

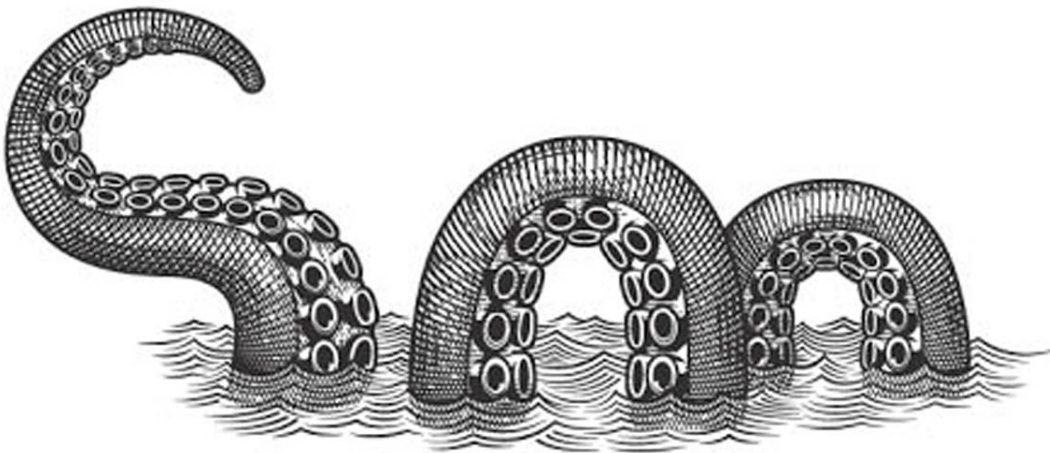
the gamification of education

 By Cari Van Wyk

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[Sea Monster](#), a company that creates beautiful and unique 2D-animations as well as develop engaging games for work or play, is participating in [#CoCreate2Accelerate](#), an initiative from the Consulate General of the Kingdom of the Netherlands, taking place at this year's [Open Design Festival](#).

Most of their projects are based around creating new visuals and interactive systems. They have worked with a number of large clients on big campaigns - from Woolworths, @Home, Old Mutual, Investec and Spur to international companies such as Disney.



Says Kim Cameron, production manager at Sea Monster, "Sea Monster Entertainment is always interested in taking up new challenges and pioneering. With our most recent partnership with John Brown Media and the Pick n Pay Super Animals campaign, we were able to incorporate a gaming element along with education through the use of Augmented Reality."

Combining chemistry and creativity

The project up for acceleration is Zuri's Lab: Pyromaniacs which is about combining chemistry and creativity through gamification. The aim of the game is to get tweens, especially girls, interested in STEM. Says Cameron, "Science, Technology, Engineering and Mathematics as subjects lay the foundation for a better tomorrow. These areas, especially in the working world, have been male dominated and this shouldn't be the case. Recently, and for this very reason of exclusion, we created Pyromaniacs, which attributes the main roles in the game to an aunt and her niece, and is about their journey of discovery with chemistry."

They have developed the game to the point of an MVP and now needs assistance in taking the next steps. This could be in the form of marketing and sales strategies, access to funding to complete the full game, networking and introduction to brands and partner companies with a passion for education that would be interested in taking the game forward with Sea Monster.



Anke Kuipers

Their objectives:

- Sales/Marketing strategy for introducing the game into the Dutch market
- EU market Identification of possible partner landscape in the Netherlands along with strategies on how to approach each
- A pitch deck that Sea Monster could use when showcasing the game in the Netherlands or EU in general.

The international gamer

The Dutch counterpart helping them take Pyromaniac further is entrepreneur Anke Kuipers. Kuipers founded her gaming company, [Catching Games](#), eight years ago and co-founded [Bend-it](#). She has international game industry experience as well as experience in setting up and guiding startups.

ABOUT CARI VAN WYK

Cari Coetzee is a contributor to Bizcommunity Tourism, Agriculture and Lifestyle.

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