

**gametize**  
experience through play

@gametize | gametize.com

Are you looking for ways to enhance the learning experience for your audience?

*“Nobody has time to learn, knows where to learn, and even wants to learn”*



- Corporate Training is expensive and needs to be digitized
  - Learning technologies become ghost towns
  - Completion of E-Learning: 30-40%, MOOC: 10%

E-Learning  
\$28 Billion



Corporate Training  
\$200 Billion

*Companies with learning culture are 17% more likely to be market leaders, 26% more able to deliver “quality products”, and 46% more likely to be first to market*

- E-Learning in Fortune 500 : 41.7%
- E-Learning Market in Asia by 2016: \$11.5 Billion
- Mobile Learning Market by 2014: \$9.5 Billion
- Mobile Learning Adoption: 39% with 30% growth

Engage and motivate with a universal language – *fun*

*Successful Case Studies of Training and E-learning Gamification*

*Delta Airlines*

*Deloitte Academy*

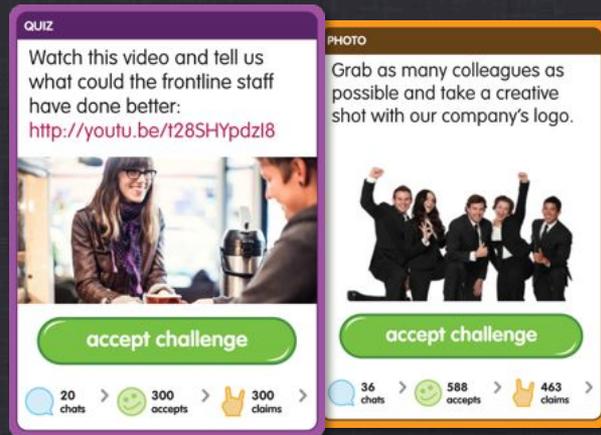
*Adobe*

Gametize is a **gamification** technology and consulting company.

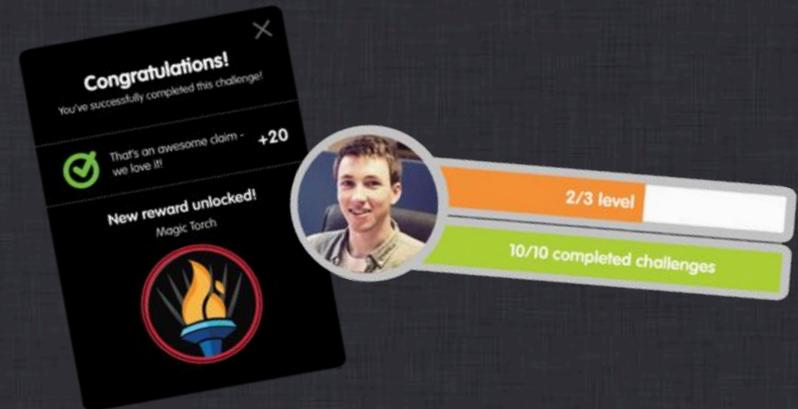
We create **compelling digital experiences** based on **game thinking and concepts** to increase engagement, and are trusted by clients such as DBS, and Standard Chartered Bank.

Anyone can deliver fun and effective learning experiences on mobile and web with Gametize, world's simplest gamification platform.

## Interactive Challenges



## Constant, Instant Feedback



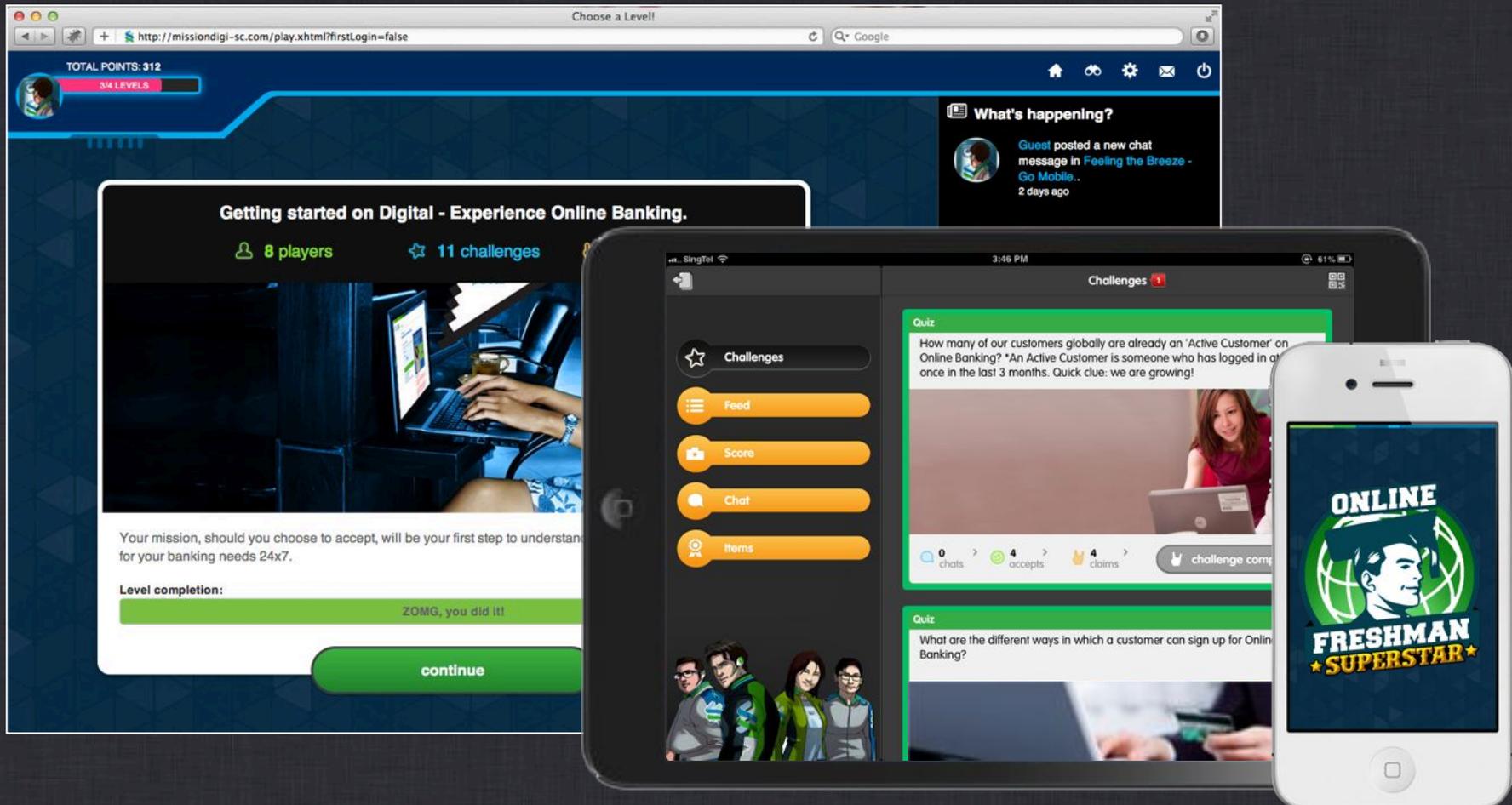
## Relevant Competition

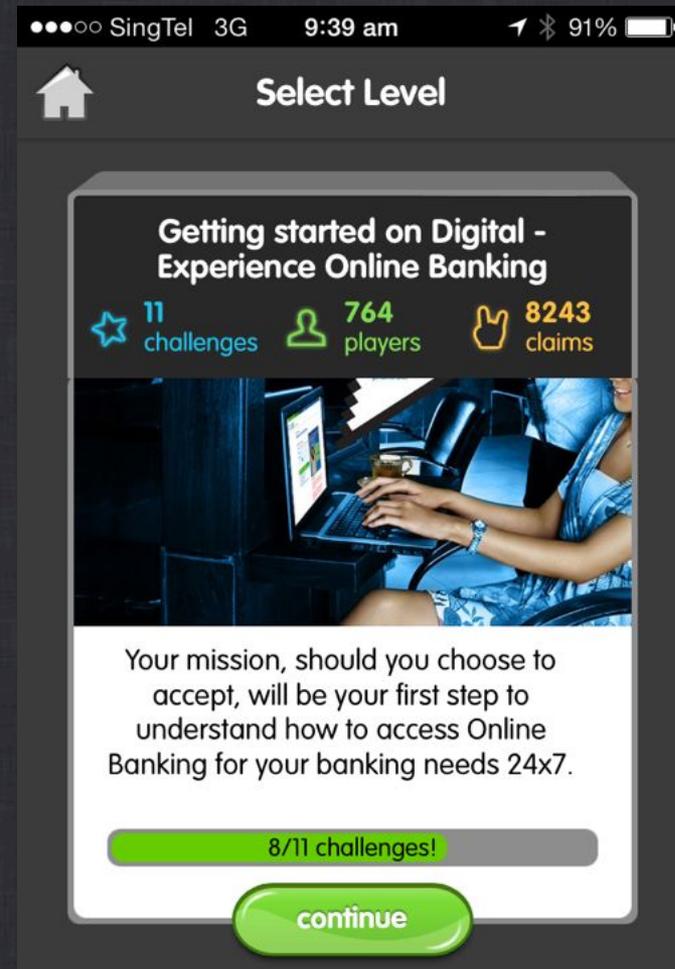
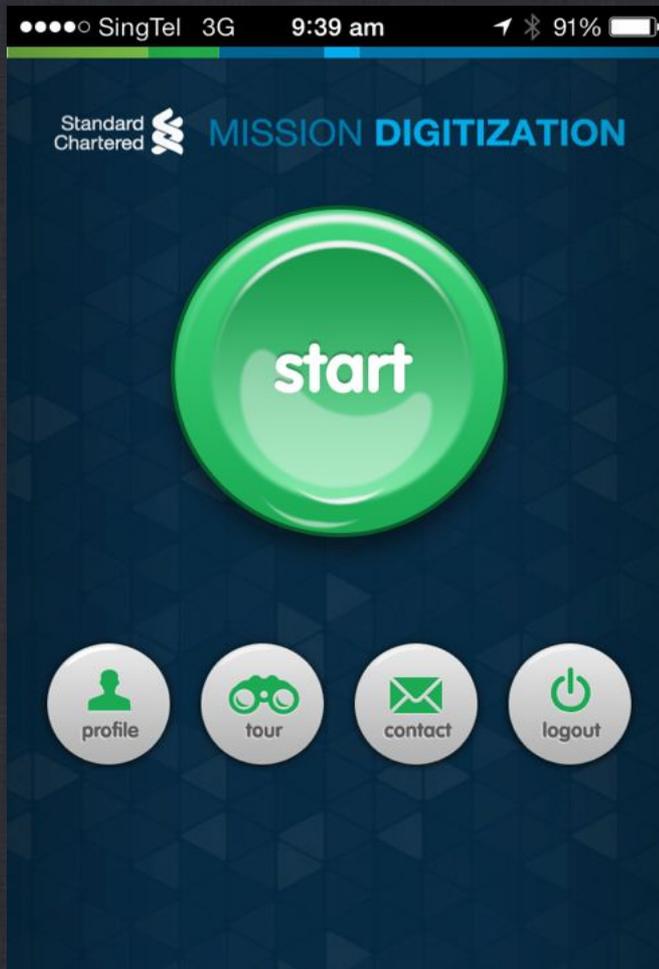
Score 1		Score 1	
country		country	branch
1.	Guest 111 Points	1.	Bukit Timah Branch 165 Points
2.	Janice Soh 10 Points	2.	Serangoon Gardens Branch 161 Points
3.	Fhamy 10 Points	3.	Holland Village Branch 152 Points
4.	Audwin Sim 8 Points	4.	Bedok Branch 123 Points

## Clear Path to Rewards

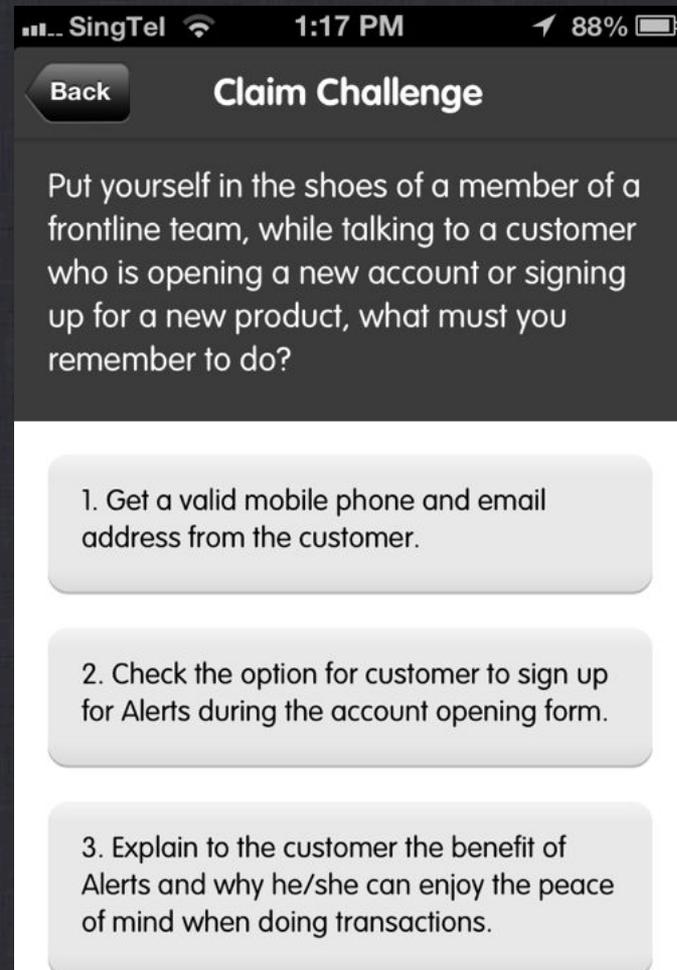
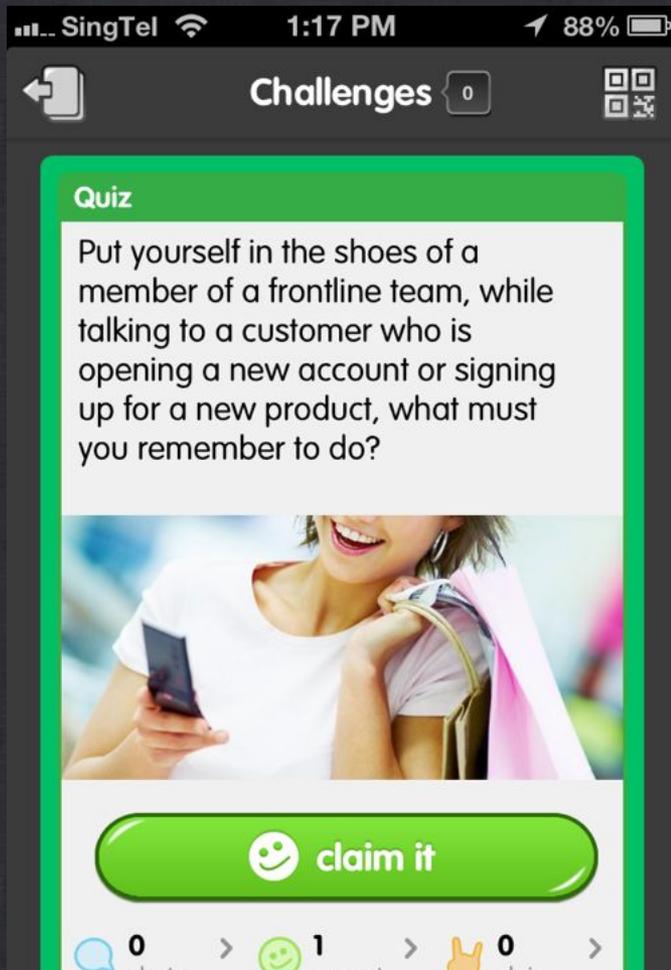


With ready customizable templates, the experience can be launched within a day on web and mobile, so more time can be focused on designing the content and user experience.

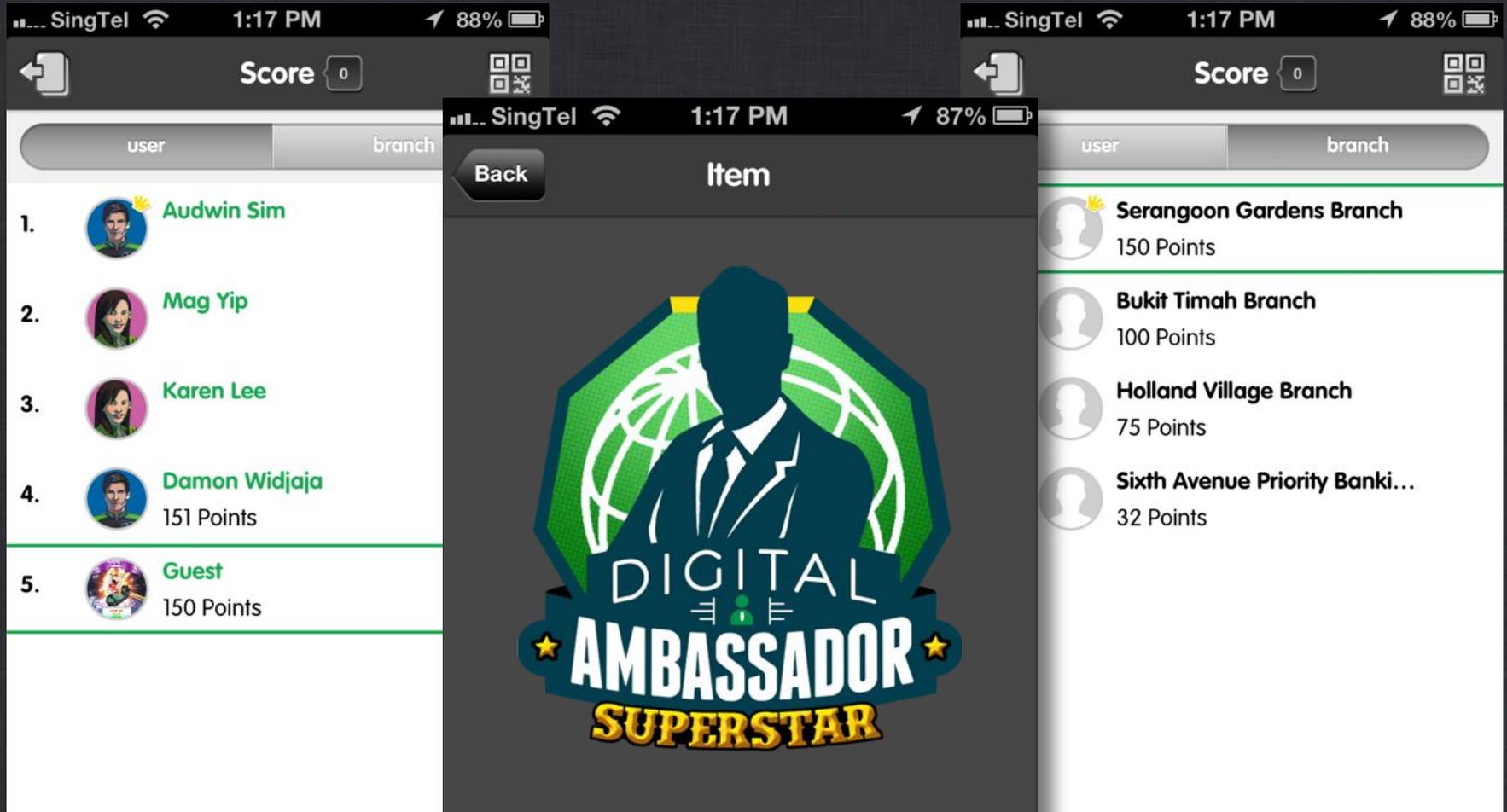




To equip the frontline staff with digital banking knowledge, Standard Chartered has utilized our Gametize™ platform by turning the learning materials into fun, bite-sized challenges.



The staff take on a series of quizzes and open-ended challenges which are made unlockable for a guided experience. Available on the web, mobile phone and tablet, they are free to play anytime, anywhere.



### Online Freshman

Kudos, you have taken your first step - one small step at a time - to encourage your family, friends, colleagues and customers to self-register for Online Banking, one giant leap on becoming the Bank's Digital Ambassador.

10,000 employees, 400,000 challenge completions

## 1 Create

### Learn about our new app, iBank

edit game info   publishing options   game analytics

#### Game Quests

Quests are groups of challenges you may include in your Game. Use Quests to define levels in your Game, or to group challenges of a similar theme or topic together. It's all up to you!

**add a new quest**

## Organize

2

#### Quest Type

Note: You will not be able to edit this setting thereafter.

- Public Quest**  
This Quest is open to all players.
- Private Quest**  
This Quest is open only to invited players.

#### Quest Title

Introduction to iBank 79

#### Quest Description (Optional)

E.g. Do challenges in our restaurant for awesome benefits such as priority queues, discounts and more!

**create quest**

## 4 Analytics

### iBank

Not published   Public Quest

edit quest options   customize design   moderate claims   manage your rewards   manage your store   preview quest   publish quest   delete quest

reorder challenges   **post a challenge**

#### Standard

Watch this! <http://watch-ibank-video.com> (edit)

ACTIVITY OVERVIEW

- 0 players accepted
- 0 claims posted (see all)

LAST 7 DAYS ACTIVITY

New claims

Challenge ID: 10077

Edit challenge options   Delete

## Content

3

### Post a New Challenge

#### I Challenge You To ...

ADD PHOTO

Watch this! <http://watch-ibank-video.com>. 98

Add #hashtags to tag topics or themes to your challenge!

#### Challenge Type

Note: You will not be able to edit this setting thereafter.

- Standard Challenge**  
Players post text or upload a photo. Each claim is worth 10 points.
- Photo Challenge**  
Players must upload a photo. Each claim is worth 10 points.
- Quiz Challenge**  
Players select 1 out of 2-4 quiz options. Each correct answer is worth 20 points (otherwise, 10 points for trying).
- Prediction Challenge**  
Players select 1 out of 2-4 possible predictions. Each correct prediction is worth 20 points.
- Fixed-Answer Challenge**  
Players must enter a correct answer. Each correct answer is worth 10 points.
- QR Challenge**  
Players scan a QR code. Each claim is worth 10 points.

PHOTO

Grab as many colleagues as possible and take a creative shot with our company's logo.



accept challenge

36 chats > 588 accepts > 🙌

QUIZ

Watch this video and tell us what could the frontline staff have done better:  
<http://youtu.be/t28SHYpdz18>



accept challenge

20 chats > 300 accepts



QUIZ

PREDICTION

PHOTO/VIDEO

QR CODE

PASSCODE

FIXED ANSWER

OPEN ANSWER

Complement your content and context with different challenge types from our war chest. Your audience deserves a truly fun and relevant experience to earn virtual and tangible rewards.

## Licensing

The Gametize™ platform, based on Java and MySQL, can be highly customized and works on any server environment as a licensable and out-of-the-box technology. The database will be fully owned and managed by you.



MISSION DIGITIZATION

start



profile



tour



contact



logout

## SaaS

You can create white-label apps with simple customizations in record time at a lower cost on the cloud. Your app and database are hosted and managed on our server, powered by Amazon Web Services, reducing your overheads.

Media Features



**VentureBeat**

**The New York Times**

**astro**

**KillerStartups**

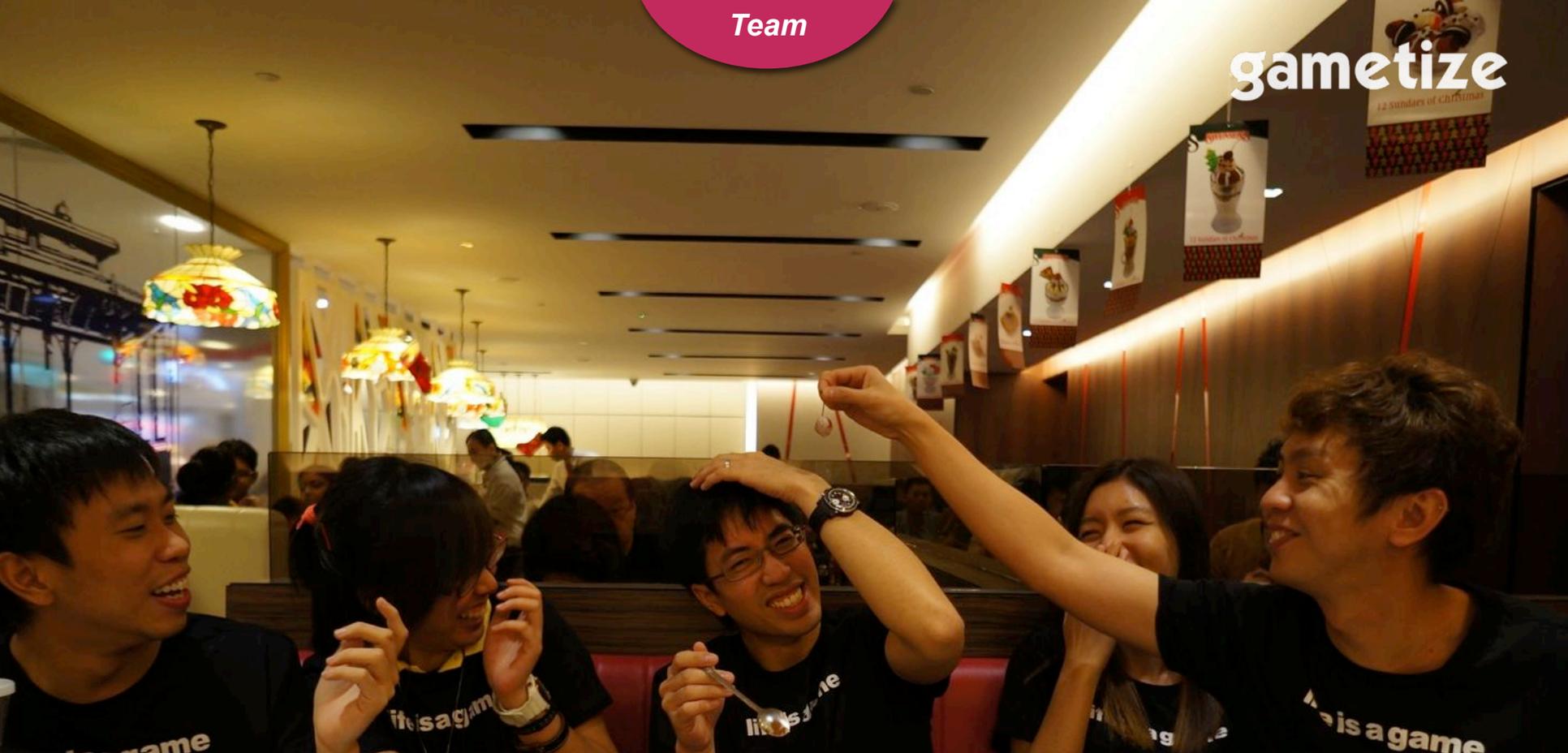
**CHANNEL NEWSASIA**

Featured Clients



Who we work with





- Ex hardcore gamers with stints, awards in corporate world
- Rich experience in gamification design
- Spoke at Gsummit 2013, Gamification World Asia Pacific and more
- Technically strong co-founders from management schools



**Define**  
your problem



**Determine**  
your goal



**Decide**  
your target  
behaviors



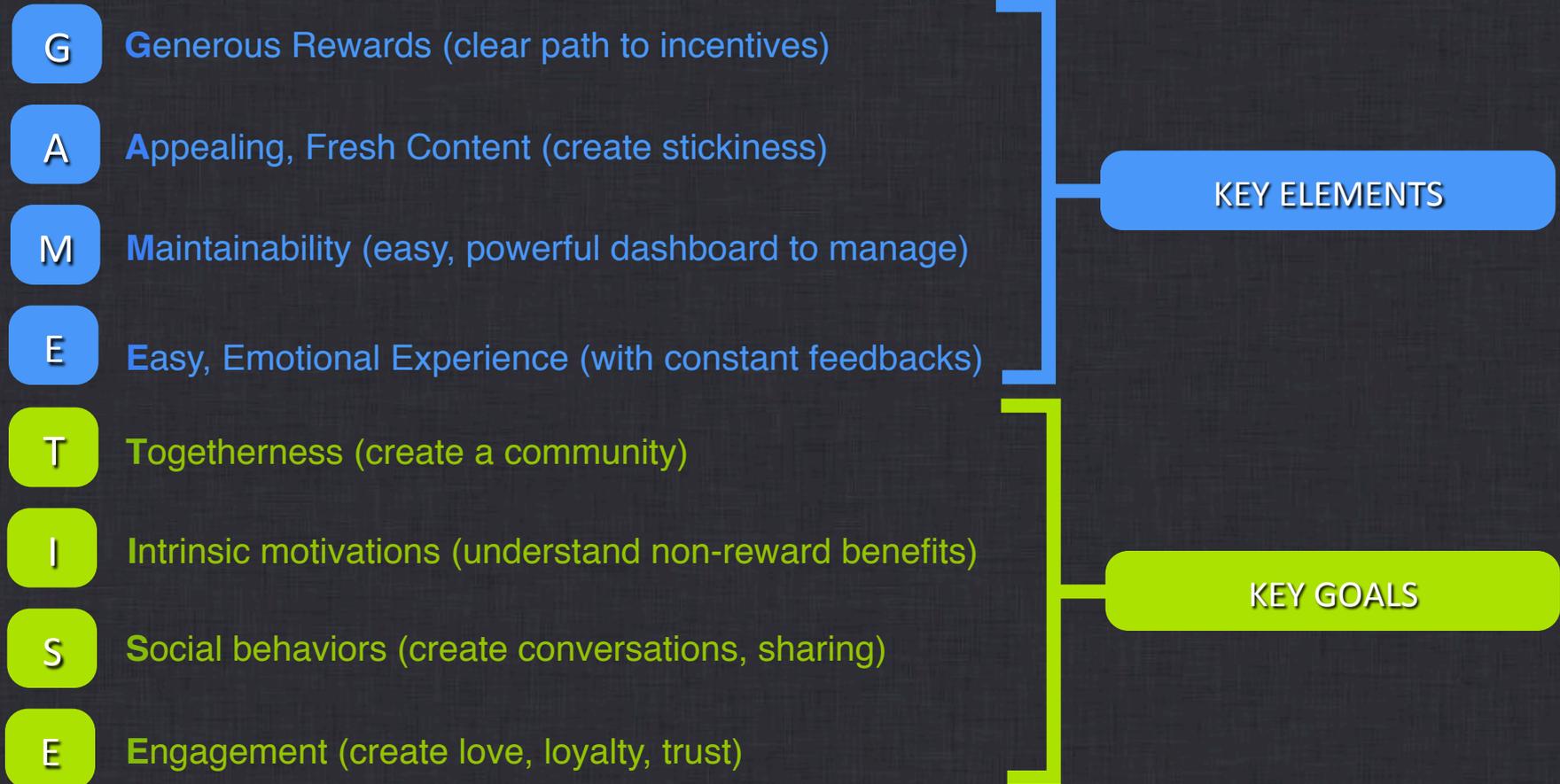
**Describe**  
your players



**Design**  
your  
gamification  
strategy and  
experience

## Gametize's 5D Framework

# Gametize's Design Strategy



*Gametize learning for meaningful, emotional, and effective experiences.  
Engage your employees today, and reduce training costs and time.*



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experience through play

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