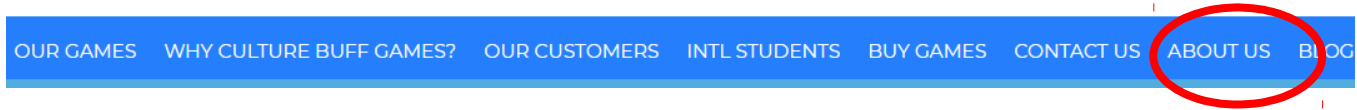


Website Changes

A. About Page changes (<https://culturebuffgames.com/#about>):



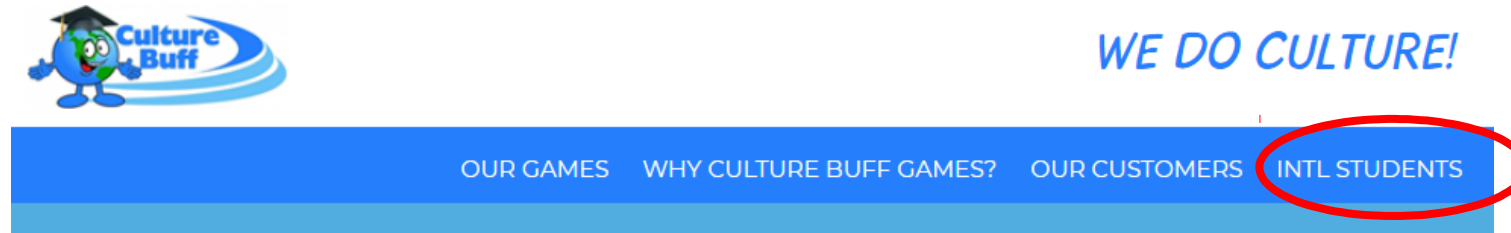
Change word **children** in the bio below to **teens** at the bottom of the webpage.



Lucy Fogarty
Founder & CEO

Lucy Fogarty is an intercultural trainer and coach with extensive experience teaching expatriate adults and **children**, relocating to different countries, about culture. She was inspired to develop interactive games to help adults and **children** develop cultural competence in a way that is fun, engaging and effective.

B. International Students page changes: <https://culturebuffgames.com/student>



1. Remove the following section from the webpage (Scroll to the bottom of the webpage to see this section):

Click below to purchase games
OR
Sign up for a Free Trial

FREE TRIAL

BUY GAMES

2. **International Student Page Sub-Strapline Old Version:**

Culture Buff Games are interactive cartoon games that help colleges and high schools raise culture awareness for international students.

International Student Page Sub Strapline New Version:

Culture Buff Games are **interactive games**
that help colleges and high schools
raise culture awareness for
international students.

3. **International Student Page Sub-Strapline Old Version:**

Culture Buff Games

Culture Buff Games are country-specific interactive cartoon games that teach students about cultural values. Our games help learners develop cultural awareness and competence in a fun and engaging way.

International Student Page Sub Strapline New Version:

Culture Buff Games are country-specific **interactive games**
that teach students about cultural values. Our games
help learners develop cultural awareness and
competence in a fun and engaging way.

4. **International Student Page Sub-Strapline Old Version:**

Power of Cartoons & Gamification

Our games leverage the power of cartoons and harness the power of gamification to drive participation and engagement in learning. Our unique methodology is learner driven and promotes practical application of cultural knowledge.

International Student Page Sub-Strapline New Version:

Power of Visual Storytelling & Gamification

Our games leverage the power of **visual storytelling** and gamification to drive participation and engagement in learning. Our unique methodology is learner driven and promotes practical application of cultural knowledge.

5. **International Student Page Sub-Strapline Old Version:**

Benefits To Educational Institutions

A perfect tool for educational institutions and youth exchange organizations to boost global competencies of students

✓ Quickly and effectively impart bite-sized, actionable cultural knowledge to international students.

✓ Leverage the benefits of cartoon-based visual storytelling to teach complex cultural values.

International Student Page Sub-Strapline New Version:

Leverage the benefits of visual storytelling to teach complex cultural values.

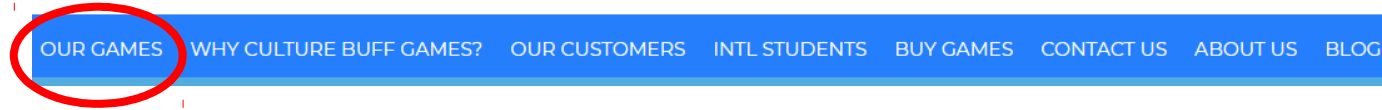
6. International Student Page Sub-Strapline Old Version:



International Student Page Sub-Strapline New Version:

A perfect tool for educational institutions and foreign exchange programs to boost cultural competency of students

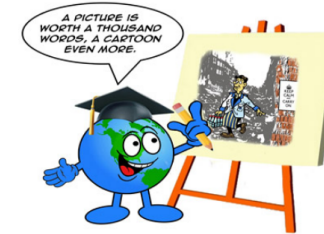
C. Our Games webpage changes: <https://culturebuffgames.com/#our-games>



1. **Old Version :**

Leveraging The Power Of Cartoons

Our games are cartoon-based. Each game has 13 engaging cartoons depicting historical events or contemporary real-world examples to highlight important cultural values.



New Version

Leveraging The Power Of Visual Stories

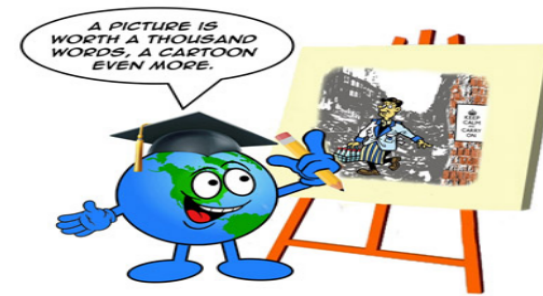
Our games use culture scenario-based learning. We use visual illustrations of historical events or real-world examples to highlight cultural values.

Our Games webpage changes: <https://culturebuffgames.com/#our-games>

After Leverage The Power of Cartoons block of text and title,
insert new title and block of text – Harnessing The Power of Play
Mascot should be similar in size to other mascots.

Leveraging The Power Of Cartoons

Our games are cartoon-based. Each game has 13 engaging cartoons depicting historical events or contemporary real-world examples to highlight important cultural values.

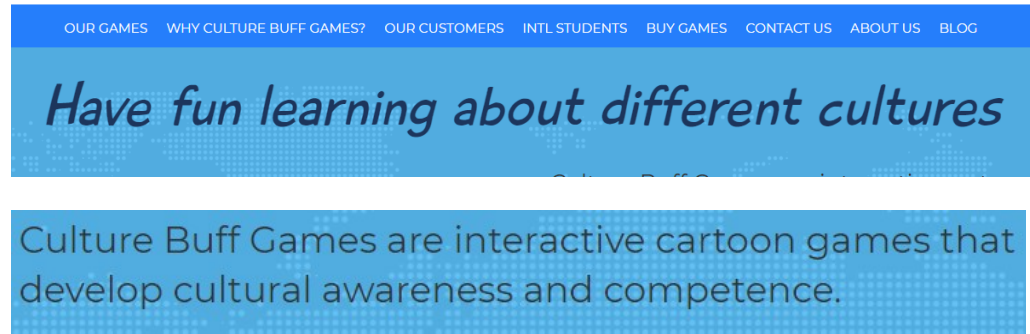


Harnessing The Power Of Play

We harness the power of gamification to drive participation and engagement in learning. Our learner-driven methodology promotes practical application of cultural knowledge.

D. Home page changes: <https://culturebuffgames.com>

1. Change Main Strapline and Sub-Strapline on homepage:



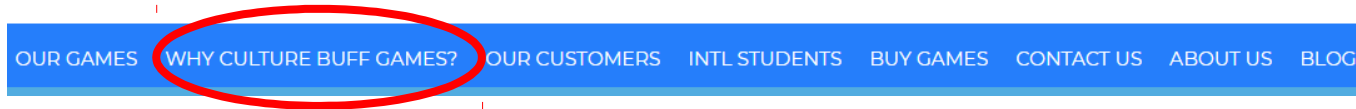
Change to:

New Strapline: Learn about different cultures with interactive games

Sub-Strapline:

Culture Buff Games are interactive games that use visual storytelling to develop culture awareness and competence.

E. **Why Culture Buff Games webpage changes:** <https://culturebuffgames.com/#why>



1. Old Version:

- ✓ Powerful culture training tool for facilitated or self-directed learning.
- ✓ Cartoons are a fun and engaging way to develop culture awareness and competence.
- ✓ Our cartoons portray cultural values with real life examples from contemporary culture.
- ✓ Illustration of real world conversations and expressions deepen cultural knowledge.
- ✓ Unlimited access engenders knowledge retention via repetitive game playing.
- ✓ Sophisticated supervisor dashboard to monitor activity of all employees for corporate licensees.

New Version (text changes in red):

- ✓ Powerful culture training tool for facilitated or self-directed learning.
- ✓ Visual stories are a fun and engaging way to develop culture awareness.
- ✓ We illustrate cultural values with real-life visual stories from contemporary culture.
- ✓ Illustration of real-world conversations and expressions deepen cultural knowledge.
- ✓ Unlimited access engenders knowledge retention via repetitive game playing.
- ✓ Sophisticated supervisor dashboard to monitor activity of all employees for corporate licensees.

2. Old Version:

- ✓ Effectively and quickly develop a deep understanding of a foreign culture.
- ✓ Visual illustrations of our cartoons help boost retention of cultural knowledge.
- ✓ Our cartoons portray key historical events that have shaped cultural values.
- ✓ Perfect for boosting cultural awareness among non-native English speakers.
- ✓ Game scoring to assess progress and measure knowledge of cultural values and behaviours.
- ✓ 24 X 7 access to games on all devices.

New Version (Text changes in red)

- ✓ Effectively and quickly develop a deep understanding of a foreign culture.
- ✓ Visual storytelling helps boost retention of cultural knowledge.
- ✓ Our visual stories portray key historical events that have shaped cultural values.
- ✓ Perfect for boosting cultural awareness among non-native English speakers.
- ✓ Game scoring to assess progress and measure knowledge of cultural values and behaviours.
- ✓ 24 X 7 access to games on all devices.

3a. **Old Version:**

Designed by the Experts

Our games are created by culture experts, professional cultural trainers and country experts with in-depth knowledge about each country's culture. Our cultural experts also have extensive experience teaching people relocating to different countries about culture.

New Version

Designed by Culture Experts

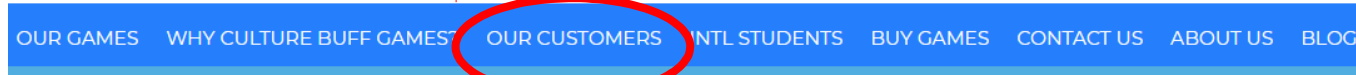
Our games are created by culture experts, professional cultural trainers and country experts with in-depth knowledge about each country's culture.

3b. ***Resize Culture Expert Mascot***

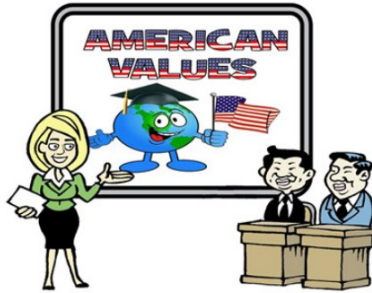
Resize the Culture Expert Mascot a little so it is line with the size of the other Culture Buff Mascots above it on the webpage. Presently it is a little bigger than the other mascots.



F. **Our Customers Webpage Changes** <https://culturebuffgames.com/#customers>



1. **Old Version:**



Cross-cultural trainers imparting cultural knowledge in a corporate environment.

New Version:

Cultural trainers conducting expatriate relocation and cultural training for corporations.

2. **Old Version:**



Expatriate parents and teens relocating to another country who want to learn about the local culture.

New Version:

Youth and language exchange students, gap year and work travel program participants relocating to a foreign country to live, work, study or travel.

3. Old Version:



Parents wanting their pre-teens and teens to learn about foreign cultures.

New Version:

Parents wanting their teens to develop culture awareness and competence.

4. Old Version:



Students pursuing university education in a new country.

New Version:

Students pursuing university education or participating in an exchange program in a foreign country.