3. Ones&Twos - GEX

Executive summary
Conflicts, ranging from small fights to international disputes, such as the Ukraine war[1], occur constantly due to different values clashing and a lack of communication skills. We can prevent such conflicts from arising and expanding by creating an educational app for schools to implement in classes worldwide. By using our program to acquire democratic skills, we believe that the generations to come will be able to live in a world with less conflict.

Our mission
Through our products, we aim to help children foster skills that will allow them to come to a mutual understanding with others. Ultimately, we hope to create a world without strife in which individuals and groups can come to a mutual understanding through communication.

Our product
GEX is a groundbreaking dialogue simulation game in which teams work to understand the opposition and mutually come to an agreement. The opposing entity/character, including its motive, characteristics, and even gender, will be created by us. After this, conversational AI technology will allow it to converse with the players and come alive. The game will have three different levels with multiple scenarios per level. The levels will range from easy topics based on daily life conflicts, such as customer complaints, to more complex topics related to international politics or economic issues. Each server will have 4-6 players working towards a shared goal: To reach a mutual understanding with the opposing party (opposing character). Since the topics will be related to international economics or politics beginning from the second level, the topics will have no choice but to become global. Because of this, we have decided to comprise each team member with an individual from a different country. This will make it increasingly difficult for the players to complete the game; however, this will further foster their ability to come to an understanding with those from different backgrounds and benefit the players in the long run.

The players will be provided 60 minutes to reach the goal, with 10-minute intervals between discussing as a group and speaking with the entity. Before the discussion, players will be given a brief introduction of the opposition, including general information regarding the character. Through dialogue with their team and the opposition, players must deduce and understand the goals and desires of the entity and gain insight into the opposition's nature and underlying values. Also, the players must discern the entity's personality, cognitive flexibility, or mood stability through dialogue. Players will then devise solutions for reconciliation through discussion with their team and present them to the opposition. Ultimately, the game is cleared if a mutual understanding is achieved between the team and the opposition within one hour. (GEX's picture on the bottom)

We've added four gauges on the bottom left to help players understand the opposition's emotional state. (Top right) These gauges, with the AI programmed with the given data that can simulate the entity's stress and trust level[2], will show the game's timer and the opposition's willingness to come to a mutual agreement with the players—ultimately determining if the players have cleared the stage. If the willingness level goes under 20% by the end of the game, the players will lose. Furthermore, this allows players to be conscious of what they say to the opposition, improving their mutual understanding skills. GEX's user interface is also built with simplicity and different languages, making it applicable to players and schools worldwide.

Target market / Strategy

We plan to implement a B2B business model with an annual contract fee as a source of income. Since our product serves an educational purpose, our target market will consist primarily of academic institutions worldwide, middle schools to high schools, and parents (individuals). As our business grows, we will aim to reach more schools and global educational associations.

Finally, according to DataReportal, only 67.1% of the world's population were internet users in early 2024[3]. Because of this, we have also designed a physical card version of this game to make it more accessible for all: Instead of using AI (we showed this in the video), teachers initially take the role of the opposition party and facilitate the conversation. Once we profit, we plan to donate these GEX cards to less affluent countries for everyone worldwide.

Pricing and Financial statement

Year	1	2	3	4
Total Revenue	$94,040	$246,040	$588,040	$997,540
Revenue (B2B)	$84,000	$231,000	$567,000	$966,000
Annual Contract Price (B2B)	$2,100	$2,100	$2,100	$2,100
Amount of contract (B2B)	40	110	270	460
Individual Revenue (Individual)	$10,040	$15,040	$21,040	$31,540
Annual Subscription Price (Individual)	$40	$40	$40	$40
Amount of contract (Individual)	10,000	15,000	21,000	31,500
Expense	$367,000	$238,250	$286,688	$360,707
Reasearch & Development	$174,000	$174,000	$174,000	$174,000
Marketing	$5,000	$7,000	$10,000	$12,000
employees	$27,000	$47,250	$82,688	$144,704
app maintenance/update	$10,000	$10,000	$10,000	$10,003
start up cost	$151,000	$0	$0	$0
Charity (GEX card)	$0	$0	$10,000	$20,000
Net Profit	- $272,960	$7,790	$301,352	$636,833

We plan to charge an annual fee of $2,100 for schools and $40 for individuals. According to Verified Market Research, the Educational Games Market will be worth USD 11.24 billion[4] in 2021 and is projected to reach a staggering USD 93.53 billion by 2030. Therefore, we have predicted revenue in GEX's first-year to fourth-year from $94,040 to $636,833. This revenue will be allocated towards repaying development costs and operational expenses. Since demands for educational games are expected to grow steadily, we project our break-even point to be in the second year, fully repaying the initial development costs incurred over the four years.

References
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