



Media Kit

1st April 2025



Let us join you in fighting the engagement crisis

External Engagement

- Advertising and prize-based campaigns are **costly and cannot scale**
- Organic reach and content marketing is **increasingly competitive** for attention
- Games are **intensive to build from scratch**, while white-labelling is **unoriginal**

Internal Engagement

- L&D and compliance are **painful and mundane**, with no ways to track actions
- Existing HR solutions are 'too enterprise' and are **not motivating to use**
- Internal campaigns are **difficult to manage changes and updates**

The world's simplest enterprise-grade gamification and white-label solution for

<describe your engagement challenges here..>

[Watch Demo Video](#)

Start your free Basic Plan



The collage features various gamification elements: a blue '\$20 AMAZING VOUCHER', a wheel of fortune with segments for 'ONBOARDING', 'EMPLOYEE ENGAGEMENT', 'LEARNING & DEVELOPMENT', 'COMMUNITY FORUMS', 'MARKETING', 'Talent Acquisition', 'COMPLIANCE', and 'Sustainability & ESG', a trophy labeled 'NEW ACHIEVEMENT UNLOCK', a 'Discussion' bubble, and a 'THE WORD GAMES' mini-game. A central video player shows the Gametize interface with the text 'Gametize Your World in 5 Minutes' and 'Gamify your world in 5 minutes, available on web and mobile.' The Gametize logo and tagline 'experience through play' are prominently displayed at the bottom right of the collage.

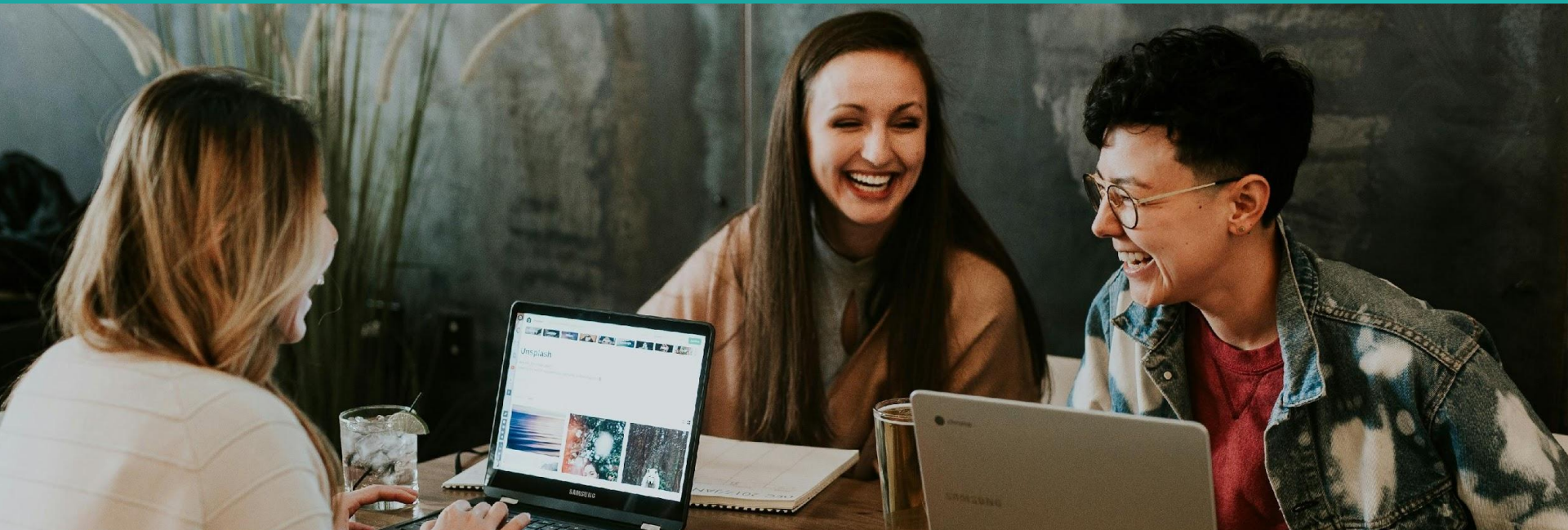
<https://www.youtube.com/watch?v=Gi5VycU3WPg>

Who is Gametize?



Gametize is a versatile enterprise-grade gamification platform designed for engagement and advocacy of any communities.

Clients from different industries use Gametize to motivate target behaviours for various versatile purposes, such as in employee engagement, training, transformation campaigns, event activation, or marketing/sales advocacy.



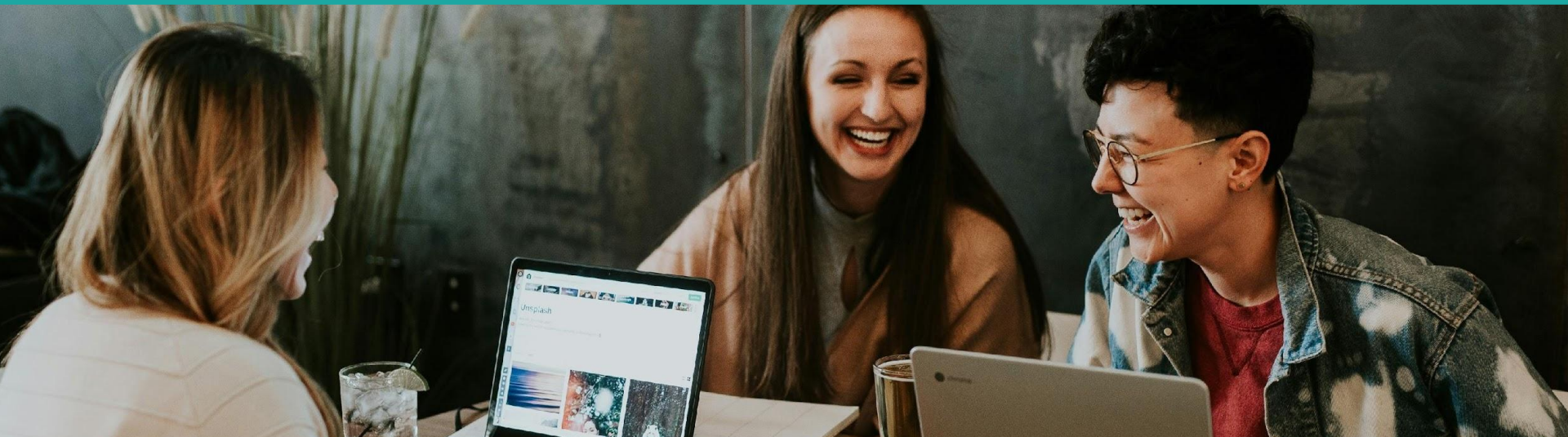
What drives Gametize?



Gametize aspires to deliver positive and valuable social impact by turning the world into a giant digital playground.

We solve **complex business and societal challenges resulting from a lack of user motivation and engagement** with our intuitive and dynamic gamification and community technology.

Powered by Gametize, our champion users can create compelling experiences to engage their communities with positive impact, one challenge at a time. **#TechForGood**



What is our **magic?**

You can create a gamified experience and community in just 5 minutes with Gametize

Your audience can access your experience on the Gametize or your own web/app in under a day
See demo.gametize.com

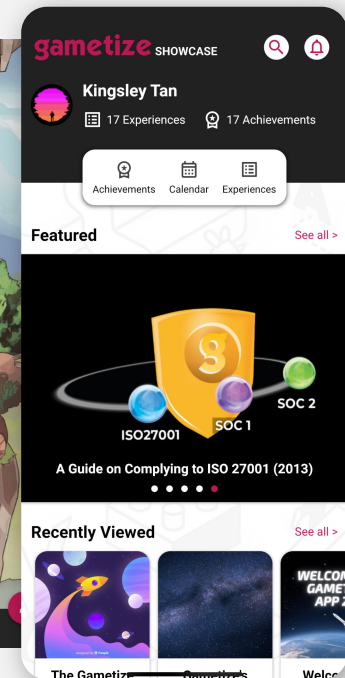
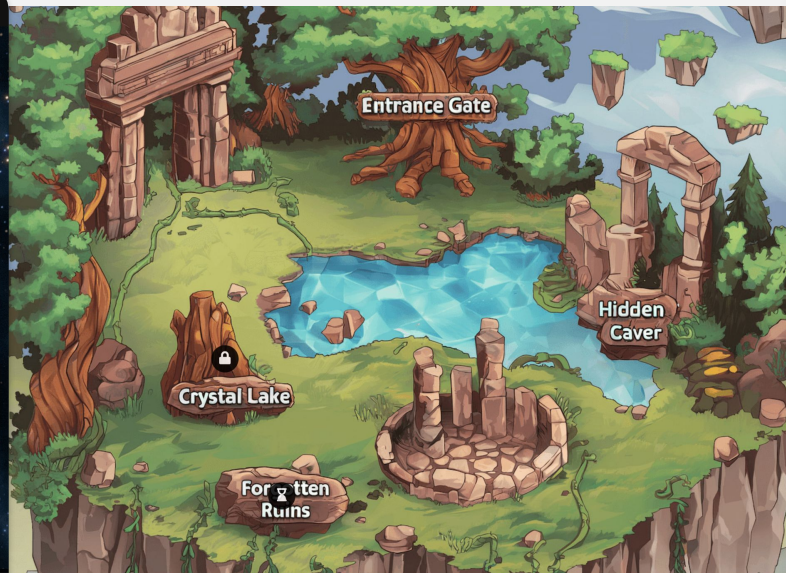
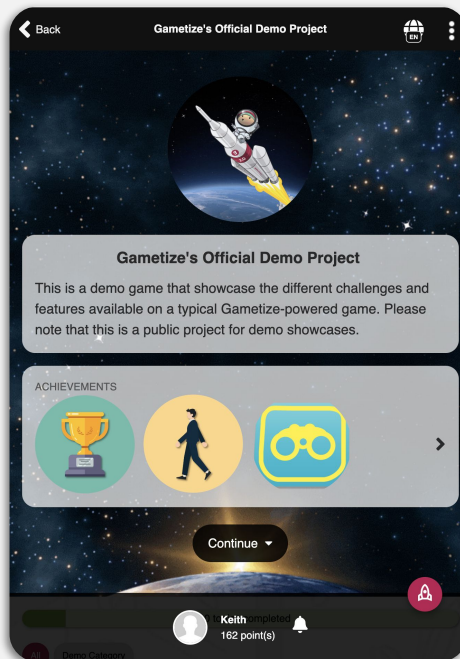
gametize
experience through play

20M+
Completions

1M+
Users Engaged

10k+
Experiences Created

since gametize started in 2012



What make us special?



Engage Your Audience in Just 4 Simple Steps

1

Interactive Challenges:

Quiz, Photo, QR, etc



QUIZ CHALLENGE



PHOTO CHALLENGE



VIDEO CHALLENGE



QR CODE CHALLENGE

2

Motivating Designs:

Automated Feedback,
Confetti Effects, etc

Congratulations

+20

You've completed the challenges!



Excellent, you've got that right!
You've unlocked the next challenge!

Progress

8/10 Challenges

Quiz Statistic



528



226

What make us special?

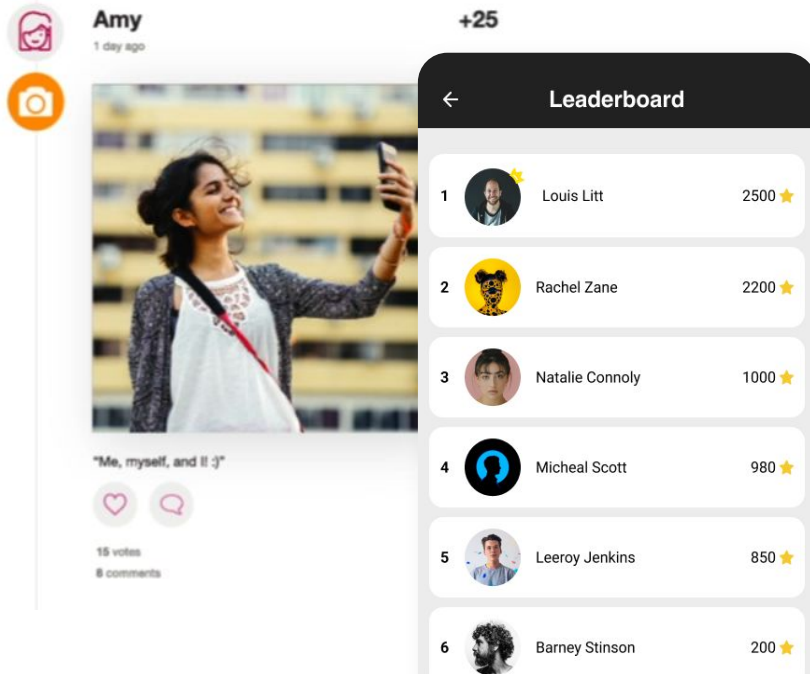


Engage Your Audience in Just 4 Simple Steps

3

Community Enablers:

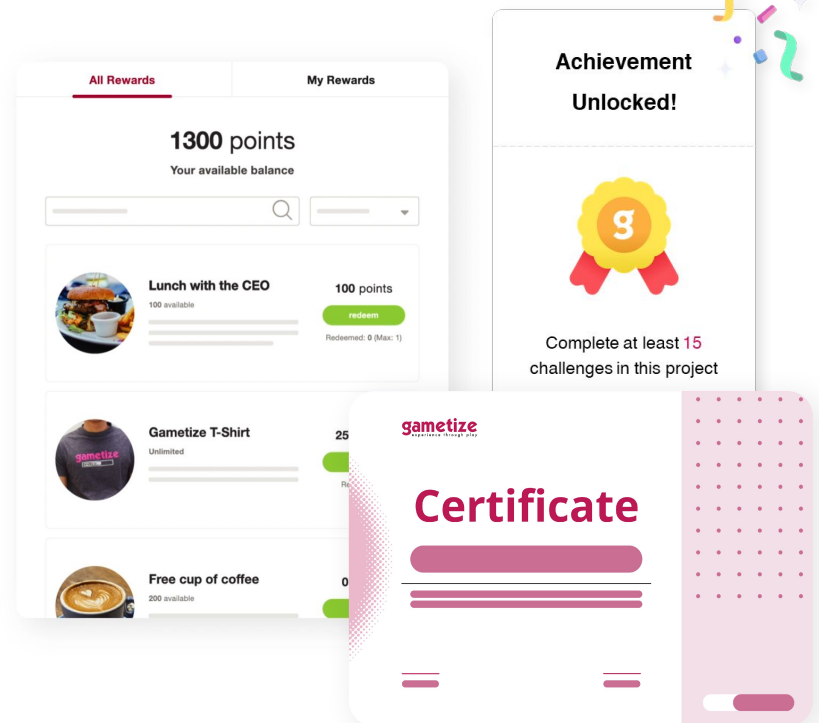
Newsfeed, Teaming,
Leaderboard, Forum, Chat



4

Recognition Drivers:

Achievements, Rewards,
Verifiable Digital Credentials



Library of Challenges

Enhance your content with diverse challenge types from our arsenal, creating a fun and engaging experience for your audience to earn virtual and tangible rewards.



STANDARD CHALLENGE

Players post text or upload a photo.



PHOTO CHALLENGE

Players must upload a photo.



FORM CHALLENGE

Players need to fill in several questions.



POLL CHALLENGE

Players select one or more options from a set of options.



PREDICTION CHALLENGE

Players select one option from a set of possible predictions. The correct prediction may be set at a later time.



CONFIRMATION CHALLENGE

Players click on a confirmation button to complete this Challenge. Best paired with another unlockable Challenge.



MULTIPLE-ATTEMPT QUIZ CHALLENGE

Players select one correct answer from a set of multiple-choice options.
Players may re-attempt this multiple times.



FIXED ANSWER/ PASSCODE CHALLENGE

Players must enter the correct answer, and may keep attempting until they get it right.



VIDEO CHALLENGE

Players must upload a video.



QR CODE CHALLENGE

Players scan a QR code via the app.



QUIZ CHALLENGE

Players select one correct answer from a set of multiple-choice options.

Fun Minigames

Elevate engagement with our diverse range of minigames, providing a fun and interactive way for your audience. See more [here](#)!



HANGMAN

Players identify a word based on a given clue and selects alphabet letters. The player loses a life when he/she selects a wrong letter.

Points Earnable: *Varies based on number of lives left*



REORDER THE OBJECTS

Players rearrange a given set of items to the correct order.

Points for Correct Answers: 10
Points for Wrong Answers: 0
(Points are Customizable)



MEMORY GAME

Players memorize the location several pairs of cards and then proceed to match them.

Points Earnable: *Varies based on number of lives left*



SCRATCH CARD

Players choose a random card to scratch.

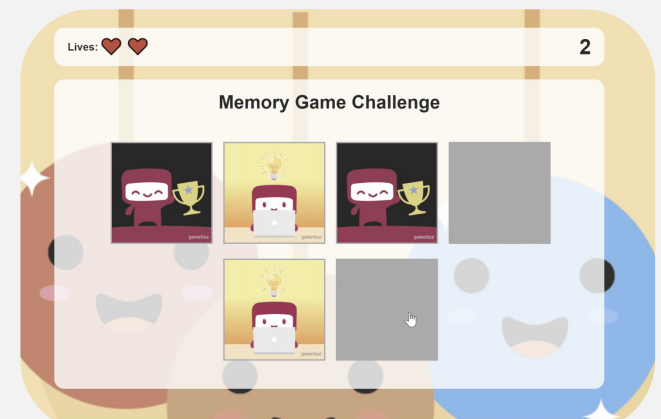
Points Earnable: *Varies based on options defined to randomize*



SPIN THE WHEEL

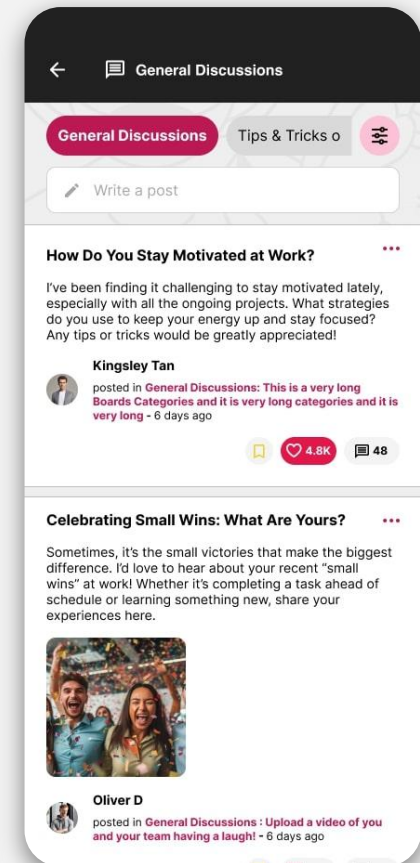
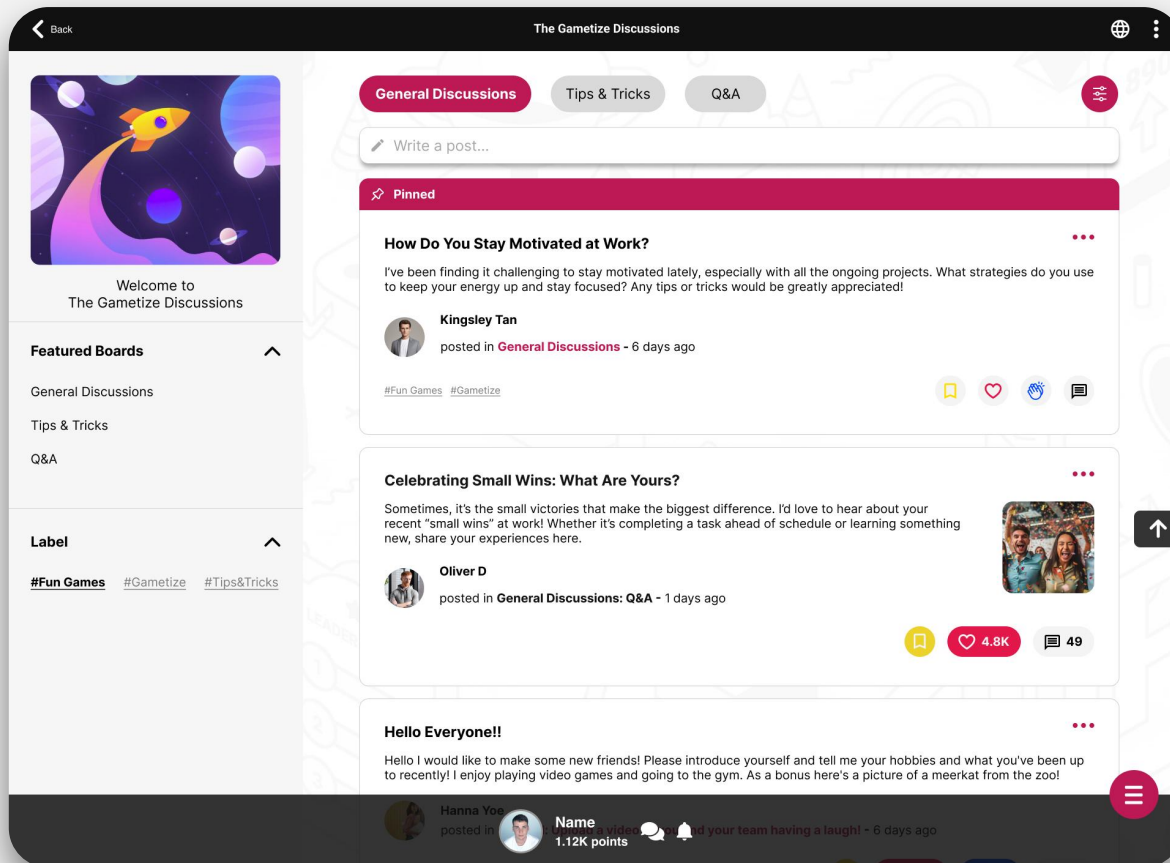
Players spin an animated wheel to achieve a random outcome.

Points Earnable: *Varies based on options defined on the wheel*



Discussions and Chats

Discussions provide a digital space for open exploration and contribution to various topics. Unlike structured comments and feeds, they offer a relaxed environment for user interaction. Gametize also offers Chat Inbox functions for private conversations.



Templates and AI Assistants



Launch within a day using over 100 customizable templates or using AI, so you can focus on improving the content and user experience.



Event/Conference 1

Having a smaller-scale conference and wish to boost your speaker-audience...



Code of Conduct

A Code of Conduct is what all employees must abide by while part of a company, an...



Advocacy & Loyalty Campaign

Already have a specific marketing campaign in mind that revolves around the advocatio...



Compliance

Codes of Conduct are often extremely complex documents that are tedious to...



Basics of Law & Legal Studies

Practicing law is oftentimes an incredibly rewarding and prestigious career. Howeve...



Team Building Event

Teamwork plays a vital role in any organization. A key pillar of the industrial...



Pre-Onboarding

Embarking on a journey with a new company can be an exciting, but daunting...



CyberSmart

The advancement of technology comes with new risks and vulnerabilities that have led ...



We play well with others too

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Boost your Gametize game with 3rd Party Solutions!

Effortless integration.
Zero coding.
Boundless creativity.



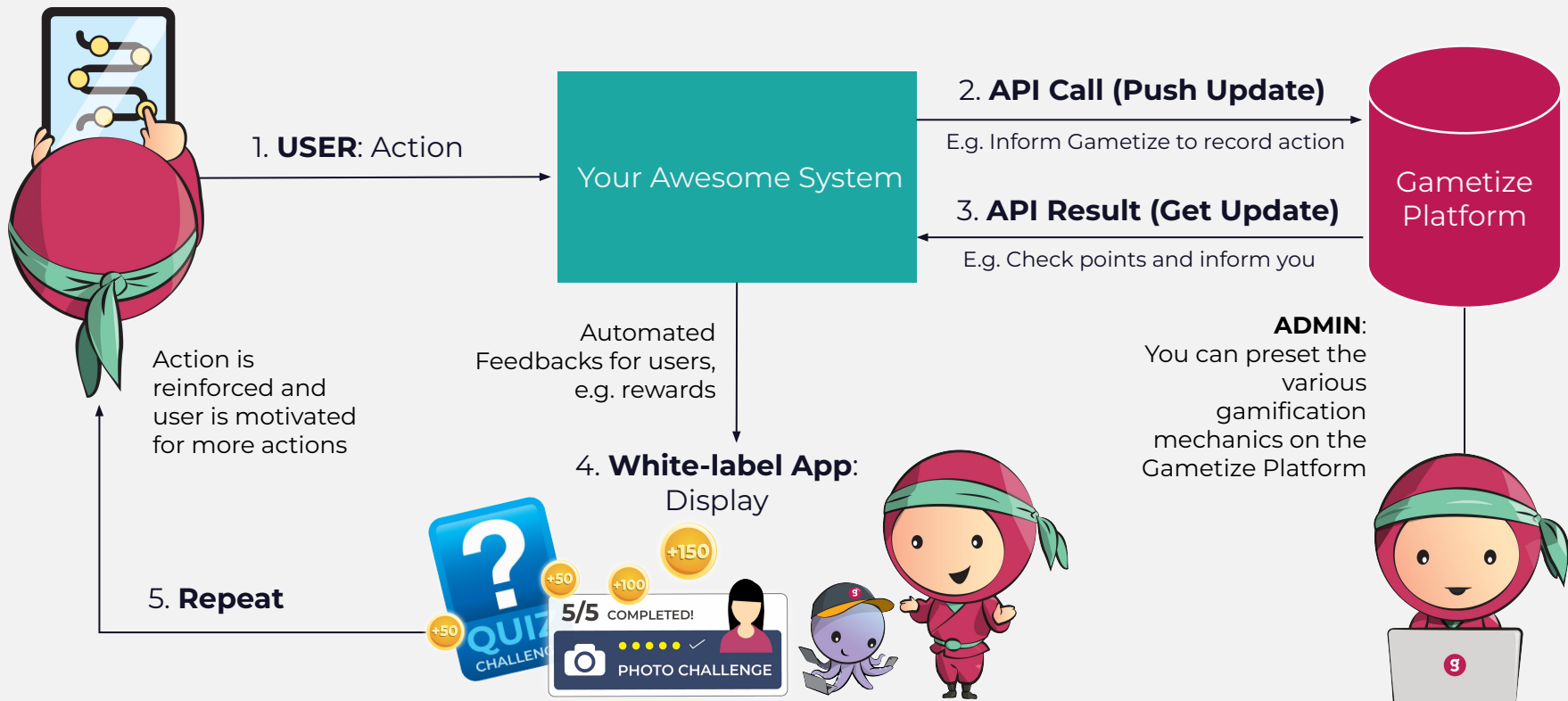
You do not have to worry about switching cost or drastic changes with Gametize. We design to scale and collaborate.

Gametize integrates well with other complementary technology solutions, e.g. LMS, H5P, Slack, KnowBe4. We recognize the best experience is one where the user is the center of attention, not the interfaces or backend tech.

Gametize is also well integrated with OpenAI and ChatGPT to help you create Gametize content. Plug in your favorite AI models or chatbots to supercharge your user experience.

API and 3rd Party Integrations

Our REST API (dev.gametize.com) lets you easily integrate with third-party solutions to reward consumers for referrals or employees for completing external LMS modules



Infrastructure Options

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1. Subscribe at Gametize.com

You can create white-label apps with simple customizations quickly on Gametize.com. The solution is hosted and managed on our server and database (powered by Amazon Web Services), minimizing any overheads.



2. Enterprise: Shared Instance (Dedicated Database)

A dedicated platform and database will be deployed on an AWS shared server instance with other Gametize deployments. The dedicated setup would enable more customization flexibility, while the shared instance would reduce setup overheads, hosting and management fees.



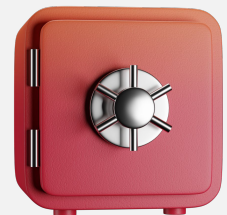
Pricing: No additional fees required

3. Enterprise: On-Premises

The Gametize platform (based on Java) can be deployed in the organization's chosen premises. It is highly customizable with a dedicated database (supported: MySQL, MSSQL, MariaDB), in a dedicated instance.

Pricing: Depends on choice of hosting server

+ Infrastructure Setup Fees (starting from US\$7,500)



What makes Gametize Enterprise-Grade?



Core Features

- Flashcards, Interactive Challenges, and Minigames
- Individual and Team Leaderboards
- Points, Achievements, and Rewards Management
- Digital Credentials
- Automated Feedback System
- Real-time Analytics with XLSX Export Capabilities
- Flutter Support for Mobile (iOS & Android) and Web (Mobile/Desktop)
- Self-Managed Admin Panels
- Multi-Language Support
- Image & Games Templates Library

What makes Gametize Enterprise-Grade?



Collaboration Features

- Unlimited seats for Project Administrators and Moderators to collaborate on content creation
- Invite players via email
- Posting a comment or casting a vote on Admin or User-generated content
- Submitting photos or answering quiz questions
- Within-team collaboration; Between-teams competition

What makes Gametize Enterprise-Grade?

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Customizations and Integration

- White-label apps with custom theme and branding
- Native and non-native apps options
- SSO Integration, e.g. Active Directory
- Custom reports and user fields
- Automatic Notifications: in-app, push, and email notifications
- Custom Rewards and Achievement
- Custom Admin Control Panel
- REST-based API (Documentation at <https://dev.gametize.com>)

What makes Gametize Enterprise-Grade?



Help and Support

- Free support services via sending emails to our support channels
- Free-to-all forums with tips and tricks from avid Gametize users
- Live Chat widget on the Pricing page
- Support widget for users to search for support articles or send in support tickets
- Readily available support articles via Help Desk
- Guiding features such as detailed instructions and game progress bar
- Game design resources via Gametize Academy
- A dedicated Project team for Enterprise Plan

What makes Gametize Enterprise-Grade?



Security and Privacy

- ISO27001 Certified ([More details](#))
- CSA Star Level 1 Company ([More details](#))
- PDPA and GDPR compliant
- Regularly tested by CREST-Certified Testers
- Password is salted and hashed utilising SHA512
- One-way conversion; Nearly impossible to generate the original password
- Two-Factor authentication support
- Database is encrypted-at-rest
- Prevent data visibility in the event of unauthorised access/theft
- Internet communication is secured by SSL/TLS
- Gametize.com's payment is powered by Stripe, a reputable online payment provider

What makes Gametize Enterprise-Grade?



Company Standing

- Gametize is covered with Cyber Liability, and Work Injury Compensation Insurance
- Gametize was backed by a Singapore's Government-linked investor, alongside notable private investors such as Crystal Horse, Mercatus, and Dr Robert Bong
- Gametize is GST-registered and complies fully with Singapore law with no historical infringements since the business inception date of 1st June 2009

Project Structure

In Gametize, you just have to start a project, create a topic, and start adding in the content.

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Project A

Topic 1

Content: Challenge

Content: Flashcard

Content: Challenge

Content: Flashcard

Leaderboard

Topic 2

Content: Challenge

Content: Flashcard

Content: Challenge

Content: Flashcard

Reward Store

Topic 3

Content: Challenge

Content: Flashcard

Content: Challenge

Content: Flashcard

News Feed



Project Lifecycle For Enterprise

4 Steps

1. Plan & Prepare

- Initial Gamification Concept Document (GCD) based on the Gametize 6D Playbook
- Initial Gametize- powered Pilot Game

Clients, Focus Group,
Gametize Consultants

2. Review & Refine

- Collect feedback and refine GCD & Pilot Game
- Confirm requirements and customize as needed

Clients, Alpha Testers,
Gametize Consultants

3. Build & Beta

- Deploy the Pilot Game in iterations
- Weekly progress reports & version testing

Gametize Creatives,
Designers & Developers,
Clients

4. Launch & Learn

- Final test results & sentiment analysis
- Launch with full analytics and actionable insights

Clients,
Gametize Consultants

Framework:

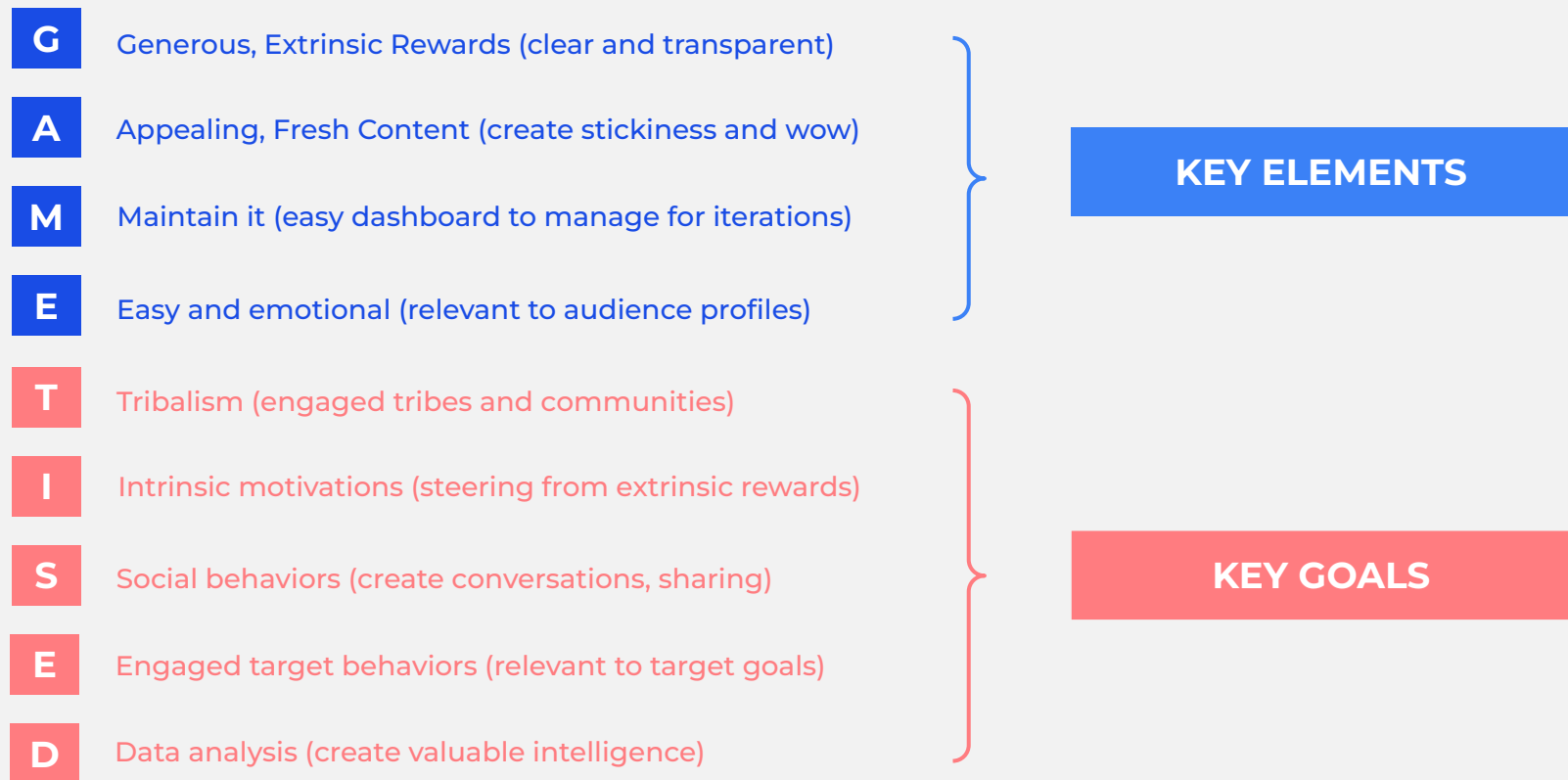
Gametize 6D Playbook

A six-step framework to design effective gamification strategies, from defining your problem to diagnosing content impact.



Methodologies:

GAMETIZED Checklist



Anti-Gaming
Mechanics

Iterative Testing and
Changes

Design Constants

Client Showcase:

Who else are gametized?



More than

1,500,000 Users

20 Million

Completed Challenges

Successful case studies with results

<https://corp.gametize.com/case-studies/>

Our Partners: Driving Innovation Together

PEOPLE PSYENCE®

synpulse

focus u

 **DO IT**
INTERNACIONAL

RIGHTIMPACT


jos

 **THINK
CODEX**

eLearning  Minds

 **finalix**
business consulting


UpSkillMinds
LEARNING PARTNER


**GAMIFICATION
NATION**

 **ADAPTIVE AI
VENTURES**
— ADAPT, INNOVATE, THRIVE —

Hear from our Customers!



Julian J.
CEO, Education Management,
Latin America
DO IT International



It has all the features we needed. Provides, besides challenges, a reward store and a fantastic and intuitive interface for the users.



Deepa P.
Lead - Custom Content Design
Professional Training & Coaching
FocusU



Gametize has consistently provided exceptional software and unwavering support, guiding us through every step of the process. Their knowledgeable and responsive team has made a significant difference in our success, and we look forward to continuing our partnership.



Lucius Young
Global Digital & PR Lead
Unilever Singapore



Approaching the [Unilever] Foundry to partner with Gametize has allowed us to widen the types of content we push out.

Our Ninjas in Gametize

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**IBM People's
Vote Award**



**Shell LiveWire Awards
Special Mention Award**



**JLD Innovation Award
(Sustainability Winner)**

Resources



Explore Our Demos & Showcase

- More Showcase: corp.gametize.com/showcase
 - Demo videos: youtube.com/gametizevideos
 - Demo games: gametize.com/featured
- Or find them on Gametize app: gametize.com/app
- Demo White-label App: selfiely.com

Customization & Pricing

- White-label Customization Guide: corp.gametize.com/whitelabel
- Pricing: pricing.gametize.com

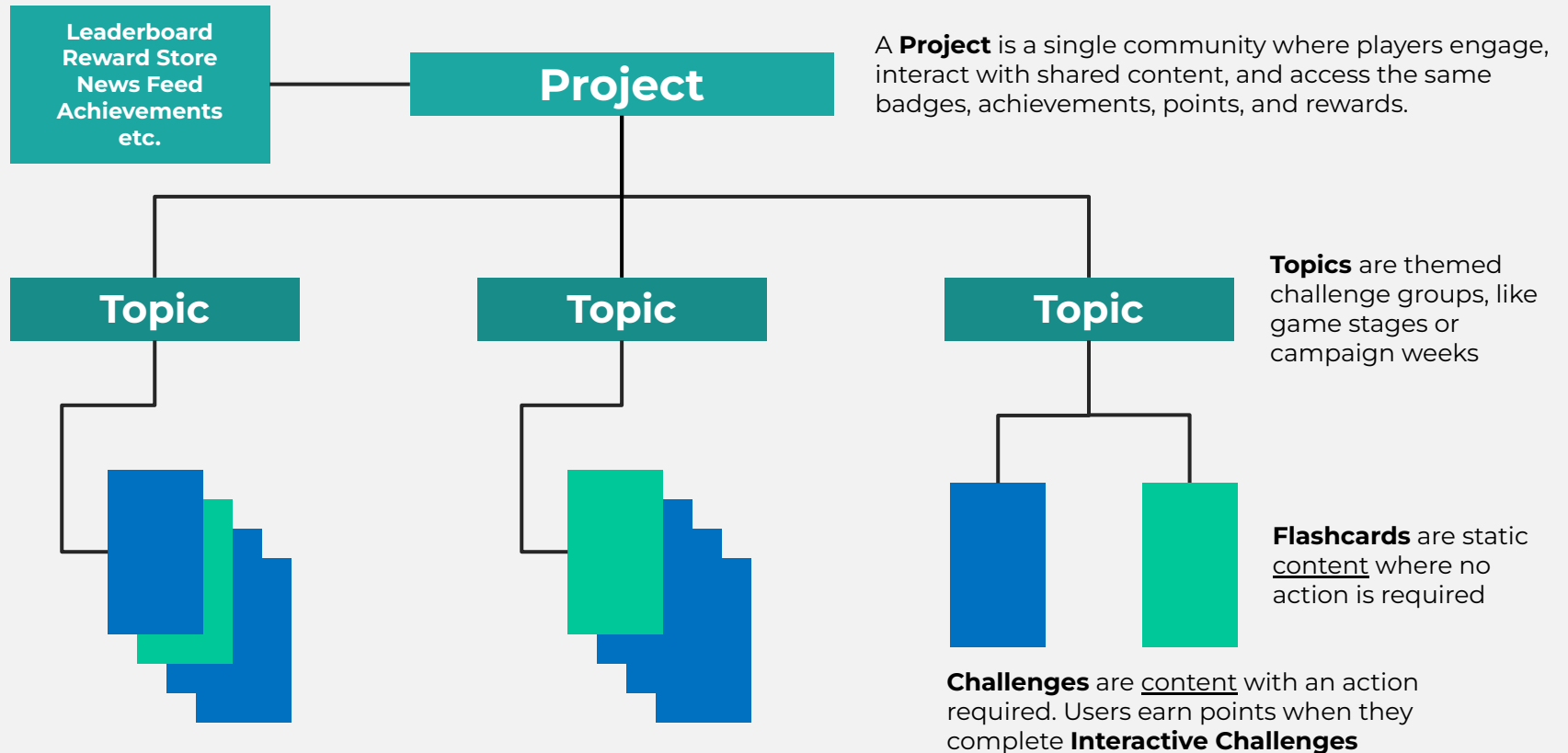
Gametize Academy and Certification Program

academy.gametize.com

Appendix:

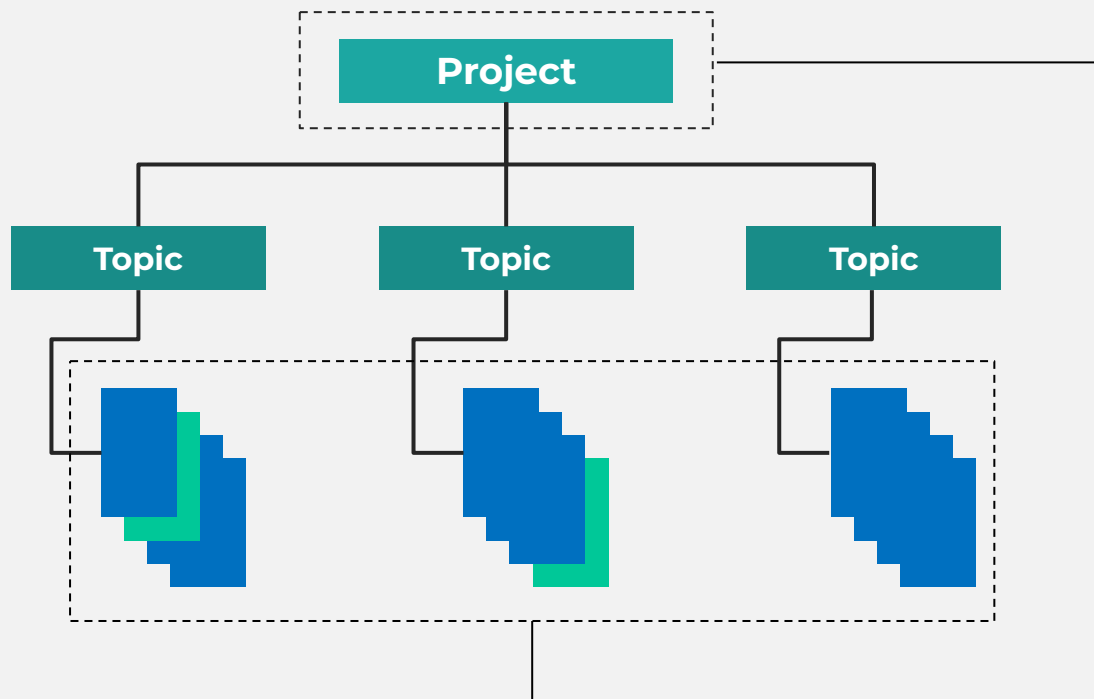
Structure

The game contents are organized in a hierarchical order: Projects, Topics and Challenges & Flashcards. This allows greater flexibility for the content creator to design their own user journey and experience.



Appendix: Structure

Player Experience



The points can be used by the players to:

- Rank up in the Leaderboard
- Redeem Rewards from the Rewards Store

Apart from completing a variety of challenges set by the gamemaster (admin), players can also:

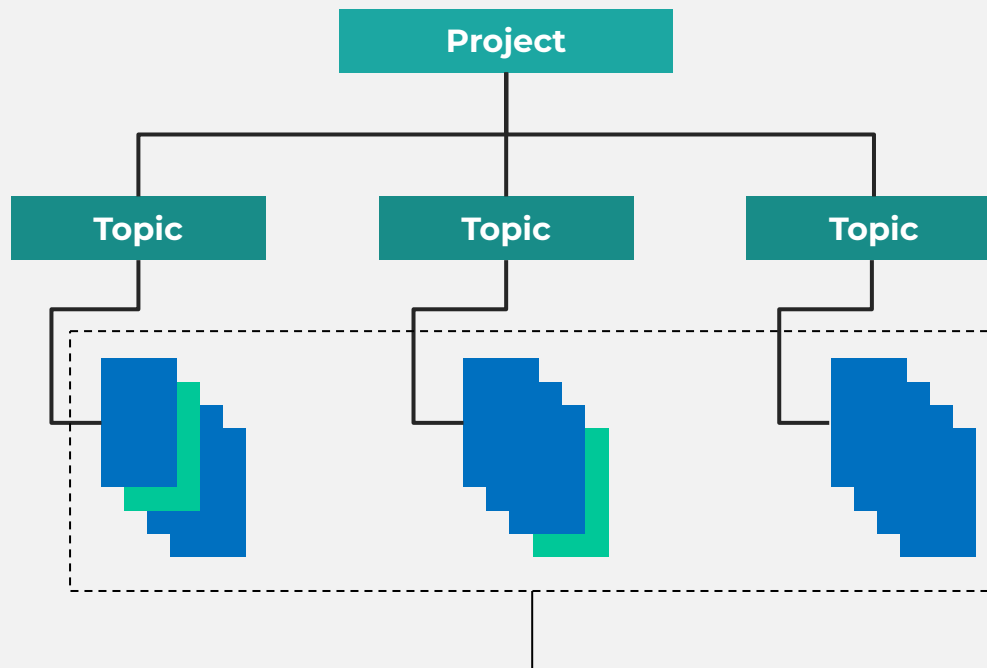
- View other players' activity feed
- Vote/Like on other players' completions
- Leave comments on other players' completions

As a result, players get to:

- Earn points
- Unlock Badges and Achievements
- Unlock more content
- Receive instant feedback on their actions

Appendix: Structure

Admin



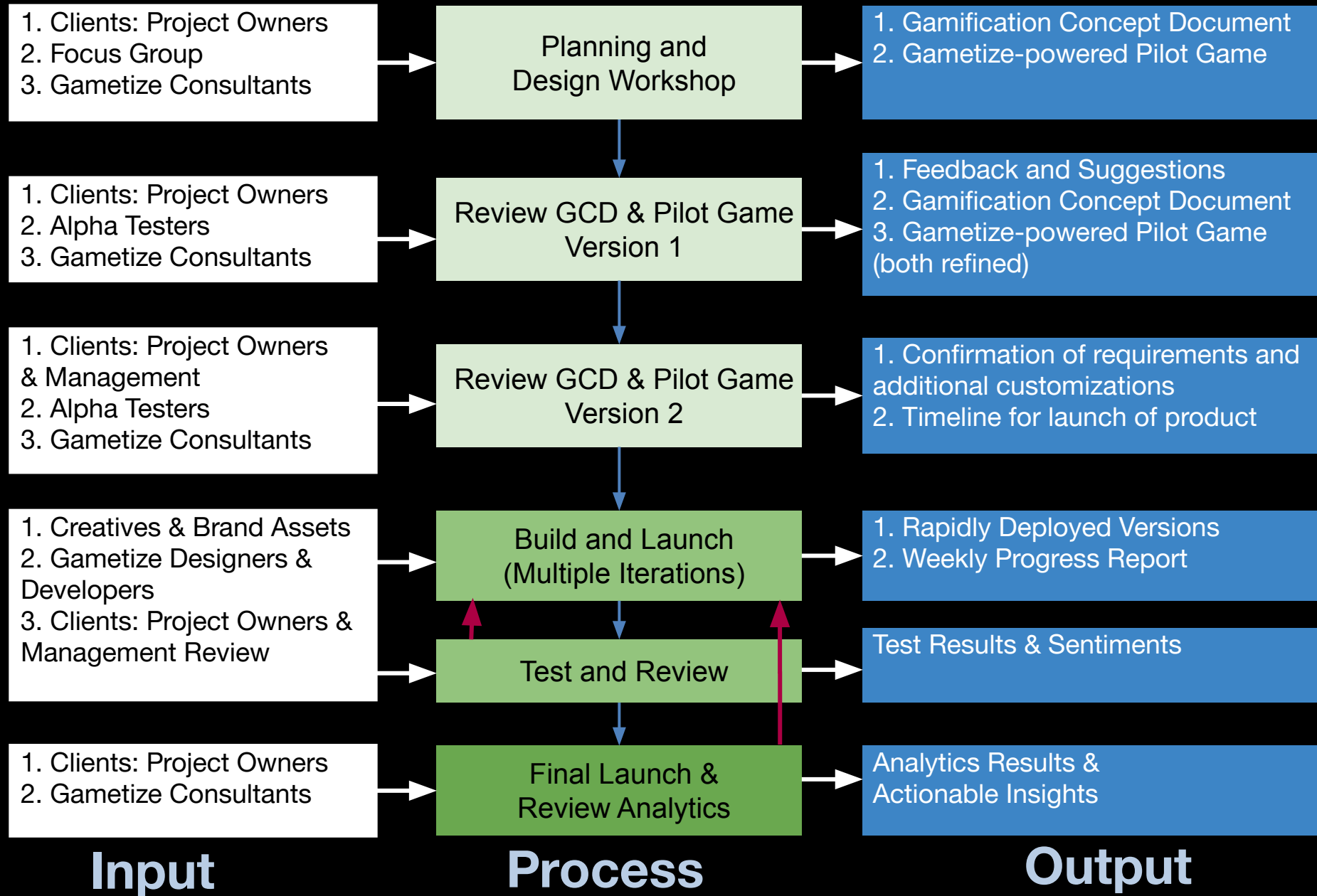
Admins have various settings to enhance player experience:

- Unlimited points assignment for completions
- Adjustable bonus points for actions like early completions, votes, or comments
- Schedule challenges for publication and expiry
- Set challenge prerequisites to unlock others
- Customize feedback messages

Admins can fully manage the game platform with these features:

- Populate the rewards store and set point values
- Create unlockable badges, achievements, and content
- Manage access rights:
 - Assign admins or moderators
 - Control user logins and privacy settings
 - Make projects public or private (invite-only)
- Publish or unpublish any content (project, topic, or challenge) Send in-app push notifications and alerts
- Access the Analytics Dashboard:
 - Track player engagement and completion rates
 - Identify popular content
 - Download reports for further analysis

Project Lifecycle (detailed)



Thank you

We love being sleek, robust, and yet staying incredibly simple to use.
Unlock your audience's engagement with Gametize in 5 minutes.

Contact Us

enquiry@gametize.com

For more goodies, please see cheatsheet.gametize.com