YOYO LET'S GO!

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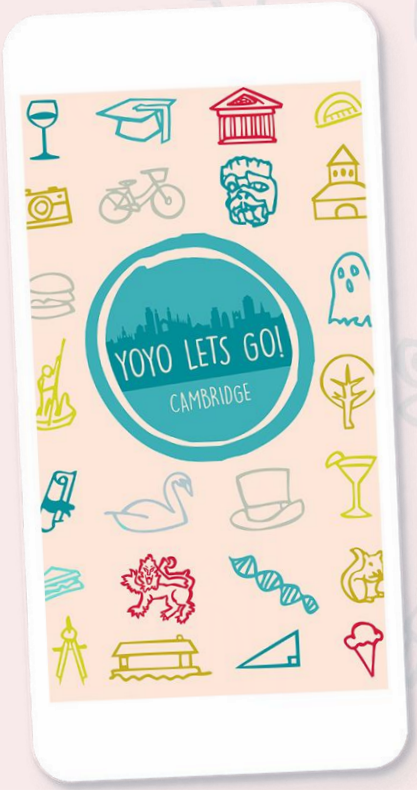
Founder

The Opportunity

- Over 250 million visits/year by families to UK cities
- 4.23 million visits/year by 16-24 year olds
- Lack of quality tourism guides for the youth & family market
- 8 million visits to Cambridge/year

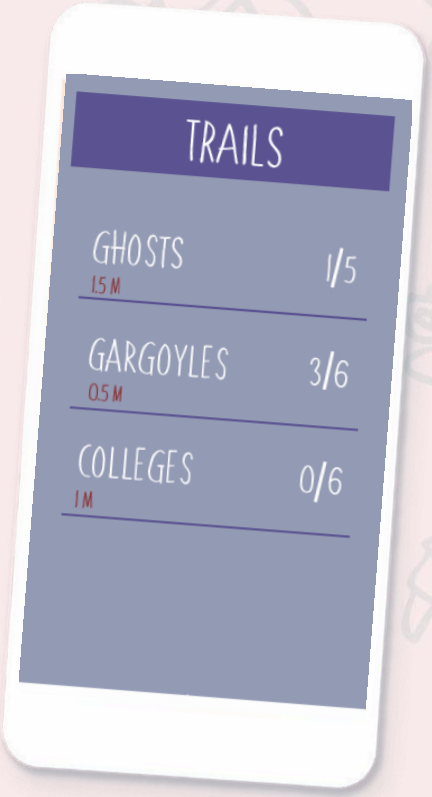
Discover the most inspiring and awesome spots on your city visit with the kids!

Working with REACTOR



- Shape kids' **gaming passion** into a force for good; for all ages, from pre-schoolers to independent teens
- Use **tech, immersive content and exciting stories** to educate & inspire children through heritage, culture & events on city visits
- Encourage families to **master real life skills** to **complete missions**, unlocking badges of achievement while **solving problems together**
- **Congratulate** trail completion with rewards
- Help parents plan **fun, meaningful** family trips

Gamifying YYLG! #1



- **City explorer trails**, badges of achievement & **rewards**

Gamifying YYLG! #1

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- **Collector book of treasures**, animation when treasures are nearby

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- **City explorer trails**, badges of achievement & **rewards**
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- Motivate families to **boost step count**

“Cambridge the ‘worst clone town’ in Britain” (The Telegraph)

“Clone towns: British towns in danger of becoming identical and soulless” (The Independent)

“Town centres could become ghost towns” (BBC News)

“6000 shops close in tough year for UK’s high streets” (The Guardian)

“Death of the British High Street?” (The Independent)

“Cambridge divided over growing number of tourist groups” (The Guardian)

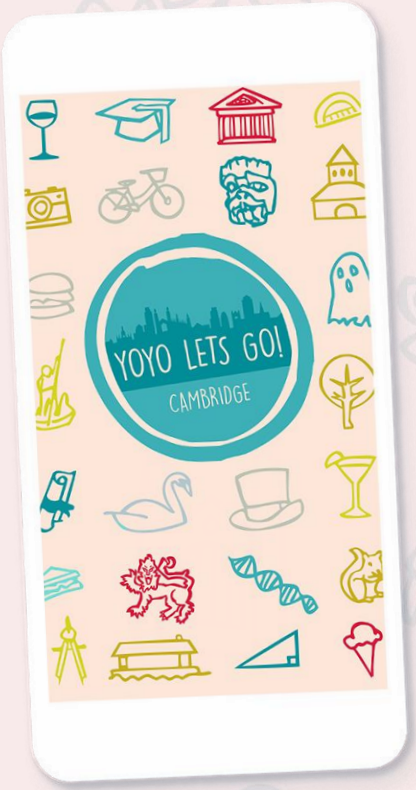
“Cambridge…City officials beg ‘problem’ tourists to visit in small groups…” (The Mail)

“Cambridge tourists need to stay longer and spend more money” (Cambridge News)

Gamifying YYLG! #2

- **Rewards** for changing visitor behaviour
- Change or add trails to **motivate users to engage** with seasonal content, new events & locations
- Goals for users visiting **off-the-beaten-track** locations
- **Points** encourage users to revisit cities
- Motivation for users **to visit less-frequented** cities
- **Community**: leader boards, local interaction

Gamifying YYLG! #3



Levelling Up:

- Branded trails offer additional motivation for users to **unlock new missions**, badges & branded rewards
- Increase customer **loyalty** and **retention**
- New modular design to enable ease of rebranding and reskinning for multiple locations

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THANK YOU!

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