

Keep•It•Human

A Game Ecosystem for Digital Altruism

Ricardo Climent

Website:

www.keepithuman.org

Video:

<https://youtu.be/Y6fwLChHhO8>

Contact:

ricardo.climent@manchester.ac.uk



Project profile

What is your idea

KiH is a Game Ecosystem for Digital Altruism. We add music and fun to the philanthropic giving experience to connect a new generation of people with the ownership of social challenges. Our core mission is to remind people what makes us human and that in the digital world we may be incorporeal or re-embodied but still humans who care for each other, so promoting philanthropy.

What problem are you solving

30-50% of UK fundraising is currently face to face, with Covid restrictions this could equate to over £4bn of lost donations; Donors are ageing resulting in less contributors, 70% are above 40 years old and the Lack of Transparency of how donations are spent is a key concern for donors. We provide a gamified digital solution that fixes plunging physical donations and prevents similar issues arising. We access a new generation of younger donors in meaningful ways; 57% of gamers are below 35 and 85% below 50; we add traceability and creativity to the philanthropic cycle for more engaged giving.

What is your progress to date

Via market research and validation we established significant routes to market, as well as collaboration partners, including:

- “Fanchising” – a supporter engagement project for FC Barcelona / Lionel Messi Foundation and a virtual concert for Festival Cruïlla (July 2021) – 77,000 attendees in 2019, cancelled in 2020 – via Xavier Jofre (a 5G Expert at Mobile-World-Capital Barcelona)
- “Gaming crowd-funding”- with crowdfund guru Barry James (crowdfund bbfta.org) informed by our game ‘Timbila Live Aid’ commissioned by Ars Electronica, shortlisted for the Best Video Game Award by the Acadèmia Valenciana Audio-visual.

What resources can help you grow

We need to invest in business development to maximise the current opportunities and develop agile resources to grow. Specifically to increase engagement with charities, philanthropists, and major brands to engage them in new ways with younger donors through the digital games market. We want help them to develop long term supporting mechanisms through the wealth of technical resources, large network, and expertise we have at Manchester University and the NOVARS Research Centre.

How will you spend the £50k money

We want to focus on the construction of a Minimum Viable Product for our leading use case in the next 6 months. This will serve as the foundation for consolidating the current proposition and technology we have already tested in our gamified ecosystem. This will mean to expanding our team and resources (outsourcing when optimal) and working closely with a small number of selected partners. We will require top level business development to consolidate our routes to market and growth.

About your team

- Ricardo Climent (KiH founder and tech leader); Julio Mtz-Ferrer (Finance, Law); Alena Mesárošová, Manu Ferrer (game ARVR developers).
- Anchored In (Advisors) – Routes to market and growth constructing bridges toward prospective customers, grant providers and investors.
- Board of Advisors: Graham MacAllister, Games UX Consulting; Nicolas Fournel, CEO at Tsugi games, Japan; Tony Walker, Masood Enterprise Centre; Erica Baffelli, expert in Japanese Studies)

