

# Gaming, Learning and Profitability : Bending the Arc for an Ethical Monetization Model For Serious Games

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WP 4.2 : CONNECT-PLAY



Play create socialize and learn

### PURPOSE

The goal of this project is to create, research and commercialize digital games to enhance older adults' quality of life. In order to do so, we have conceptualized and implemented an ethical economic model that is the basis of our offering and permits high flexibility to improve user experience and fun in a digital economy. The modelization promotes users' interaction via cooperative and competitive behaviors. Moreover, the platform integration enhances the player's interactions by offering him multiple incentives to return to our games. This users' behaviors will increase our player base and will give us the opportunity to experiment other commercialization avenues, especially a partnership with corporations for ad revenue.

- ### OBJECTIVES
- Integrate all our games in one offering (platform)
  - Create content that promotes cooperation / competition behaviors from players
  - Offer incentives to players

### What we have already done

- 1. The creation of the Game Hub**
- 2. Store's opening**
- 3. Cooperation and Competition modelization via achievements**

### What we will do

<b>Phase I (Market Creation)</b>	<p><b>What?:</b> Increase userbase (number and recurrence)</p> <p><b>How?:</b> Creation of an integrated platform: one account (and store) for all our games</p> <p>Cooperation and competition behaviors via achievements</p> <p><b>Monetization:</b> Via microtransaction; to increase user's experience and personalization</p>
<b>Phase II (Corporate Strategy)</b>	<p><b>What?:</b> Corporate ads offering aimed and centered to the platform's userbase</p> <p><b>How?:</b> Personalized corporate approach based on user data</p> <p><b>Monetization:</b> Personalized accordingly (TBD)</p>



### Next step:

<b>Phase III (Creative Edition)</b>	<b>What?:</b> Increase monetization via assets store	<b>How?:</b> Opening of creator's edition for corporate and single user	<b>Monetization:</b> Per asset or premium edition (TBD)
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