



### **Executive Summary:**

"Liberty: Road to Nomination" is an immersive and strategic video game that places players in the heart of the political arena. Set in a dynamic and engaging world of modern politics, players will take on the role of a budding political candidate aiming to secure the nomination of their party and eventually win the general election to make their way to becoming the President of the United States of America.

### **Gameplay Overview:**

In "Liberty: Road to Nomination," players will embark on an interactive journey, starting with the creation of their own unique character. Through a series of thought-provoking questions, players will craft a personalized political platform that aligns with their values and beliefs. As they progress, players will experience the challenges and triumphs of a political campaign, facing tough decisions and strategic dilemmas along the way.

### **Problem Statement:**

About 40 percent of eighth graders scored "below basic" in U.S. history last year, compared with 34 percent in 2018 and 29 percent in 2014. Just 13 percent of eighth graders were considered proficient — demonstrating competency over challenging subject matter — down from 18 percent nearly a decade ago.

### **Solution:**

Our Liberty Games Inc. is creating a gamified solution promoting civic engagement with the intention of encouraging soon to be/eligible voters to be more informed of American democracy prior to casting their next vote. Liberty: Road to Nomination (RTN) is a web based game/app centered on American politics where the first person experience allows users the chance to attain the Presidency. Questions answered by users will both build their platform and serve as a baseline for the game's educational effect. By integrating artificial intelligence, augmented reality, and other advanced technologies, Liberty: RTN's first person experience is unlike anything we've ever seen within the edutainment space. With three of four American adults playing at least one mobile video game a week, we believe gamification is a vehicle to best engage this demographic for impact.

### **Key Features include:**

- Character Creation & Platform Development:: Design your character's appearance and background, shaping their identity and personal story. Answer a series of thought-provoking questions to construct a political platform that resonates with voters.
- Campaign Strategy & Opponent Interactions: Strategize campaign events, speeches, advertisements, and fundraisers to gain support and momentum. Engage with rival candidates through debates, town halls, and public appearances, influencing public perception and shaping the narrative.
- Decision Impact & Primary Battles: Every decision matters, affecting your relationship with supporters, opponents, and the media, and steering the course of your campaign.



Compete against other candidates in primary elections to secure the nomination of your party.

- General Election & Strategic Depth: Advance to the ultimate challenge – the general election – where your choices and platform will determine your path to Washington while balancing political ideals, public sentiment, and campaign resources that will be crucial to achieving victory.

### **Immersive Experience:**

With realistic political scenarios (such as running against current and past candidates) in the field and a captivating narrative, "Liberty: Road to Nomination" offers an immersive experience that reflects the complexity of the political landscape. The game challenges players to think critically, make tough decisions, and navigate the intricate web of modern politics while learning how the UX translates to politics IRL.

### **Opportunity**

Middle/High Schools in states with a mandate of Civic Education (39/50) yet there is no standard approach of educational curriculum that's been adopted and implemented to date. In an effort to combat the existing approach, the National Council for Social Studies developed the College, Career, and Civic Life (C3) Framework for Social Studies State Standards. The C3 Framework emphasizes "new and active approaches" including the "discussion of controversial issues and current events, deliberation of public issues, service-learning, action civics, participation in simulation and role play, and the use of digital technologies".

### **TAM**

There are 11.2 Million Middle School Students and \*15.4 Million High School Students in the US in 2022. \*7.6 million of these students are identified as juniors and seniors. The majority of whom will be eligible to vote during the next general election in 2024. In addition, there are 76 countries worldwide with some democratic process in place. We can translate and localize the game to make our reach as broad as possible

### **Team**

- John Borders IV | Founder
- David Cham | Game Developer
- Robert Frederick | Game Developer
- Sebastian Constantino | Growth Marketing
- Jesse Raney Bridges | Business Development
- Dr. Chris Jones, Ph.D | Former Gubernatorial Candidate (AK)
- Dr. Lamyaa Elbassiti, Ph.D | Innovation & Entrepreneurship Expert

**Conclusion:** "Liberty: Road to Nomination" is not just a video game; it's a strategic journey that explores the art of politics, strategy, and decision-making. Are you ready to embark on the path to Washington and leave your mark on the world of politics?