



Below the Game Origin story 2017

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Semillero de Videojuegos

UNAB



Cuando investigar es un juego

Below The Game: Origins



Origins

Productos de Advertainment

❑ Advergames

○ Software
Publicitario



× Eventos Interactivos BTL

△ Presentaciones Multimedia



Caso: La Florida



Origins

- Agencias de Publicidad



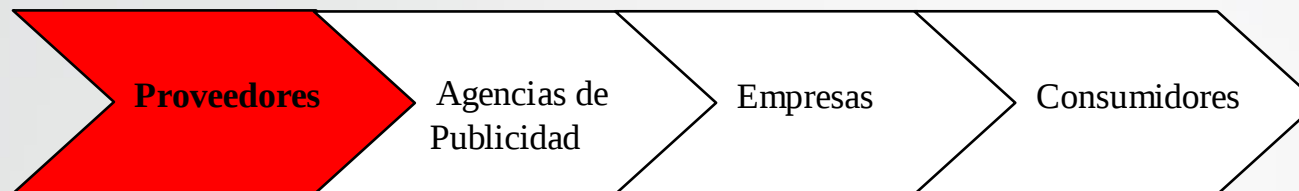
- Alianzas estratégicas



- × Asesorías



Modelo de negocio incipiente



□ Instituciones educativas



○ Primeros trabajos



× Clientes regionales



Videojuegos Serios?

- Juegos que no son tan juegos.
- Videojuegos educativos.
- Videojuegos publicitarios
- Videojuegos de Capacitación



Primeros reconocimientos

- Ventures 2009
- Cámara de Comercio (2011, 2012)



Creciendo

- Transmetro, Cámara de Comercio, Transportadora de Gas Internacional, Trienergy, UNAB, HACEB, La Florida Centro Comercial, Ventura Plaza, Adecco, Rayco...



¿Qué cambió?

- Cada vez menos: multimedia, videojuegos corporativos (publicidad, educativos, de capacitación)
- Cada vez más: videojuegos experimentales, videojuegos de entretenimiento, arte





Who are **we**?

Meet the Developers



A critic recognized company
We've worked with companies from all around the world
Good communication skills and highly focused on delivering quality work



International recognition





Our IP

What have we **done** (released, mobile)

Mobile versión for kids (iOS and soon Android)

Featured by Apple on 30+ countries.

Indiecade and IMGA Finalist.

43 unique levels.

5 Different Stages, settings and abilities.

Unique and entertaining story.

https://www.youtube.com/watch?v=UCa1r_vZy8A





Original Mechanics + Great art

Unique Games (To be released, 2017)

Our IP:



Evolution of a validated game mechanic.



Concept

Walk over words and make the words come to life interacting with them.

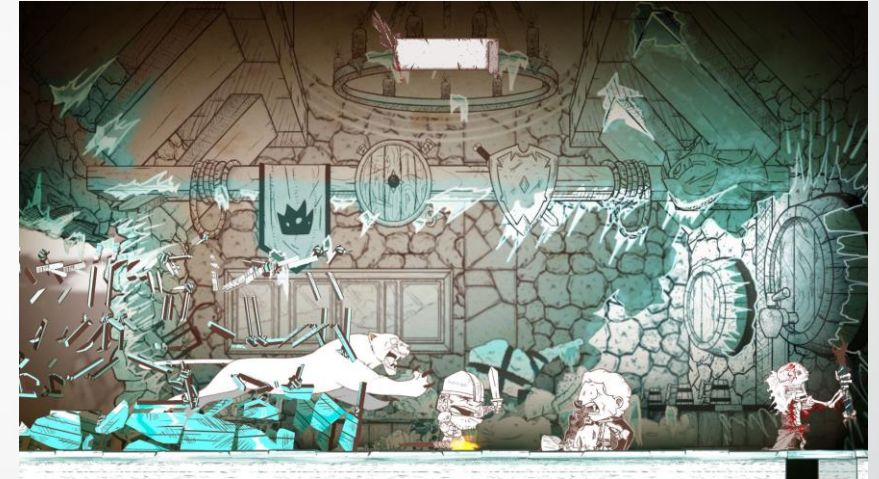
Play in a medieval setting with a unique monochromatic art and a sepia style.

Meet eccentric characters and defeat the Word Warriors in this epic indie adventure

Target and platoms.

17 to 40, for PC and Consoles.

<https://www.youtube.com/watch?v=duKBaDdcBql>



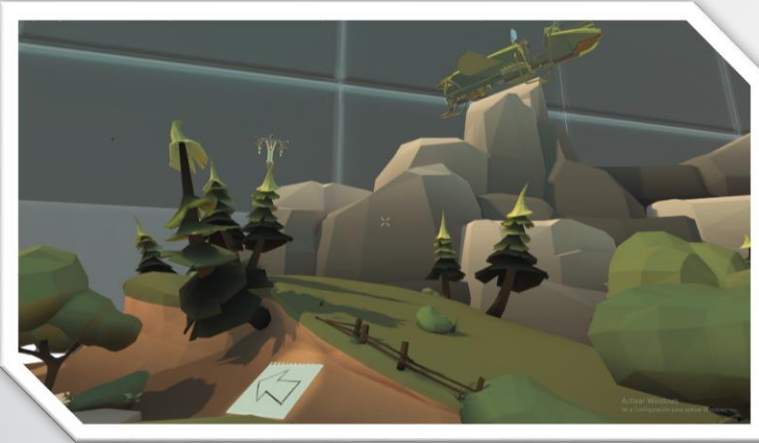
STEAM®



XBOX ONE



Original And Functional



Need: 3D Puzzle prototype for low end PCs

Low poly 3D art and environment.

Puzzles that drive the experience in rube Goldberg style.



Rapid development (4 months)

Results

High quality prototype finished.

Different type of gameplay mechanics in accordance to close work with client.

<https://www.youtube.com/watch?v=oGHQ732w-ss&feature=youtu.be>



Edutainment for government projects They are watching us

Client: Colombian Government

Need: Educational content .

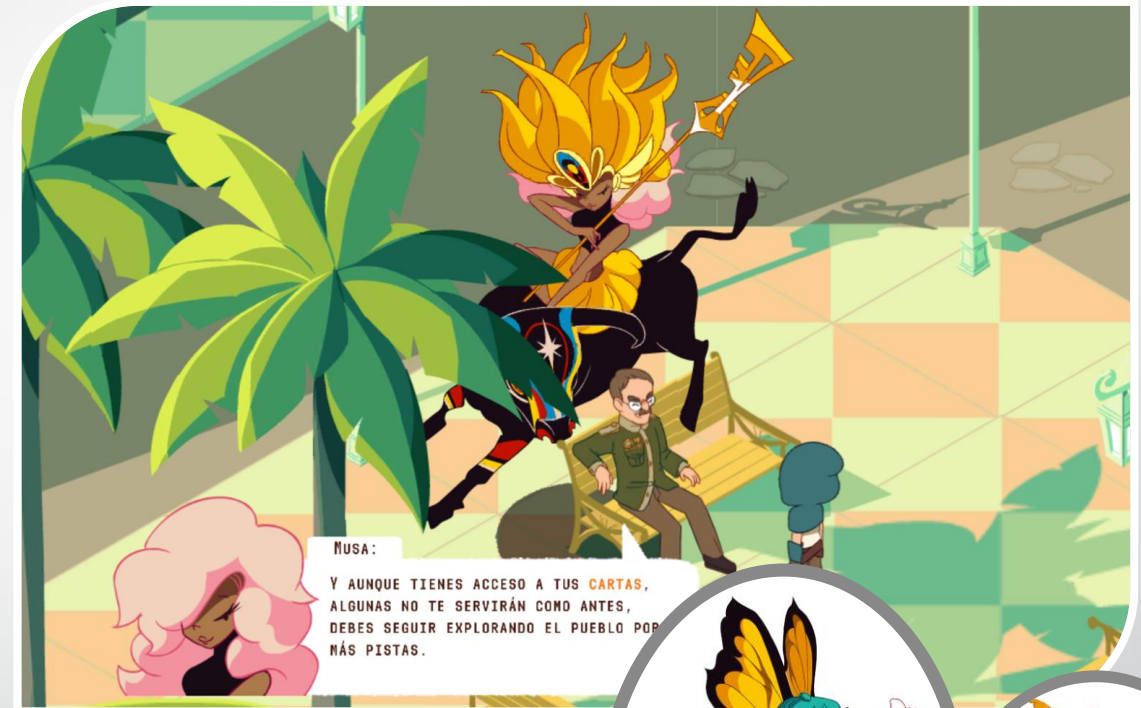
High art standards.

Proposal: History Cards

Educational videogame that thought cultural history through gameplay.

Set in different geographical and historical country settings.

No violence depicted, enhancement of the cultural richness of the country.



<https://www.youtube.com/watch?v=TSaXLcPm73Y>



Training games for Companies

Proposal: Training with games

Training videogame for company culture and operations guide.

Simple controls and easy to understand mechanics for people of all ages.

Integrated with SAP and their Learning Management System (LMS) for data collection.

Results

Higher employee retention.

Players/employees better trained.





Yes We Can!

“Achievement unlocked”



Amplify.



Qlovi



A handful of international brands that have trusted us.



Thank YOU!

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