

LINKS:

Google Play: <https://play.google.com/store/apps/details?id=com.HipstersaurusRexApps.Learn>

Apple Store: https://apps.apple.com/us/app/l%E2%82%ACarn/id1480937481?ign-itsct=apps_box&ign-itscg=30200

INTRO:

L€ARN is an educational game about entrepreneurship, focusing mainly on social entrepreneurship. However, we can say that it focuses overall on gamification in the area of starting a business, or on managing business-life and work-life balance.

The game L€ARN has a distinctive name that is based on the activities that the player performs in the game - earn as an entrepreneur (earn) and learn (learn) at the same time. The aim of the game is to gradually set up, develop and expand your business as a café owner or a shop owner for about two simulated years, during which there are several investment opportunities, various positive events on the market, but the entrepreneur (the player) also has to struggle with costs, market changes, or work-life balance.

This game was created for the Agency for the Support of Regional Development in Košice and partner organizations in Slovakia, Italy, Hungary and Poland within the ELDORA project. The preparation of this game was supported and co-financed by the European Union through the Erasmus+ program.

GAME MECHANICS:

L€ARN contains several parts that precede the actual simulation of a business life. During the first interaction with the game, the player will be evaluated in terms of their skills and passions or interests. After this self-assessment, the game will suggest which business activity - the operation of a café or a shop - will suit them better in terms of the subsequent game story and business expansion. Despite the business suggestion, the player can still choose any business they want. After the selection, the player moves to the business center, which is a department that simulates the establishment of a company and the submission of applications (e.g., to the tax office). This section tells the player - to a large extent - which things are important when starting a business. It helps him create a vision, choose a business and pay the right fees.

The business plan section, which is the first in the business office, contains tasks focused on choosing the name of the company, its vision, mission, product and team. If the player successfully passes the business plan section, the entrepreneur receives € 10,000 from an angel investor to start the company. This is followed by the government section, which is the department for resolving legal issues. The player chooses the location for their business, the subject of the business, then fills out the documents at the required offices and finally pays the necessary fees.

After paying the fees, the player moves to the premises of the company, while the decoration of the actual office is up to the player. There is a little bit of money left from the initial budget that the player received from the investor. This budget can be used in various ways and thus improve or worsen their game score.

The player will gradually find market news, invitations, family SMS, as well as invoices and items for which they have to pay in the in-game inbox. Each message shows how resolving individual emails will affect the score. The player's behavior is affected by the four indicators that make up the overall score. In order for the player (entrepreneur) to secure higher earnings, they can develop their business by employing more people affect the business and profit in some way. The player can make some investments to earn one-time or regular earnings. They can also use their finances to decorate the offices, where there are choices to either support local suppliers or traditional distribution chains. The

player levels up if they meet the conditions shown in the statistics. A level up means that the business will expand and another subject of business is added to it. In this way, the owner of the café can work his way up to become a hotel magnate and the owner of the shop can become a director of a shopping center.

ADS/IAPS:

The game is free and does not contain any ads needed within the game mechanics. However, if the player decides, they can support us by either buying us an IAP cup of coffee or watching a quick ad.

COOPERATION:

There were three studios involved in the creation of this game - game design and game mechanics (HRAI), audio and sound effects (GRAND BEATS) and graphics (SITED). There were also several organizations from Slovakia, Italy, Hungary and Poland that participated in various ways during the development process.

FUTURE:

We plan to continue creating projects that would include gamification as a core concept. We will be happy if L€ARN is used as a supporting tool in educational process for high schools and universities in the field of social entrepreneurship, but also entrepreneurship in general.

ENGINE:

The game runs on Unity game engine.