Instruction :

In 2035, People are more concern with life extension as eliminating the causing of disease and defending aging problem. Med-Life company had invented a new way of therapy call ASCO (Advanced stem cell organs) to cope with major illnesses that causing and rooting in physical body organs like cancer and leukemia. An artificial stem cell that can be used to regenerate any organ from internal to external. In the same time, it can be used to anti-aging therapy.

Product introduction:

New molecular (artificial cell) that can simply form a new organ for any human to replace that damaged one. Save lives from any serious circumstance [Cancer, accident, and etc.]. If you once unfortunately lost your legs, by using the artificial stem cell, you can get your legs back from healing. But you also can use this therapy for therapy to extend your life longer, simply by taking this therapy, help you to replace you aging cell replace the aging cell and regenerate new, strong, alive cell. A new life with health organ, make us stronger and live longer

Characters:

Elite class - who is and would like to use this technology to become healthier and stronger

Patients – urging to have this technology to heal themselves

Protestor – Feel this technology is not ethical that by using artificial stem cell to become the therapy to heal others

Lab Researcher – Who making the raw material into the artificial cell that available to use for any patients but realize their might have the ethic at the same time

Government -Inspecting the whole market and the public opinion from different side

(satisfaction level of the public)

You are being the project manager for prompting this ASCO therapy, every decision you making next is going to influence how this technology are being imply and how society will accept it. Goal for you is gain more profits and the same time earn the trust from the community.

State1:

In order to successful test this therapy in clinical trials research, and ready for publish, where should we ask the funding from?

-1-1from government (500k) – tax up the patient/protestor is not happy with that

-1-2from private company that sever elite class（more，but if you not publish and only serve elite classes they got angry）

-1-3not ask for funding

Ending 1- The ASCO therapy has been abandoned and your team has to be dissolution. Due to low funding, what a bad day.

State2:

You are planning to advertise and publish the ASCO therapy to the market, Pick one target consumer group.

-2-1. Marketing to private clinic as a high-tech anti-aging and relief therapy

(50k) State3-1(elite):

This high tech is being highly prevalent in the elite class society as new lifestyle therapy to build their body, but meanwhile there are some protestor against this treatment, they sated that ethical issues among this treatment is creating a large social and wealth injustice issue with richer got health and poorer got illness. This has raised the concern on the consumer satisfaction and public reputation.

* 3-1Paying money to media promoting the anti-aging benefits for the society facts(-80k)
  + State4 2-1-1:
    - The protest event has been covered by the media, so the elite consumers are still supporting this ASCO therapy (
    - 4-1continue
      * Screen:
      * The effective treatment outcome of ASCO has raising the attention from private donator，Hollywood celebrity, and the public. Are you planning to raising the price to earn more benefits？
        + 5-1Yes（）

If you planning to raising the price for the ASCO therapy, how much are you planning to increase?

6-1 five time of the original prices

Ending 2: The new prices are way too expensive, but still some elite class people are willing to consume ASCO therapy. You have a small, but consistent group of consumers.

6—2 twice time of the original prices

Ending 3: The elite class really like this ASCO therapy and willing to pay for the increasing price, you have quite number of loyal consumers from elite class.

* + - * + 5-2No

Ending4: The therapy went popular for a while, but the elite class are always researching for new method for anti- aging, the ASCO still gain group of loyal consumers from elite class.

* 3-2Paying money to suppress the protestor comments and erasing all the negative comments
  + Ending5
    - There are too many negative protestor comments and you just paying too much on deleting the comments, thus you don’t have any more funding. This project being shut down.
* 3-3Leave the protestor and keep marketing the product
  + Ending 6
    - -The protest event goes virus and the government had heard about this. This project funding was decreased due to negative reputation and losing of customers, eventually this program being shut down due to budget deficit.

-2-2 Marketing to the public health organization

(to patient) (more public and more widely) – upper class not happy with it??

Screen:

Needed to find a public figure to representing our product on Tv? Who to reach out?

-7-1 Hollywood celebrity

Ending7: The celebrity has been found out that he has negative news on drug issue, causing the negative effective toward the ASCO therapy. The consumers are decreases, Gain low benefits and low support

-7-2 Famous Medical Doctor/Professor (20k) leading

Screen2-2(public):

The effective treatment outcome of ASCO has raising the attention from government and private donator, and the public, the public health organization want you to lower to price to serve more patients.

-8-2 keeping the same price (screen 3)

Countine to lab screen

-8-3 Raising the price as public attention draw more consumers. (ending 3)

Ending 8:

Public are stilling needing the therapy to saving life, So the government giving you funding to running the lab, the consumer group being larger as the government support this therapy.

Screen 3:

Lab researcher has found out that the source for ASCO is actually not from artificial but from human embryo stem cell. He came to you and ask about this. How are you going to respond?

* 9-1 Paying he more salaries to cover the fact that he found out(?)
  + Ending 9: No one has found out this fact later, the consumer group being larger. The lab and company are still running with the hiding fact, but who are going to know what will happen at the future.
* 9-2 Just tell him those are not true, keeping mind your business

Ending 10

A breaking news come out that the original cell source was coming from human embryo, causing a large protest event against this ASCO therapy. The government has aware this and ban this ASCO therapy. The project has been shut down