



World Wide Wisdom

Leadership in Diversity, Solutions in Unity

103 Zeta

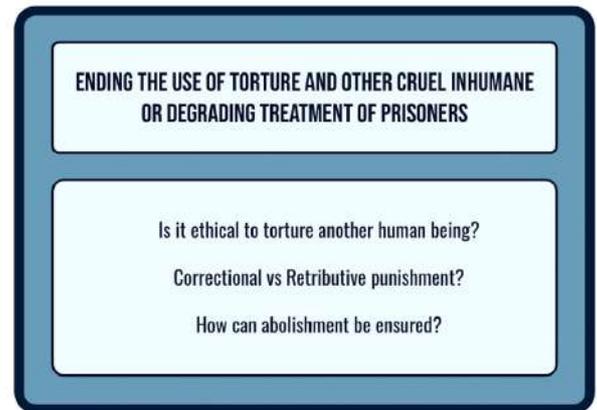
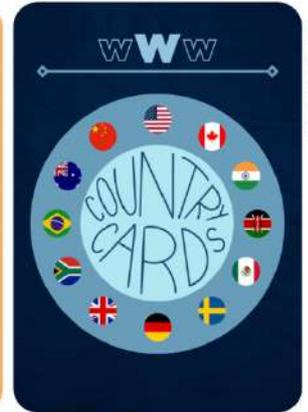
EXECUTIVE SUMMARY:

Here at Zeta, we are proud to announce the launch of our new product “World Wide Wisdom”, a training game that trains and practices communication, problem-solving, and collaboration skills. In a world that is increasingly impacted by international disagreements, sanctions, and armed conflicts, it is of the utmost importance to bring forward a new generation of leaders who are able to look past differences to resolve conflicts peacefully and democratically. WWW is an interactive game in which players represent different countries and their views and are tasked as a group to come up with solutions to global issues based on the Sustainable Development Goals by the United Nations. During gameplay, players can access the WWW app, giving them all the necessary information about their country, context to the global issues, and videos from local organizations and natives of their country about their life, experiences, and opinions. This innovative game combining classical elements of card and board games and the latest available technology in our app will not just educate the youth of today on the perspectives of countries worldwide, but build future leaders capable of addressing the crucial issues in the world tomorrow.

PRODUCT DESIGN:

WWW can be played by any group with at least 3 people and is recommended for ages 13 to 30. The game comes with 195 country cards, over 100 global issue cards, a small whiteboard, four whiteboard markers, 10 green magnets, 10 red magnets, an instruction manual on gameplay and a QR code to download the WWW app. To start the game, each player draws a country card of the country they must represent for the remainder of the game. Players can then access the WWW app or research online to find out information about their country and understand the policies, perspectives, and values of their country. For approximately 10 minutes depending on the preferences of players, each player brainstorms a solution for the issue according to the stance of their country. Each player then writes their solution on the whiteboard and takes turns presenting their solution. Solutions receive debate time during which players can propose edits to the solution that are voted on and argue for or against the solution. Players must keep in mind that they must strive to represent their country’s stances, not their individual ones. After debating, each solution is voted on by having players put a green or red magnet on the whiteboard next to the solution being debated.

The goal is to pass a specific number of solutions dependent on the number of players outlined in the instruction manual.



COMPETITIVE ANALYSIS

Competitor		Our relative advantages	Our relative disadvantages
Rise up: The Game of People and Power → \$45.00	A board game where players collaborate as organizers of a social movement to try to achieve social justice goals	WWW has: → Higher affordability → Simpler gameplay → Encourages more discussion and cooperation instead of being a luck-based game → Less repetitive gameplay → More informative nature with real-world facts & information	Rise up: → Encourages more creativity in players
Endangered → \$49.99	A board game where players act as wildlife conservationists to safeguard animal populations		Endangered: → More interactive board game features



TARGET MARKET:

Our target market for this product is schools that provide the MUN program but also families as its primary purposes are developing debate skills and improving one's cognitive abilities. We want to put the most focus on teenagers and young adults who already have somewhat of a perspective on the world and are still young enough to develop crucial skills to expand their knowledge. We will first target the United States and Europe as most MUN conferences are located there, and because they have a tradition of educational activities that emphasize critical thinking, public speaking, and international relationships. Additionally, there is a well-established market for educational board games with a highly developed infrastructure for distribution and marketing.

MARKETING/PROMOTION:

We will separate our marketing strategy into two main strategies. The first strategy is taking advantage of the widely popular existing Model United Nations or MUN program throughout schools across the world. MUN is a popular extracurricular for high school and university students in which students simulate United Nations committees ("Model United"). Students must represent countries and write resolutions addressing global issues, then debate, amend, and pass these resolutions. Every year, at least 400,000 students participate across thousands of schools worldwide (Saunders). We will target schools organizing MUN conferences to have them purchase the game to give to delegates to play as committee icebreakers, during breaks and on the last day of conferences where committees will often engage in fun activities together. Our game will appeal to them for its relevance to the conference, as it offers an extension of MUN procedures and can engage in intellectually challenging debate. First, we will target schools and universities that organize the largest MUN conferences, including those organizing NMUN New York, IE University Model United Nations and THIMUN. Next, we will expand to more conferences, continuously exposing our game to more students and teachers. Finally, we will begin marketing our product directly to schools through visits to schools and promotion through teacher journals. Teachers and student leaders can then use meeting sessions to develop the skills of members through our training game that requires all the skills needed in MUN will be a perfect fit. These three steps will guarantee numerous sales to schools and clubs, further guaranteeing exposure to new generations of young adults. The second strategy that will be used is marketing directly to families and teenagers.

We will advertise WWW through ad campaigns and social media, targeting teenagers and young adults passionate about debating, and politics or simply having an interesting game that can spark discussion. We will also ask board/card game reviewers on YouTube and TikTok to review it. This will go hand in hand with our first strategy as students will be exposed to our game by seeing it in their schools, making them more likely to purchase it for themselves.

Cash Flow Forecast for World Wide Wisdom (WWW) by Zeta				
	2024	2025	2026	2027
Opening balance (€)	0	33850	-127870	61043
Initial Investment (€)				
Private equity investment	675000			
Cash Inflows (€)				
Units Sold	3500	6800	18383	35600
Unit Price	28	29	32	34
Total Revenue	98000	197200	588256	1210400
Total Cash Inflows + Investments (€)	773000	197200	588256	1210400
Cash Outflows (€)				
App design & maintenance	305000	100000	70000	50000
Research & Development	210000	40000	20000	10000
Marketing	30000	18000	10000	10000
Staff salary	130000	140000	160000	170000
Purchase Machinery	15000	4000	2000	2000
Rent & Utilities	3000	4000	4500	4800
Legal expenses, Insurance, License Permit	2000	1000	1000	1000
Country outreach	20000	5000	5000	5000
Input costs	24150	46920	126843	245640
Total Cash Outflows (€)	739150	358920	399343	498440
Net Cash Flow (€)	33850	-161720	188913	711960
Closing Balance (€)	33850	-127870	61043	773003

Unit Cost breakdown (€)	
Problem cards	1.2
Country cards	0.8
Whiteboard	2.9
4x Markers	1.4
20x Magnets	1.8
In-box packaging	0.7
Game box	1.2
Instructions	0.5
Unit Cost Total (€)	6.9

Here our projected growth from 2024 to 2027 is outlined. Using market research, we conclude that with MUN involvement and online promotion, we can target our intended audience and sell around 3500 units in the first year, generating revenue of around 98000€. As we need to finance the app & product development, marketing and more in our first year, we plan to raise a share capital of at least 675,000 € from private equity investments. Although we go negative, in the second year, in the long term this will be a very successful product.

Works Cited

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Accessed 25 May 2024.

Saunders, Jess, editor. *UNA-K*. una.org.uk/sites/default/files/Miscellaneous/School%20resources.pdf. Accessed 25

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