delivery format a next level knowledge. Knowledge and competencies are tested and built by means of a new, state-of-the-art, motivating format. Our product combines these unique advantages:

- » TecGames & TecAwards create a **highly motivating** and competitive game experience
- » Social learning becomes fun and highly efficient; the game functions as a gap analysis. Each gamer gets **individually tailor made training** automatically and on the spot about what they don't know yet.
- » Knowledge and competency progress is displayed by using **modern psychometrics**.

Anywhere, anytime, when new knowledge and competencies are needed on the spot, TecGames and TecAwards is the right solution. It guarantees quick wins, displays the progress, and it secures the know-how required for the future.