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**Gabe Mac  
Teacher,  
Award Winning  
Creative  
Game Designer,  
Dudeist Priest**

# **SPOT THE DUDE**

**If you see 'The Dude'**

**Jump up and yell 'DUDE'**

**Win Online Game Design Course**

**FREE**

New Building

New Problems



Educate  
Collaborate  
Innovate



In front of you sits a blank paper cube that you've decided to paint. You need to paint the cube so that all faces that touch are different colors.

*Using three colors of paint, how many ways can you paint the cube so that it satisfies the above condition?*

**Each painting scheme should be a different pattern, not just the same pattern with the colors rearranged. Also, assume that you can't leave any sides of the square blank.**



## Welcome to The Silver Line Society

Please login to the Silver Line Society

Username

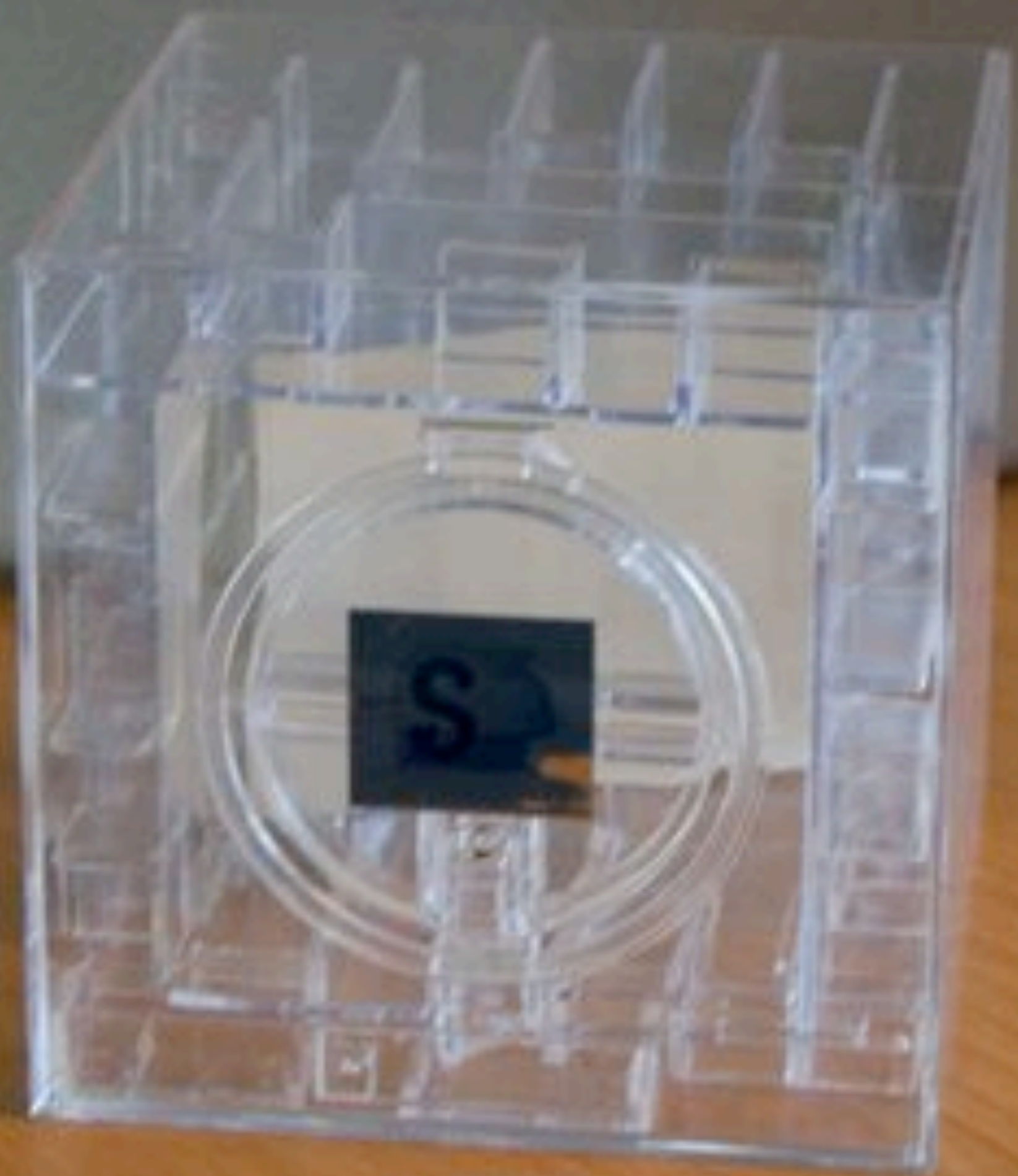
Password

[Sign in](#)

Not a member yet? [Create an account.](#)

Having difficulty registering? Contact [info@silverlinesociety.com](mailto:info@silverlinesociety.com)

The exclusive portal into the future for privileged  
Microsoft employees.





#### Vind ik leuk

1 favorieten



Ribbon Hero

#### Links

3 van 4 links Alles weergeven

Silver Line Society  
8 november 15:13

Silver Line's Documents | Docs for Facebook  
28 oktober 14:31

msft  
25 oktober 15:02

Een profielbadge maken



**Pooya Obbohat** Almost there... X.401,4.Y1 Wie weet het antwoord op 4 (x) en 5 (y)? Zijn het weer GPS coördinaten? Breedte = ligging Nederland, maar lengte hebben we nog niet. Rechte lijn naar boven voor mogelijke grote NL'se steden hielp ook niet.

21 uur geleden · Reageren · Vind ik leuk · Vriendschap bekijken



**Bas Roozen** 4 = 52 . Wat is 3? 5 heeft wellicht hier iets mee te maken?  
<http://en.wikipedia.org/wiki/File:Hugieia-pentagram.svg>

22 uur geleden · Vind ik leuk



**Pooya Obbohat** 3 = 1. Het is namelijk  $1/2 + 1/4 + 1/8...$  en dat tot het oneindige. Je komt steeds dichterbij 1 als het goed is.

22 uur geleden · Vind ik leuk



**Pooya Obbohat** 52 brengt ons precies op de hoogte van Amsterdam. Nu nog antwoord op puzzel 5 en we weten hoe ver we naar het oosten moeten :-)

22 uur geleden · Vind ik leuk



**Bas Roozen** Yes, 52.401 , 4.0x1 . Heb al wat mogelijkheden geprobeerd maar volgens mij wordt het echt een autorit

21 uur geleden · Vind ik leuk



**Pooya Obbohat** Hoe vond je het antwoord op 4 btw? Antwoord op puzzel 5 is in ieder geval groter dan 50. Kan een struikje zijn zoals de vorige keer, dus gokken heeft weinig zin :-)

21 uur geleden · Vind ik leuk



**Bas Roozen** wanneer je een kopie van het plaatje maakt, deze iets transparant maakt, en dan over het origineel heen schuift komt heel duidelijk het getal 52 naar voren. Ik doe vanaf nu pas echt mee dus ben nog niet zo bekend met hoe ver the society hierin gaat :)

21 uur geleden · Vind ik leuk



**Pooya Obbohat** Aah! Wat gaaf, het is zo'n 3D plaatje. Like Like Like.

21 uur geleden · Vind ik leuk



**Arjan Blom** Is het niet eighty nine? dingen in een andere volgorde zetten?

20 uur geleden · Vind ik leuk



**Arjan Blom** Dan kom je uit in de haven bij de MT Ondinaweg

20 uur geleden · Vind ik leuk · €1 persoon



**Paul Honout** wat een Silverline wizards :-)

19 uur geleden · Vind ik leuk



**Pooya Obbohat** Ziet iemand hierin het antwoord?



Tijd om even te ontspannen met Rivella Kicks & Thrills! Word nu fan. De eerste 1000 fans krijgen een echte Kick thuisgestuurd...

Vind ik leuk

**Je hebt geld nodig?** rigeld.net



Wij kunnen u helpen! Up 500 Euro per dag. Slechts 1 uur van uw tijd per dag en een computer! Controleer nu het!

**Play City of Wonder**

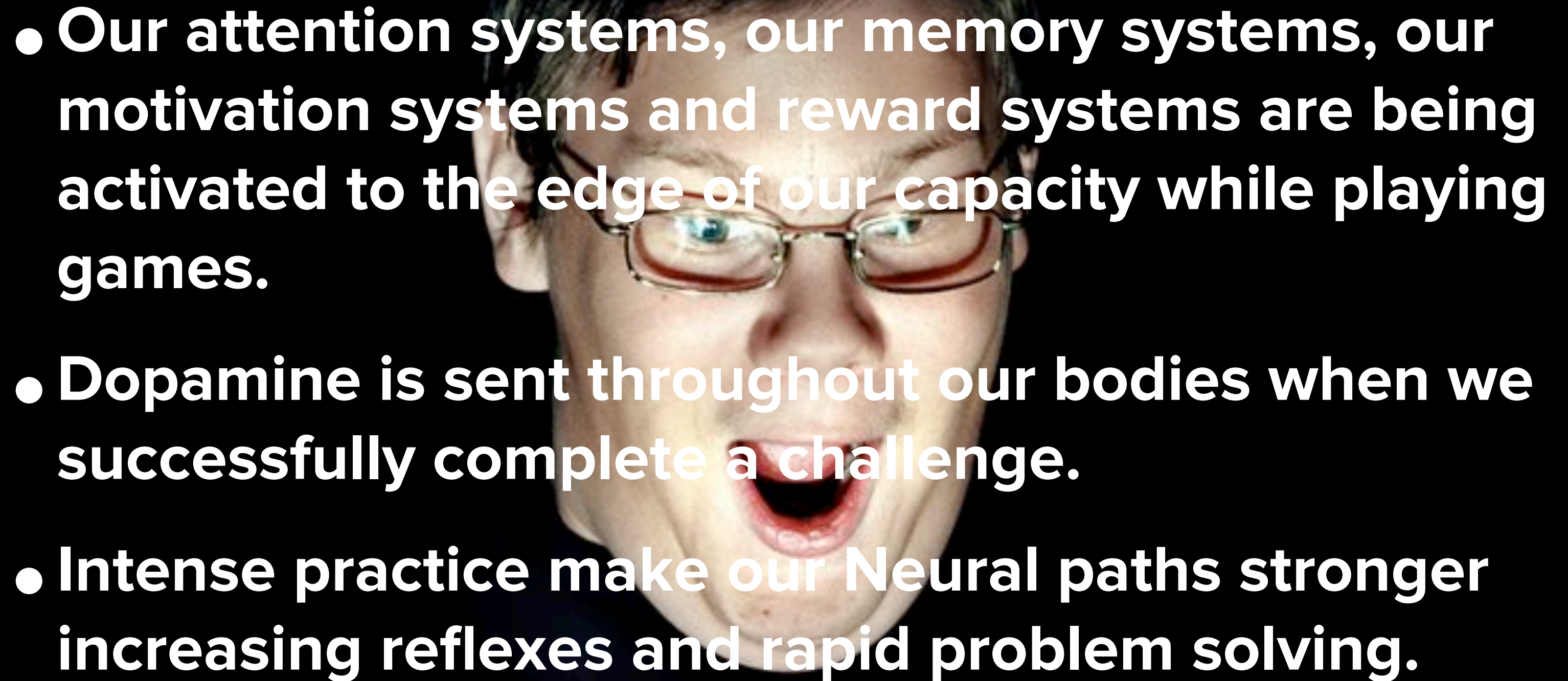


Stone Age, Classical Age, Modern Age... and beyond! Advance through the ages of time and build a thriving Civilization! Play City of Wonder!

Meer advertenties





- 
- **Our attention systems, our memory systems, our motivation systems and reward systems are being activated to the edge of our capacity while playing games.**
  - **Dopamine is sent throughout our bodies when we successfully complete a challenge.**
  - **Intense practice make our Neural paths stronger increasing reflexes and rapid problem solving.**

# Game Design and Finance

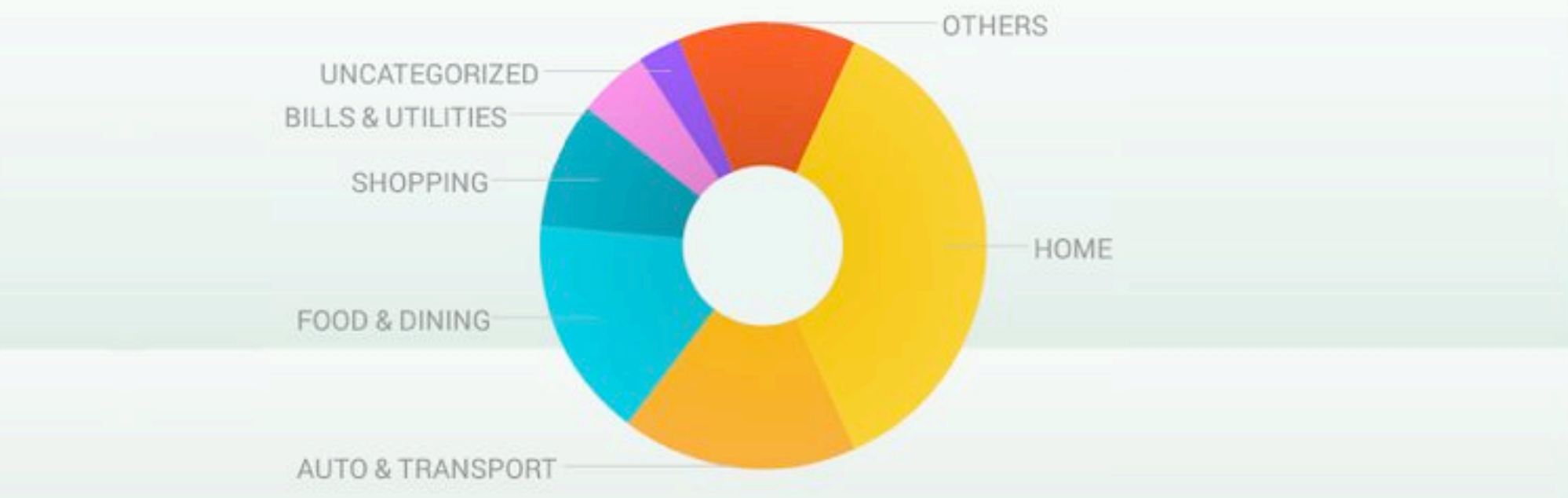
# Video Game Interface Evolution



# Spending By Category

## \$12,340

October 2013



### BUDGETS October



### ACCOUNTS

Cash	\$29,377.65
Credit Cards	-\$17,590.80
Loans	\$0.00
Investments	\$0.00
Property	\$0.00

### TOP SPENDING CATEGORIES

<b>\$4,506</b> Home	<b>\$2,114</b> Auto & Transport	<b>\$1,984</b> Food & Dining	<b>\$1,126</b> Shopping
<b>\$635</b> Bills & Utilities	<b>\$381</b> Uncategorized	<b>\$357</b> Travel	<b>\$338</b> Entertainment
<b>\$233</b> Fees & Charges	<b>\$218</b> Personal Care	<b>\$202</b> Business Services	<b>\$173</b> Education

### TODAY

**Overbudget**  
This month you spent \$119 on Movies & DVDs. This exceeds your budget of \$50 by \$69.

**High Spending**  
In the past 30 days, you spent \$1,369.85 on Auto Payment. Usually you spend \$657.70.

**Overbudget**  
This month you spent \$226 on Fast Food. This exceeds your budget of \$150 by \$76.

**High Spending**



All services

All workflows

MENU

Dashboard

Browse files

Activity

Sharing files

Gifts

Tips

MY SERVICES

DropBox

Freshbooks

GitHub

Adwords

Heroku

Add a service

14K

Invoiced



Freshbooks  
Tommy Roussel

\$ 904

Downloads



T-Mobile  
Tommy Roussel

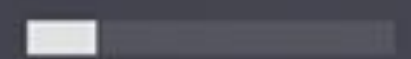


2013

Heroku 38% MailChimp 26% GitHub 13% Adwords 9%

Serie Distribution  
rousseltommy@gmail.com

+18%



\$ 200 left

Google Ads  
Tommy Roussel



65%

Dropbox  
rousseltommy@gmail.com

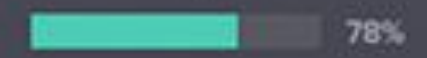
\$ 214 000 revenues 8% conversion



Recurly  
Tommy Roussel

56

files uploaded



Folder  
/Work

-28%



Yearly change

Facebook #234532  
Tommy Roussel

# Finance Training





**NOLAN BUSHNELL**

**FATHER OF  
VIDEO GAMES**

# 3 Acts of a Game





Available on the  
**App Store**

# Reversed Game Theory “Mechanism Theory”



# **Leonid Hurwicz, Eric Maskin and Roger Myerson**

**2007 Nobel Economics Winners**



# Prisoner's Dilemma

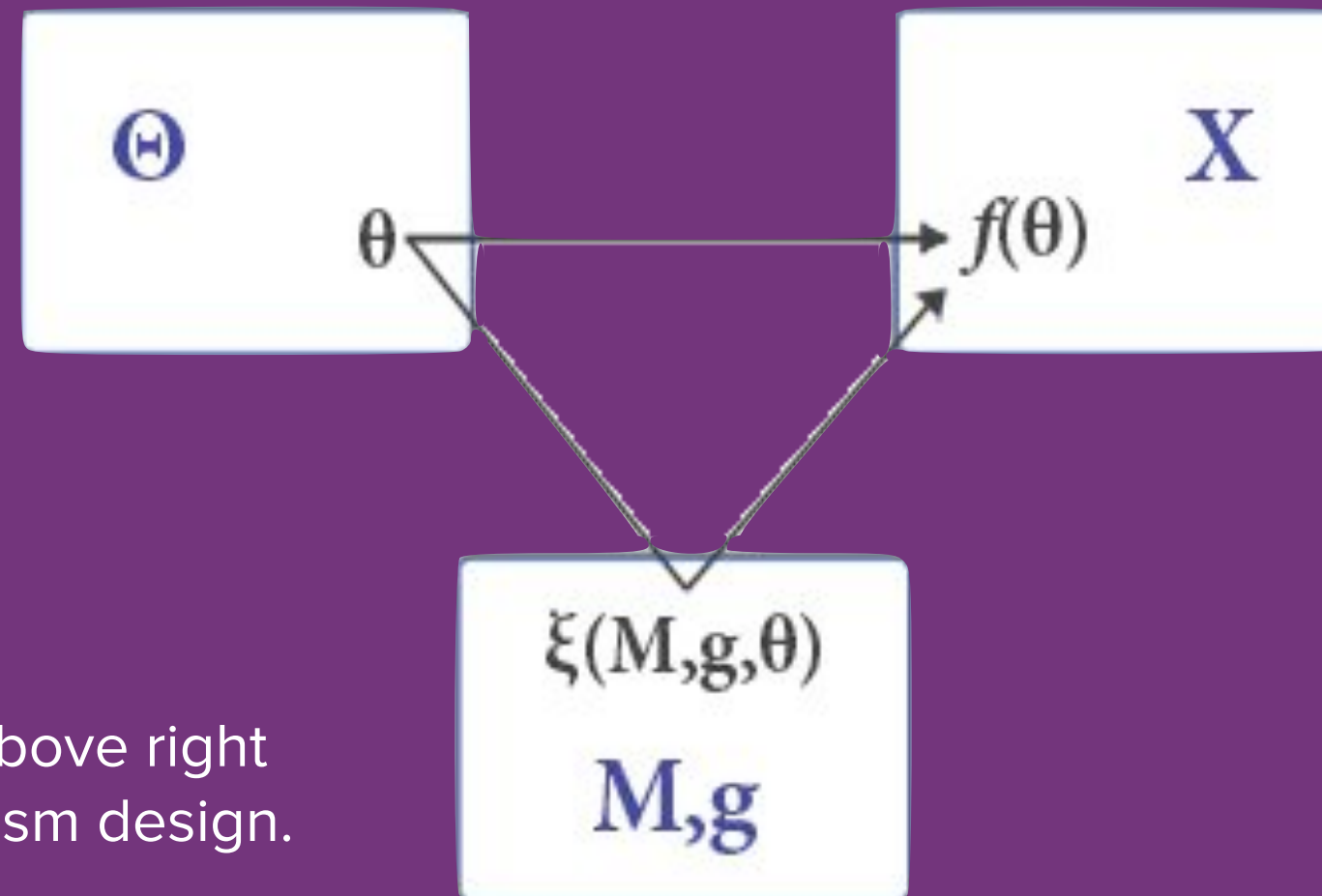
<b>Confess / Silent</b>	<b>B confess</b>	<b>B silent</b>
<b>A confess</b>	<b>-2 / -2</b>	<b>0 / -5</b>
<b>A silent</b>	<b>-5 / 0</b>	<b>0 / 0</b>



# Prisoner's Dilemma

<b>Confess / Silent</b>	<b>B confess</b>	<b>B silent</b>
<b>A confess</b>	<b>-1 / -1</b>	<b>0 / -10</b>
<b>A silent</b>	<b>-10 / 0</b>	<b>0 / 0</b>

# Applying rules for wanted outcomes

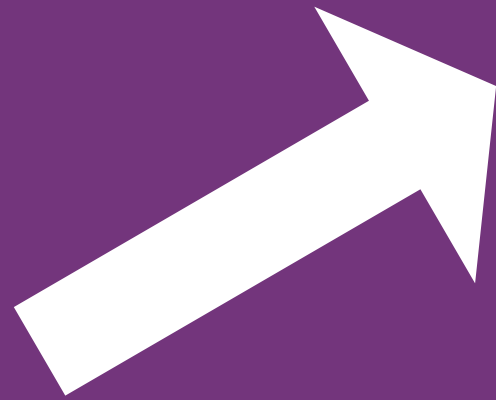


The Stanley Reiter diagram above right illustrates a game of mechanism design.



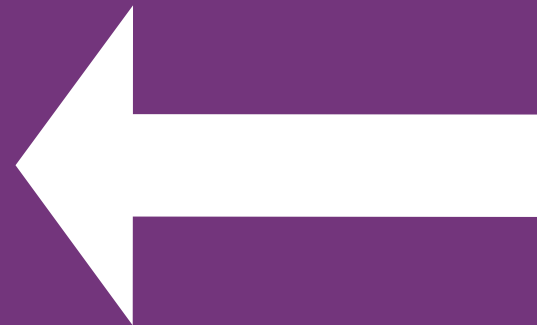
# Feedback loop

CUE



REWARD

ROUTINE



# **Auction Mechanics**


**Highest Anonymous bidder, pays 2nd highest anonymous bid.**

**How to get paid faster  
using Game Design**

**Dr. Says**  
**‘You’re gonna have a**  
**Burnout!**

**Fuck it Dude.  
Let's go bowling  
and save the world.**

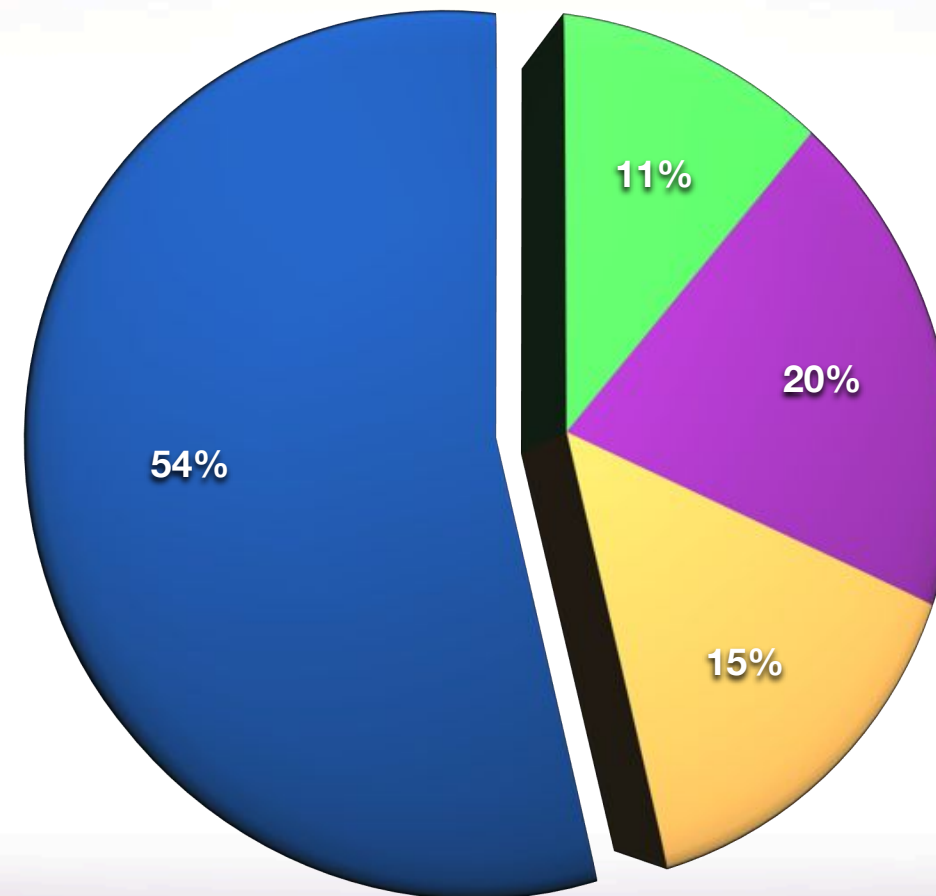


A man in a black suit and hat is performing on a stage, with his arms raised in a celebratory gesture. He is surrounded by a group of women, many of whom are clapping and smiling. The women are dressed in professional attire, including blouses, jackets, and trousers. Some are wearing lanyards with ID badges. The setting appears to be a conference or a workshop. In the foreground, there are several white tables with chairs around them. A pink bag and a brown bag are on the floor near the tables. The overall atmosphere is one of excitement and appreciation.

**Decided to teach my award winning methods to companies, NGO's and governments.**

**The larger the company,  
the \_\_\_\_\_ it takes to get paid.**

# Payment History



- 0 -15 days
- 16 - 30 days
- 31 - 40 days
- Over 40 days



# Impact on exit rates from 1% reduction in late payment \*

Country	# of companies saved
Portugal	9.373
Spain	31,747
Italy	41,151

\*“The Economic Impact of Late Payments”  
by William Connell, European Commision, Sept. 2014 ISSN  
1725-3187



# Freelancer Stress

- Navigating the client's invoice infrastructure maze.
- EU has made regulation 30 - 60 days payment. [Directive 2011/7/EU]
- Late fees are €40 and 8% compounded per annum.
- I never received a late payment fee.

**HOW COULD I MAKE A  
GAME TO GET PAID  
FASTER?**

# A Game

is the voluntary attempt to  
overcome unnecessary obstacles.


- Bernard Suits



**Quantifiable Outcome**  
**Set amount of Time**  
**Artificial Conflict**



**Invoice Paid  
Before Due Date  
Must pay a late fee**



**I believe that this nation should  
commit itself  
to achieving the goal,  
before this decade is out,  
of landing a man on the moon  
and returning him safely to earth.**

**RACE MECHANIC**  
**PAY BEFORE DEADLINE**



**Increase the perceived  
Value of early payment**

# Voluntary Participation

This requires an incentive = reward

- **GODS**
- **GLEE**
- **GLORY**
- **GOODS**

**USE A PORTION OF  
LATE FEES AS A  
REWARD (0.3%)**



**Majority of  
invoices were  
sent to women.**

**Could I hack  
those maternal  
instincts?**

# Invoice Challenge Game

- If you 100% of the invoice **BEFORE** the due date, we will send an orphan child in Africa to school in your name, in partnership with **SaveTheChildren.ORG**
- A quick payment could change an orphans life forever.



# Invoice Example

**INVOICE**

---

**INVOICE# INV-060**

## **Save an Orphan Invoice Challenge**

When 100% of the invoice is paid before the due date, a gift of Orphan Education will be made in your group's name, with Save The Children.



The gift of orphan education pays the school fees and supplies of eager-to-learn children.

A timely payment will change an orphan's future forever.



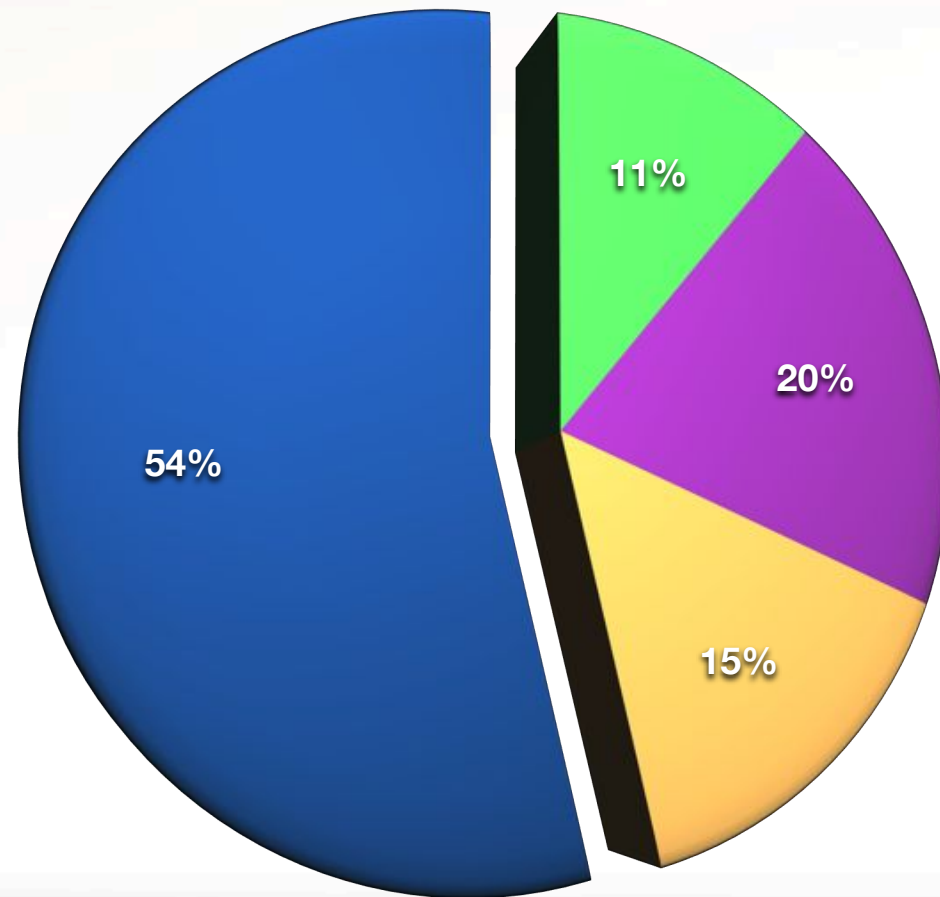
**Save the Children.**



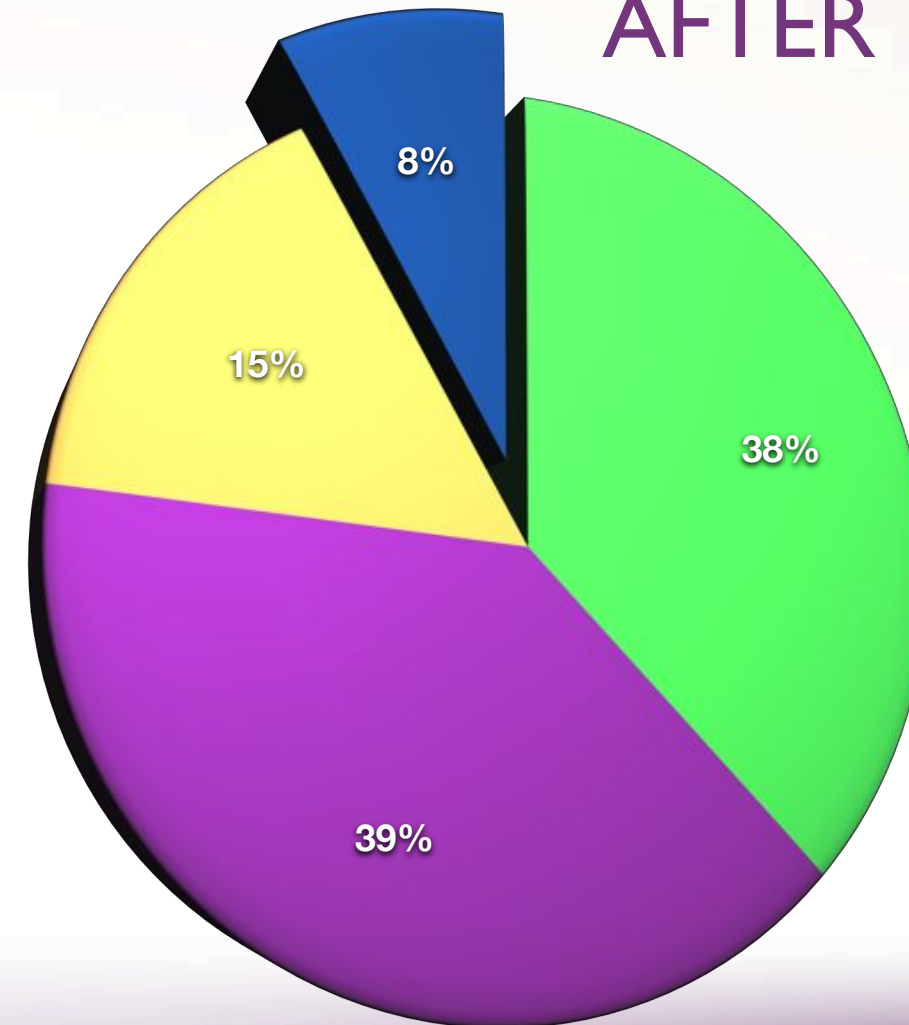
**Save the Children.**

# A / B TEST

BEFORE



AFTER



- 0 -15 days
- 31 - 40 days

- 16 - 30 days
- Over 40 days





# Increase Up-sale

Clients receive a  
'thank you' note from  
the NGO.



**If one man gets  
paid faster and  
saves 20 kids a  
year,  
what could 100  
accomplish?**



**Call me for Clarity  
or  
Try The Game Beyond Online**

**[www.thegamebeyond.com](http://www.thegamebeyond.com)**

**@gabemac**