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I. Overview

Best Self Ever/Sonny, Ev, Lulu & Me (SEL & Me) is a combination video and interactive project that focuses on Social Emotional Learning for kids age 6-9. Best Self Ever/Sonny, Ev, Lulu & Me (SEL & Me) is an SEL-themed adventure game, similar to the popular children's games, Club Penguin and Animal Jam where players in customized avatar form journey through a community, where they visit a variety of different destinations and experience a variety of different Social-Emotional themed encounters.

As players traverse throughout this virtual community, they experience SEL themed lessons in a choose-your-own-adventure-style format. Players encounter SEL-themed "cut scenes" (short 1-2 minute video sequences) whereby they view a cartoon-based SEL dilemma and then view 2-3 cartoon-based positive/neutral/negative SEL outcomes (to the dilemma). Every sequence offers a dilemma and 3 outcomes that focuses on one SEL skill, (i.e., Self-Awareness or Healthy Relationships). Players are then challenged to choose the "best" SEL outcome (in their opinion). By viewing positive/negative/neutral outcomes to SEL dilemmas, players develop "20/20 hindsight" social awareness, critical decision-making skills which are essential to well being. The SEL dilemmas and outcomes are presented in the community in a locked-in sequence (essentially "levels") so that SEL skills are built on in a way that is scientifically proven to create dependable and long standing SEL skills in individuals, (i.e., Self Awareness is needed before one can engage in Self-Management and so on). These cartoon-based SEL dilemmas/outcomes are highly engaging, and appropriately entertaining.

To make Best Self Ever/Sonny, Ev, Lulu & Me (SEL &) highly competitive with other digital games, players will encounter a number of highly interactive and exciting gamefied elements without promoting addictive or fight or flight reactions. For instance, players will encounter rewarding music and movement videos, gamefied SEL-themed challenges, SEL themed mini-games between "levels" similar to the popular Game Mario Party (i.e. help your new neighbour meet some friends). Players will also be appropriately rewarded for making good choices in the SEL dilemma/outcomes sequences and for completing the short SEL-themed challenges.

The player rewards will include I) highly entertaining animated/live-action urban-inspired music and movement videos that promote relevant SEL lessons and encourage mind-body connections and physical activity, II) achievement badges and III) points that can be used as currency to customize their environment, to modify their avatar, unlock certain destinations within the game and purchase cool items that promote health and wellness such as bicycles, skateboards, roller blades, skipping ropes, scooters, water and healthy snacks,(when used can add to the health/vitality score of the player).

II. Look & Feel

Photo real settings, with animated characters and hand-drawn assets:



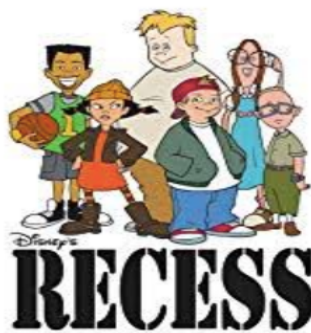
III. Marketplace Comparisons

1. User interface and user/player interactivity will be engaging, challenging, exciting, entertaining and value-driven like leading and highly popular E-Learning/gaming platforms, Club Penguin and Animal Jam:



(Cont.)

2. Cartoon SEL dilemmas and outcomes (“cut scenes” that are 1-2 minutes) showing social and emotional stories, community concepts, narrative format, and imagination concepts, reminiscent of popular children’s shows, *Peanuts* (community, social-emotional stories, healthy relationships), *Recess* (school-based community, social-emotional conundrums), and *The Backyardigans* (healthy relationships, imaginary journeys):



3. Music and movement videos to encourage mind-body connections reminiscent of *Go Noodle*, *The Storybots* and *Cosmic Yoga*:



IV. Platform

The prototype E-Learning Web App/Game Best Self Ever/Sonny, Ev, Lulu & Me (SEL & Me), will be developed in HTML5 so it can be fully and vibrantly experienced on all digital and online platforms. The prototype will be fully functional for beta testing in schools. The prototype work will be completed in a way that will allow for its use as a foundation or addition to the final phase of this project once we go into full production. In essence, the prototype work, once approved, will be a digital foundation that we can use to build out this product into its final distribution form.

V. Components

1. Splash screen will open app/game (i.e., similar to the image below) accompanied by music and a number of enticing options such as:

- A. Login/Create new player/avatar
- B. Enter the world (Play)
- C. Player status



2. Player Status section will appear shortly thereafter (and be viewable throughout) where players can:

- A. See their avatar.
- B. Customize and make changes to their avatar with options for different heads/skin colour, hats, shirts, pants, and shoes. There will be a number of locked items to show how exchanging points for items will work. In the prototype players can unlock one item.
- C. See how many points they have accumulated in the overall game.
- D. Spend some of their points unlocking cool new outfits and accessories, and health and vitality tools such as fitness toys/equipment (skateboard, scooter, bicycle), healthy snacks, water that up their health and strength levels.
- E. Re-watch music and movement videos they have been rewarded.
- F. See their player achievement badges (which they win at certain points in the game). There will be a number of locked badges to show players they have more to discover in the game.

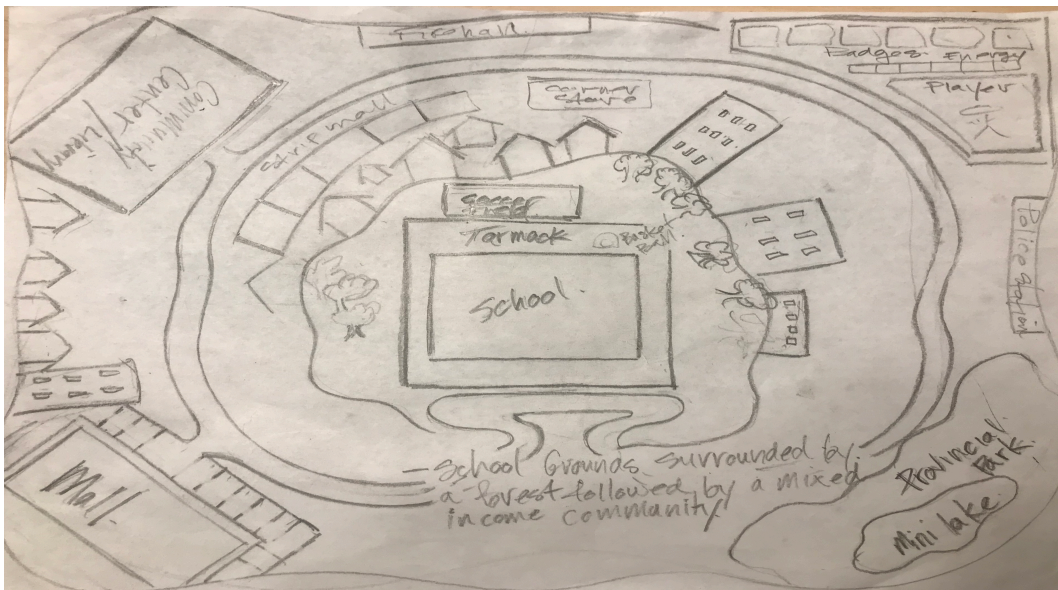


3. Entering the game world:

- A. Upon completion of their avatar, they will be returned to the splash page, where their new avatar/character suddenly appears prominently in the world of Best Self Ever/Sonny, Ev, Lulu & Me (SEL & me). They will then enter the game world.
- B. For the purposes of the prototype we will have a sample avatar/character that represents them in the world.



- 3. The game world is a dynamic, mixed building community with a surrounding nature scape. This community represents day-to-day life for people of all socio-economic, educational and cultural backgrounds. It promotes community, inclusivity, city dwelling, rural dwelling, environmental care:



- A. Players can move about the scrolling world with a school in the center of it all. Surrounding the school there are high rise/low rise buildings, a community center, a mall, a police station, a fire station and other community related destinations. On the outskirts of this world, there is a forest. For the purposes of the prototype we will plot out the world so it can be seen, although players will only be able to use a portion of it; the other parts of the gaming environment will be locked (similar to a video game level system). As we move through the phases of production we will unlock subsequent portions as funding is allocated.
- B. In the portion of the world open to use in the prototype phase, the avatar will encounter 3 characters. When each character is approached the narrative/adventure unfolds. Below are some examples of what these Social Emotional Learning encounters might look like. As a group we will all collaboratively decide what type of content/scenarios we will create, so as to align with the SEL vision of SMHO and OPHEA.

Encounter A: SEL Dilemma and Three Outcomes (Positive/Neutral/Negative)

**The below dilemma and outcomes were overseen by Molly Stewart Lawlor (MindUP) /Franklin Young (Paw Patrol) and written by Lara Brighton in our development stage. We are hoping to use a CASEL- derived SEL framework but with a focus on Ontario-based SEL initiatives (as determined by SMHO, OPHEA and perhaps ETFO) and to work closely with our partners in determining content and story lines for our SEL themes in our prototype and development.*

This SEL Dilemma and the three Outcomes will focus on the SEL concept of Relationship Skills. The player finds the character named Sonny on the game board. Sonny is at the school on the outdoor apparatus structure. Sonny tells the player that he and his pals Lulu and Ev are having the best game of superheroes ever but it has all come to a big stop because Lulu and Ev can't agree on something. He asks the player, "Can you help me?" the player agrees. Suddenly a 2 minute "cut scene" cartoon segment opens. It shows Sonny, Ev and Lulu playing an imaginative sequence of "superheroes" where they are actually superheroes themselves, with special powers, wearing cool superhero outfits, and in a superhero-type world (Gotham City). Their superhero characters, Dr. Daze (Ev), WowGirl (Lulu), and Captain Construct (Sonny) are in an intense game of catch the villain with Sonny (Captain Construct) and Lulu (WowGirl) chasing down Ev (Dr. Daze). The imaginary sequence/play goes south as Lulu gets so excited with her epic karate spins and kicks that she comes too close to Ev. Ev breaks character and tells Lulu to stop coming so close as she (Lulu) has hit Ev by accident before. The comic book fantasy world suddenly disappears and we find out that the friends are playing superheroes on the schoolyard apparatus during recess. Lulu involves Sonny and asks him to help Ev calm down about it so the game play can continue being as fun as it was. Sonny is tempted to let things go on the way they were as the imaginative game play was incredibly exhilarating but he does not want Ev to feel anxious or to get hurt either. The short "cut scene" ends and Sonny asks the

player “What should I do?” The player now gets to hit play on three different short cut scenes: Option A (Negative) Sonny does not speak up for Ev and Lulu pressures Ev to keep playing. Sonny joins in pressuring Ev, who eventually keeps playing only to be hurt by Lulu not long after. Option B (Neutral) Sonny does not intervene and Lulu pressures Ev to play. Ev stays firm and refuses. Lulu points out that is Ev is overly sensitive and Sonny agrees; Ev ends up leaving the group to play elsewhere and the superhero game cannot be played and a friendship has been hurt. Option C (Positive) Sonny tells Lulu to give Ev personal space – in kid language – and to incorporate a protective, invisible shield into the story – which allows Ev thirty seconds to “disappear” and then get away if she feels worried about her personal space or about getting hit – this invisible shield results in even more amazing game play and imaginative story unfolding whereby we are able to see Ev protect her physical space and Lulu and Sonny respect her wishes and boundaries. The player views each option and receives small rewards/points at the end of each watched option. Finally, the player must choose the best option and if he/she chooses the positive choice the player receives a reward badge that allows them to approach a big boom box on the game map. Once they approach the stereo, it opens up and a highly entertaining, live-action/animated urban-themed music and movement video appears reinforcing the SEL themes learned in the SEL dilemma and outcomes.

Encounter B: Gamefied SEL-themed challenge

A character named Ev tells the player that she and some friends have built an “epically cool” secret fort behind the slide in the playground. She invites the player to go to it as long as he/she does not tell their new classmate Mariko where it is. Mariko has been asking to go to the fort but no one knows her so no one wants her there. Ev points to a character standing by the wayside looking lonely. The player makes a choice whether or not to agree with EV and exclude Mariko and go to the fort or to suggest to Ev that she and her friends give Mariko a chance and invite her to the fort so they can all get to know her. When our player makes a choice for the latter, Ev considers our players opinion and says yes, that Mariko can come. Our player’s choice/action of standing up for someone else and promoting inclusivity unlocks a place on the map that didn’t exist before; this is where the amazing fort is. Suddenly Mariko appears next to our player and three figures on screen travel to the fort. The fort is totally incredible in the imaginative mind of the kids with cool slides, secret spy gear, a bouncy castle. Once they all enter the fort, Mariko shares some popcorn with the group. Ev tells our player that she is glad he/she suggested to include Mariko. The player is rewarded with a badge/points currency. The badge unlocks a pulsing stereo somewhere on the map, that the player must find, when the stereo is found they all view a short music reinforcing the SEL content in the encounter (Self Awareness, Self Management and Healthy Relationships), and mind-body connections.

Encounter C: Music & Movement Video (Pulsing Stereo)

The player is rewarded with a pulsing stereo that when approached plays a music and movement video encouraging mind body connections. Whether it is experienced as a class, a small group or individually children are invited to partake

in a current urban inspired music and movement sequence. In this sequence children will learn a new dance move, yoga sequence or meditation lead by real kids. The musicality could involve a rap, a song or an instrumental sequence. These music and movement videos will consist of a combination of live action and animation.

Encounter D: SEL-themed Mini Game

On the football field, there is a young girl playing with a drone. If the player encounters her, it's a chance for her to share her toy with the player. They will then be given a small mini-game, where they must fly a drone through an obstacle course before the time runs out. They will be rewarded points based on how well they do in the game!

VI. Game References

This prototype gives a small demonstration of the power that interactivity can provide to the learning process, when mixed with engaging and meaningful activities and situations. We will work together with our educational partners and screenwriters to ensure that the content addresses the SEL and Health and Wellness mandates and vision of our educational partners who will be market testing the prototype. Moreover, this game will be created in a way so as to be competitive with popular video games but not utilize addictive/"fight or flight" gaming structures. Kids aged 6-9 love to build and customize characters and will be drawn into the adventure style story of the game world. The strength of building a game with a game board/game world is that it is very modular; new games and animations can be added as success builds and testing informs the next round of creativity. Sticky Brain Studios has been creating meaningful, educational, and exciting games for years; delivering over 40 games in the last 5 years alone. Sticky Brain Studios specializes in engaging youth and kids in well-designed, fun ways that sneak in learning. An example of such games created by Sticky Brain Studios are the empathy apps the studio created for the US-based charity, RedRover, and the award-winning Cutie Pugs Games for the Youth Media Alliance. Please see below for these games:

<https://apps.apple.com/us/app/restricted-adventures-of-raja/id1074049994>

<https://apps.apple.com/us/app/raja-book-2/id1257868326>

<https://apps.apple.com/us/app/raja-book-3/id1448825881>

<https://www.tvokids.com/preschool/cutie-pugs>

VII. 4 Phase Production Cycle/Quote for Prototype

4 Phase Production Schedule with Ongoing Review Cycles	
<p>Phase 1. Working with OPHEA, SMHO, Sticky Brain Studios, Franklin Young (Paw Patrol writer), Lara Brighton and Jeff Watson, to conceptualize the interactive game/platform, to complete the infrastructure of a game that is modular in nature, allowing for ongoing review cycles, and the addition of ongoing content up until the release.</p> <ul style="list-style-type: none"> -1 episode, -1 game, -1 music and movement video -1 avatar builder, -1 mock log in system -1 character that can be moved around the environment -3 additional characters within the game that the user might approach -A narrator who helps users to navigate the game -The creation of the world that the users will play within (reference diagram), -1 a blinking Bluetooth speaker/lpad/tablet. -The Creation of a points/badge system/message board 	<p>\$45,000.00 – \$86,000.00</p>
<p>Phase 2. Building in more functionality and storyline into the game:</p> <ul style="list-style-type: none"> -3 more episodes -3 more games -3 more music and movement videos. -Adding more components to the avatar builder -Adding to the functionality of the world that was created in phase 1 -More buildings/community features -More characters within the world, allowing for the possibility of the avatar travelling with friends with the avatar being the leader. 	<p>\$50,000.00 – \$100,000.00</p>
<p>Phase 3. Building in more functionality and storyline into the game:</p> <ul style="list-style-type: none"> -3 more episodes -3 more games -3 more music and movement videos. -Adding more components to the avatar builder -Adding to the functionality of the world that was created in phase 1 -More buildings/community features -More characters within the world, allowing for the possibility of the avatar travelling with friends with the avatar being the leader. 	<p>\$50,000 – \$80,000</p>
<p>Phase 4. Building in more functionality and storyline into the game:</p> <ul style="list-style-type: none"> -3 more episodes -3 more games -3 more music and movement videos. -Adding more components to the avatar builder -Adding to the functionality of the world that was created in phase 1 -More buildings/community features -More characters within the world 	<p>\$50,000 – \$80,000</p>

VIII. Quote for Prototype

We are estimating that planning, production, testing and delivery of the prototype would happen over 10-12 weeks, broken down as follows:

Project Management	\$10,000- \$20,000
Art/Animation	\$11,700- \$23,400
Development	\$17,000- \$34,000
Sound	\$1,700
Video (1 min total animation incl. VO)	\$4,600
TOTAL	\$45,000- \$86,600

IV. Expansion Into Production

After the prototype stage, we will be building a production version. This will require some level of login and secure hosting, and the addition of interactions, video animations, story, achievements and mini games, all using Social Emotional Learning as the narrative basis. The benefit of this modular expansion is that it can happen in stages, and blends well with funding opportunities and allows for user testing and agile content changes.

Expansion would add:

10 animated “Choose Your Own Adventure” interactions

20-40 character interactions, unlocking items and other characters

10 mini games, rewarding achievement badges

Secure account management, allowing players to save their progress

V. Production Budget:

Secure login	15,000
Animation x 5-10 with VO	\$30,000 - \$60,000
Additional Characters and Story	20,000
Sound	4,000
Mini Games x 5-10	\$100,000- \$200,000
Project Management	40,000
TOTAL	\$200,000 - \$339,000

VI. Proposed Financial Structure:

The proposed financial structure to create a final production will fluctuate depending on the Ministry of Education's contribution, the OMDC's contribution, and the TELUS Fund's contribution, and so on. The OMDC will give up to \$250,000.00 for a project, providing that the applicant is able to match the funds using other funding sources. I've added both OMDC and TELUS Fund to our possible funders (in the below structure), as they have both been contributing funders during our development phase and these funders prefer to go into production with projects that they have engaged in development with.

Proposed Financial Structure for Interactive SEL Based Game	
(SMHO) Ministry of Education	\$50,000.00 - \$100,000.00
In kind contributions	\$30,000.00
The TELUS Fund	\$50,000.00
OMDC IDM fund Grant	\$130,000.00 - \$180,000.00
Federal and Provincial Tax Credits	\$78,000 - \$108,000 Based on the total amount of the budget
TOTAL	\$338,000.00 - \$468,000.00

VII. Team

Executive Producers

Lara Brighton
Jeff Watson

Clinical/Educational Consultation team

SMHO Team (Lead by Kathy Short)

OPHEA Team (Lead by Chris Markham and Tammy Shubat)

Molly Stewart Lawlor (lead writer Mind Up/Me to We Wellness)

Note: Molly is available if we would like to use her services. She worked with us on our development phase, although we have no contractual obligations to her.

Game Design Studio

Ted Brunt & Sasha Boersma of **Sticky Brain Studios** (TVO, CBC, The Family Channel, Corus)

Animation Studio

Clint Green & Darren Cranford of **Keyframe Animation** (Pinky Dinky Doo-Sesame Street, Ollie the Boy who became what he ate-CBC, Tee and Mo-TVO)

Screenwriting Team

Franklin Young (Paw Patrol, Inspector Gadget, Yokai Watch, Totally Spies etc.)

Charles Johnston (Paw Patrol, The Odd Squad, Dino Dana, Disney)

Lara Brighton (Best Self Ever, The Friendship, The Rapping Doctor)

Jeff Watson (Best Self Ever, The Friendship, The Rapping Doctor)

Music and Movement Team

Clarence Ford-Choreographer (Cirque de Soliel, The Smurfs)

Roy Hamilton 3rd –Grammy award winning Music Producer (Michael Jackson, Britney Spears, Babyface)

Pras Michel-Founding member of the Grammy award winning group “The Fugees”

(Pras is a know philanthropist, Community/Social Activist with close ties to Michelle and Barack Obama)