

A Platform Approach to Productive Games

Summary

A productive game is a (typically mobile) game that a company provides to its employees. Employees use these games to learn about the company, perform useful tasks, etc. This thesis evaluates a platform approach to productive games from a business value perspective. The presentation approach taken is that of a business plan as it might get submitted to the German EXIST founders' stipend program.

Work Results

- Definition of MRD and PRD
 - Proposed business model explained using business model canvas
 - Fine-detail description using EXIST Gründerstipendium (2014) outline
- Evaluation of proposed model (optional third part)
 - Literature review of existing platform models; list of key figures
 - By comparison with other comparable platform plays

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