

Play games
Be on the move
Be social
That's what being a kid is all about.



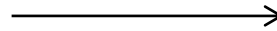
The gaming experience (1/4)

- Circle around any area with the aid of GPS tracking device.
- Upload the route to the R@B environment.
- The recognized area is marked as your property.
- Based on real maps the game suggests what to build on the property.



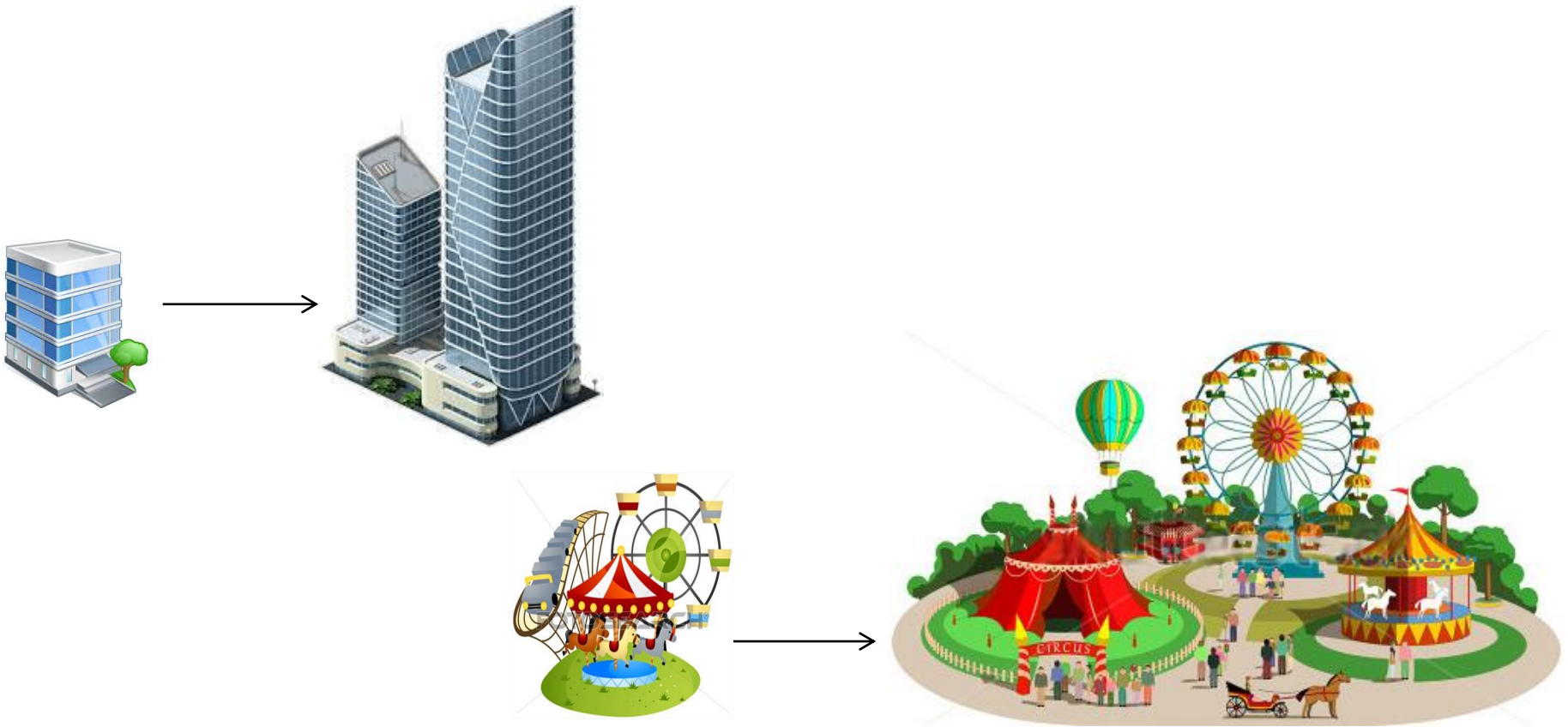
The gaming experience (2/4)

- Gain energy by moving and convert it to virtual money.



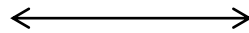
The gaming experience (3/4)

- Upgrade your property with the virtual money



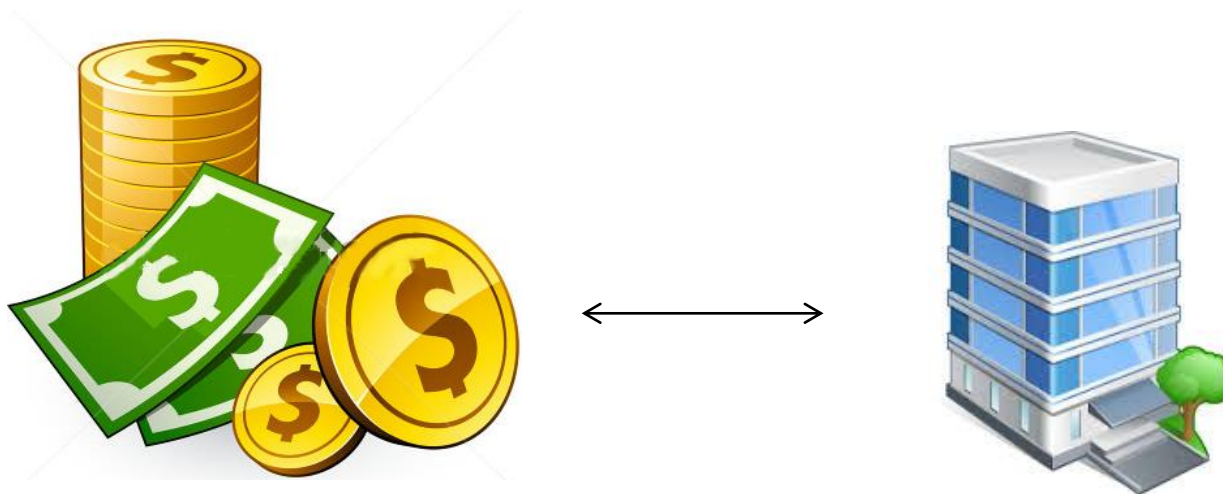
The gaming experience (4/4)

- Increase your power through commerce.



The gaming experience (5/5)

- The energy that is gained and used in upgrading the property will make it more resistant for capture.
- Commerce will increase the power through co-ownership. When your co-owner will make money with that property, a part of the profit will be transferred to you.



Alone...

- Through any activity that is recognized by a GPS gadget
 - mobile phone, pulse meter, wrist band, watch, etc.
 - Run, use a bike or walk multiple times around your property
 - Run, use a bike or walk in between two properties to make commerce
 - Or just be on the move to make virtual money for upgrading to property and co



...or with friends

- Additional bonus is gained by teaming up!
 - Team up with friends or kids around the world and give your team a cool name!
 - Route is tracked by several GPS signals.
 - Buildings become modern faster.
 - Business bonuses in commerce!



- Possibilities for finance and application
 - Tekes: Terveystä biteistä 2014-2018
 - Goal to make Finland the center of digital health.
 - The program concentrates on the international level of health improvement business
 - Public healthcare
 - Runners@block combined to school healthcare and sports
 - Teachers can track the improvement directly

- Possibilities for gadgets
 - Add-ons
 - Runners@block is the first game that can be played with other gadgets than mobile phones.



- Possibilities to launch a whole series of games for other age groups.
 - R@B idea is easy to implement for example, to internet role play
 - Throw your dice and gain a boost by running a distance!



- **Why Runners@Block game?**
 - For motivating children to move and play outside in their natural environment.
 - Outside play becomes fun and rewarding.
 - It is easy to adapt into school games and other learning environments.
 - Kids may team up as a class and play against other classes or schools.
 - Teams and individuals can play while running.
 - Real benefit through grade in sports as exercise becomes trackable.

- **Why Runners@Block game?**
 - Change in lifestyle via immediate reward
 - The game launches suggestions for the player via mobile and internet gaming experience
 - **If** you will eat an apple today at lunch time and take a selfie we will reward you with more energy!
 - **If** you will shut the mobile phone down at 6 pm and turn it back on at 9 am or later you will be rewarded with extra business bonus!
 - **If** you will go to school by bike today we will increase your energy and virtual possession! The longer the distance the more the gain!
 - Behavioral change through kids natural tendencies for being active and social

Runners@Block is the first game that parents will never deny their kids from playing it

The kid that moves and is social is a happy one!

