**Applicant Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Submission Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

OVERVIEW

## Gamification Project Title

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## Executive Summary

### A 2-4 sentence summary of the learning initiative.

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## About the Organization/Client

A 2-4 sentence introduction of the organization. The goal of this section is to generate a better understanding of the business and how they fit into the landscape of their industry. This area could include how long they’ve been in business, number of employees, mission of the organization, etc.   
(The company name can be sanitized for marketing and Throwdown Showcase if the company does not want to be identified publicly.)

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PLANNING

## The Need

### What was the business goal that the game was intended to support? For example: What issue, challenge, or pain point did you (or your client) need to address? What led you (or your client) to look for a solution? What might have happened if a solution was not identified?

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## Project Objective

### Describe the learning outcomes/objectives that were determined for this program or initiative. *Up to 250 words.*

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## Audience

### Who were you creating this program for? Describe the audience and any analysis you completed to understand them.

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## Motivators

### Describe the elements you used to motivate audience participation.

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## Learning Strategy

### Describe what you expect your learners to gain, and how they will get there. What opportunities are there for learners to discover, fail or success and learn from it? How will they build competencies as they proceed in the game?

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| Design StrategyDescribe your entry’s strategy, implementation, and **key gamification features**. What is the type of program? (e.g., coaching program, leadership development, onboarding, sales, technical, etc.) What parameters influenced design and development decisions? (budget, time, resources, technology, etc.)  *Up to 500 words.*  |  | | --- | |  | |

## Evaluation/Assessment Plan

### How will you know if you have met your goals for the program and for the learners?

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GAME EXECUTION

## Game Elements

### Describe the components of the game (i.e. *points, dice, game pieces, avatars, board, etc.*)

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## Game Mechanics

### What strategies are you executing? What are the game mechanics? (i.e. *competition, challenges, leaders, chance, level ups, unlocks, boosters, collaboration, etc.*)

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## Fun Factors

### What makes the game enjoyable?

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RESULTS

## Overall Results

### How many participants played your game? How do you know whether your game was successful or not?

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## Assessment of Learning

### How do learners demonstrate what they have learned? How do you know that they gained the intended skill? How is this measured? What kinds of scores or feedback demonstrate learning?

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## Impact on the Business Goal

### Did your game meet the intended business goal? Was there an impact? How?

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## Feedback Analysis

### What kind of feedback did you receive from the learners? What kind of feedback did you receive from the stakeholders? How did you analyze that feedback and what, if any, actions did you take on that information?

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## Lessons Learned

### What were your takeaways after reviewing your results and implementing your game?

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STORY COMPONENTS (if narrative is used)

## Narrative

### Provide a synopsis of the story.

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## Setting

### What is the setting for the game? How is it appropriate for the story and the needs of the game?

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## Characters

### Describe the characters and their roles. Does the learner have a role?

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## Obstacles

### What challenges did the characters need to overcome? How do they aid learning?

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## Climax

### What is the climax of the story?

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## Story Outcome

### What is the ending or conclusion of the story? How does it tie the game together?

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SUPPORTING MATERIALS

## Entry Images

Include image(s), links to program(s), video(s), and/or any other formats that best represent your entry.

CONDITIONS, COMMITMENT & SIGNOFF

## Terms and Conditions

It is the policy of this organization to provide equal opportunities without regard to race, color, religion, national origin, gender, sexual preference, age, or disability.

By submitting an application for the Gamification Project Throwdown, you give *GamiCon* permission to publish any information not marked NFP (Not for Publication) and to use the data in any presentation or description (both analog and digital) of the Throwdown.

## Agreement and Signature

### By submitting this form, I affirm that the facts set forth in it are true and complete. I understand that any false statements, omissions, or other misrepresentations made by me on this application may result in my immediate disqualification.

I understand that by entering a project into the Throwdown, if the project is selected as a finalist, I commit that at least one representative of the project team will register (with a 50% discount) and present our project LIVE at *GamiCon NOLA* in New Orleans, Louisiana from September 17-19, 2023.

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| Name (printed) |  |
| Signature |  |
| Date |  |
| Email |  |
| Phone |  |

*GamiCon* hopes that completing this application fosters communication among various divisions at your organization and promotes C-suite awareness of the importance and business benefits of gamification in training and adult education.

Thank you for giving us the opportunity to evaluate your program. We look forward to reading your application.

If you have questions at any time while filling out the application, please call me at +1 972-951-3314 or   
e-mail me at [Guru@SententiaGames.com](mailto:Guru@SententiaGames.com).

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| A close up of a sign  Description automatically generated | **Monica Cornetti**  President at Sententia, Inc.  **Mobile:** 972-951-3314  **Email**: [guru@sententiagames.com](mailto:guru@sententiagames.com)  South Padre Island, TX  [**www.SententiaGamification.com**](http://www.sententiagamification.com/)  [**www.GamiCon.us**](http://www.gamicon.us/)  [**www.GamifiedLearningAcademy.com**](http://www.gamifiedlearningacademy.com/)  [Title: LinkedIn - Description: image of LinkedIn icon](http://www.linkedin.com/in/monicacornetti) [Title: Twitter - Description: image of Twitter icon](http://www.twitter.com/monicacornetti) |

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