



Business case

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Community & UN SDG(s):	Quality education and partnerships for the goals
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Proposed Project	SDG Guess Quest
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Background	The United Nations Sustainable Development Goals (SDGs) are a set of global objectives aimed at addressing important global challenges such as poverty, inequality, climate change, and sustainable development. Achieving these goals requires widespread awareness and education (SDG 4 and 17). The proposed project seeks to leverage the popularity of gaming and technology to promote awareness of the SDGs among a younger audience, specifically targeting ages 9 to 13.
Business Need/ Opportunity	There is a compelling need to engage and educate the younger generation about the SDGs. By targeting ages 9 to 13, we can foster an understanding of these global issues early on, instilling a sense of responsibility and sustainability in future leaders. The UN SDGs Guess Who Game aims to fill this educational gap by providing an interactive and engaging platform for learning about the SDGs in a fun and immersive way.
Options	<ol style="list-style-type: none">1. Perform the Project:<ul style="list-style-type: none">- Develop and launch the UN SDGs Guess Who Game app, including game design, development, and community-building efforts.- Allocate resources for ongoing maintenance, updates, and support.- Promote the app through various channels to reach the target age group.2. Do Nothing:<ul style="list-style-type: none">- Maintain the status quo without developing the game app.- Continue existing SDGs awareness efforts through traditional means.- Miss the opportunity to engage a younger audience through a gamified learning experience.

Cost-Benefit Analysis

Option 1: Perform the Project

- Costs:
 - o Development and Design Costs (free tier, increased cost for scaling)
 - o Marketing and Promotion Expenses (could reach out to Sask. education boards or teachers to mitigate these expenses)
 - o Ongoing Maintenance and Support
- Benefits:
 - o Increased SDGs Awareness Among Ages 9-13
 - o Positive Impact on Education and Awareness
 - o Potential for Global Reach and Impact
 - o Strengthened Community Engagement

Option 2: Do Nothing



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- Costs:
 - o Missed Opportunity Costs (Loss of potential awareness and engagement)
 - Benefits:
 - o No financial expenditure

Recommendation

Based on the business need and opportunity, it is recommended to proceed with Option 1: Perform the Project. Developing the UN SDGs Guess Who Game app aligns with the educational and awareness goals of the UN SDGs. While there are initial costs involved and ongoing costs for server management (may be mitigated through student deals and minimal traffic to start), the potential for increased SDGs awareness among ages 9 to 13, positive educational impact, and broader community engagement outweigh the costs. This project represents an innovative approach to achieving the SDGs and has the potential to make a meaningful contribution to global sustainability education.
