Goal: Proactive Health & Revenue

Gaming vs Gamification

Health Literacy Games vs Social Gaming 4 Health

Monetization

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Engagement 3.0

Mobile + Social Media + Gamification + Analytics

Innovator, Integrator & Developer
Innovator, Integrator & Developer

My Alert
- Rehab counselor call 11:00

My Action
- Job Interview @ 3:00
- Do new PT routine

Professionals

Consumers

Xcel Zone

My Points = 5,543       Today = 167
My Alert – Rehab counselor call 11:00
My Action – Do new PT routine
My Action – Job Interview @ 3:00
Xcel Network – Message from John
eHealth Advisor Live™

TeleMEDtry Database
- Diet & Nutrition
- Humor & Joy
- Lifestyle & Stress Reduction
- Mind, Body & Spirit
- Exercise & Fitness
- Video Gaming 4 Health

Self Care

My Databases

Integrative Medicine Assessment Software

eHealth Advisor Network
- Immersive Learning
- My Doctors
- Friends & Family
- Coaches & Advocates
- SOS Sharing Online Support
- Virtual World

Family
- Person Centric
- Continuum of Support
- Health@Everywhere 2020
Sweating with Video Games
Electronic video gaming is the #1 entertainment industry in the world. Estimated at $76B in 2013 with CAGR of 8.9%

Source: The Video Gaming Market Outlook Report, Business Insights. August 1, 2009

Productive Entertainment or Health eGames - $6.7B Market in 2008

- Exergames
- Condition Management
- Nutrition
- Brain Fitness
- Professional

Exergaming market was $6.4 billion in 2008

Rapid growth in active gaming with Microsoft Kinect and Sony Move = 10m+
Social gaming forecast: estimated $1.5B in 2014

• Social gaming is gaming by a network of people either in an asynchronous or synchronous mode
• Social Gaming (on Facebook and other social networks) is a rapid growth sector in the video gaming industry

Casual games market growing exponentially - 2010 estimate $13.5B up from $2.2 billion in 2008

• Casual gaming is generally individual playing online or on a mobile device from a few minutes to 20 minutes.

Mobile social gaming market is growing 20% a year. Estimated to reach $11.4B in 2011

• 70 to 80% of downloaded apps are games.

Source: Gartner, May 17, 2010 Wireless and Mobile News
Well
low risk, good nutrition, active lifestyle

At Risk
inactivity, high stress, overweight, high blood pressure, smoking

Acute Conditions
respiratory, strains and sprains, lacerations

Chronic Conditions
prevalent diseases and chronic conditions

Catastrophic Conditions
severe burns, premature infant, head injury
Gamification...

...is turning work into play
...builds desired behaviors and skills in a more effectively and engagingly approach
...uses game play mechanics for non-game applications and takes advantage of people’s predisposition to engage in gaming
...leverages animation, leaderboards, competition, collaboration and any engaging methods preferred by the target audience
Gamification Menu...

- Achievement Badges
- Leader Boards
- Progress Bars
- Virtual Currency
- Points
- Challenges
- eCoupons
- eFeedback
- Rewards & Recognition

US$10 e-coupon

LEADERBOARD
Don't see your name? Use the gas pedal!

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A video game is an immersive learning experience involving interaction and feedback through electronic devices and video screens and human direction and decision making. Elements include:

- World
- Story & Interactivity
- Actors / Avatars
- Game Design
- Sensory Stimulation
- Individual or Multiplayer

...mobile gaming, casual gaming, active gaming, social gaming, health literacy gaming, social gaming 4 health, console gaming, etc.
**Challenge:**
Build massive multi-player games for Facebook and other platforms that engage and entertain adults and children. That also pattern healthy behaviors around asthma, allergy, food choices, diabetes and physical activity and deliver connections to care when needed.

**Solution:**
Create a series of social games to support therapeutic and business goals of sponsors. Apply innovative game mechanics, sensors and technologies into fun game play for stealth learning that connects to care.
Game Monetization

- Subscription
- Product Sales
- Digital Goods - Music
- Users (active, registered) ARPU & ARPPU
- Large payment platforms = Facebook
- Mobile payment

- Microtransactions
- Virtual Goods
  - Functional
  - Decorative
- Consumables
  - E.g. Health pack
- Virtual Currency
  - Direct user payments
  - Advertiser-financed payments
Fitness Games are **HOT**

- *EA Sports Active (Wii)*: 3.2 million
- *Wii Fit Plus (Wii)*: 13.2 million
- *Wii Sports (Wii)*: 64.1 million

70% of Mobile App Downloads are **GAMES**

Social Games = $$

Wearable Sensors are **HERE**

- (smartphones & 400M others)

**Meeting people where they are at…**

**Delivering a “I Get To” experience, not a “Have To”**

*FarmVille*
Innovate 4 Superior Health & Performance

Gamification

Engagement 3.0

Mobile

Social Media

Behavioral Science & Analytics

Serious Games
Motion Sensors
Gesture Tracking
Virtual Reality
Virtual Currency
Video Games
Leaderboards
Point of Need

Social Gaming 4 Health
Active Gaming
Health eGames
Productive Entertainment
Geo Health
Augmented Reality
Connect2Care™

Innovate Now with iConecto Solutions -- Strategy, Design, Integration & Development