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:

(支持)Upper class（elite class）- who is and would like to use this technology to become healthier and stronger

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

（支持、）Patient – urging to have this technology to heal themselves

（中立）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

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

(money you have )(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 teat this therapy in clinical trials research, where should we ask the funding from?

-from government 500k

-from private company that sever elite class 700k（more，but if you not publish and only serve elite classes they got angry）

-not ask for funding

Ending 1- the ASCO therapy has been abandoned due to low funding and your team has to be dissolution.

State2:

Planning to advertise and publish the ASCO therapy to the market, which options to pick?

-1. Marketing to private clinic as a high-tech anti-aging and relief therapy which pricing higher (20k) 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 state out the this treatment is against the ethical issues among this treatment creating a large social injustice problem with richer got health and poorer got illness. This raise concern on the consumer satisfaction and public reputation.

* Paying money to media promoting the anti-aging benefits for the society facts(-200k)
  + State4 2-1-1:
    - The protest event has been covered by the media, and the elite consumers are still supporting this ASCO therapy
* Paying money to suppress the protestor comments and erasing all the negative comments
  + Ending
    - ?
* Leave the protestor and keep marketing the product (ending 2)
  + Ending
    - -the protest event goes virus and this project due to negative reputation become low funding, eventually this program being shut down.

-2. Marketing to the public health organization which pricing lower(10k)

(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?

-Hollywood celebrity(50k)

Ending: The celebrity has been found out that he has negative news on drug issue, causing the

-Famous Medical Doctor/Professor (10k) 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.

-lower the price(scren3)

-keeping the same price (screen 3)

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

Ending 3:

Public are stilling needing the therapy to saving life, So the government giving you funding

5ending stories­

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.

Screen 4

A breaking false news come out that the original cell source was coming from fetus

Screen 5:

Lab data been leaking

Ending1

Ending2

Ending3

Ending4