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THE OLYMPIC CHALLENGE



Meet The Team



Bluu Luu

THEY/THEM

Project Manager



Mary Tess Barclay

SHE/HER

Graphics Designer



Ingrid Lee

SHE/ THEY

Guest Experiences &
Digital Game Designer



Ellie Witham

SHE/ HER

Sustainability &
Econ Lead



John Tan

HE/HIM

Graphics Designer &
Physical Games Designer

1.

Wish Fulfillment

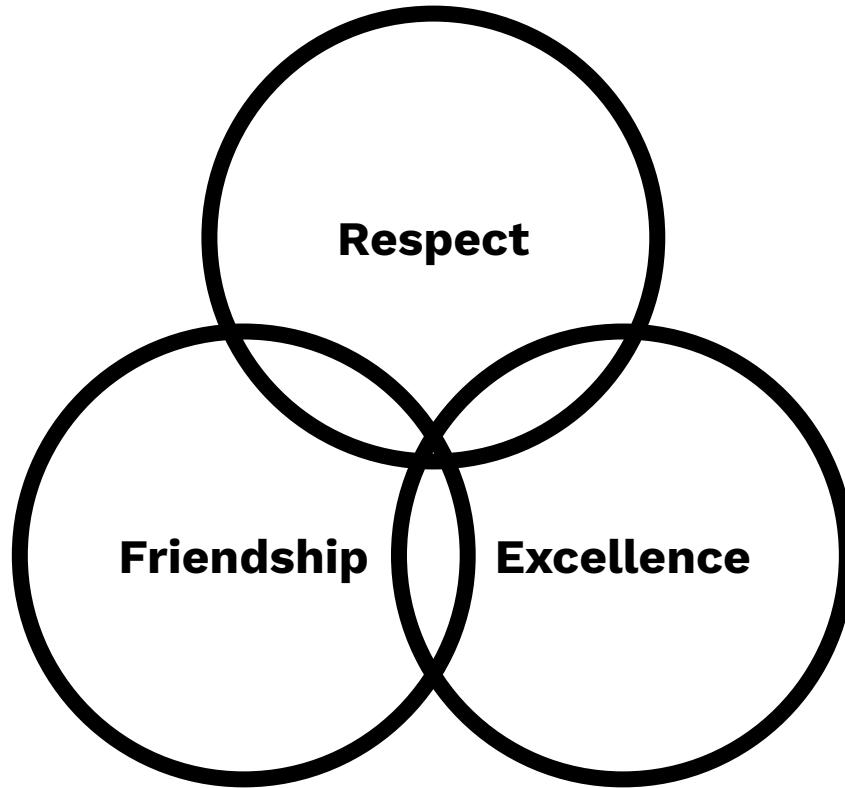
What do people **ACTUALLY** want out of the Olympics?







Olympic Core Values



2.

The Idea

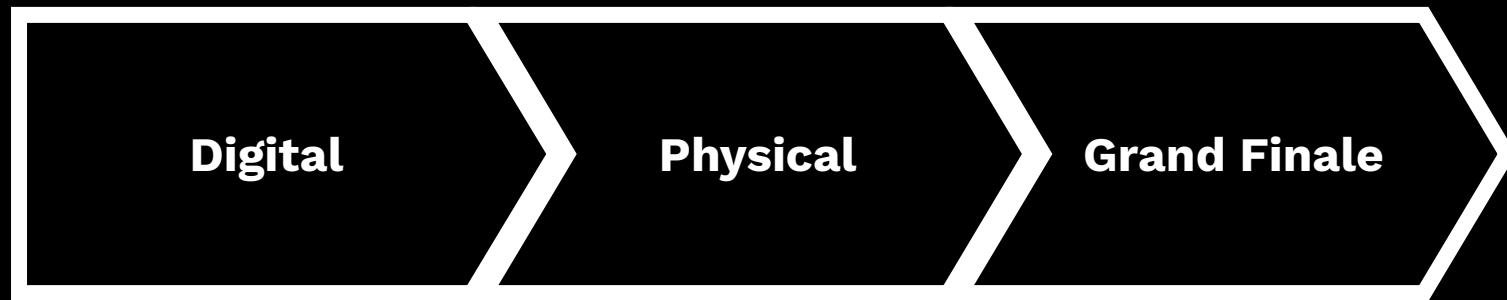
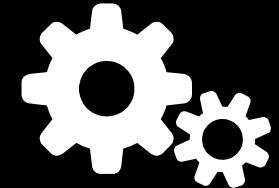
Bringing people into the Olympic Community

OLYMPIC CHALLENGE

Inviting people around the world to take
part in something **BIG**



3 Stage Competition

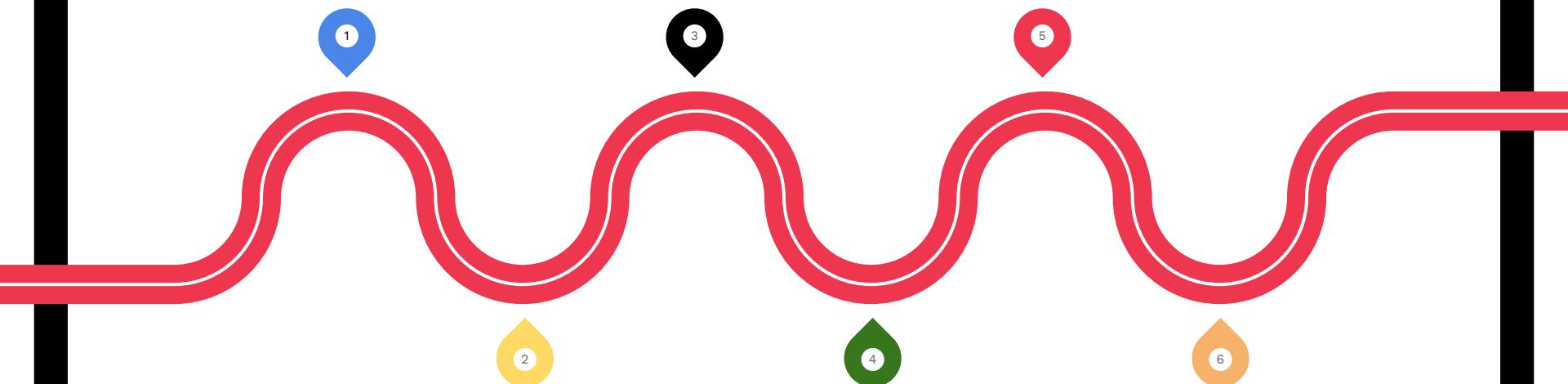






"The Olympic Challenge" is announced

THE OLYMPIC CHALLENGE

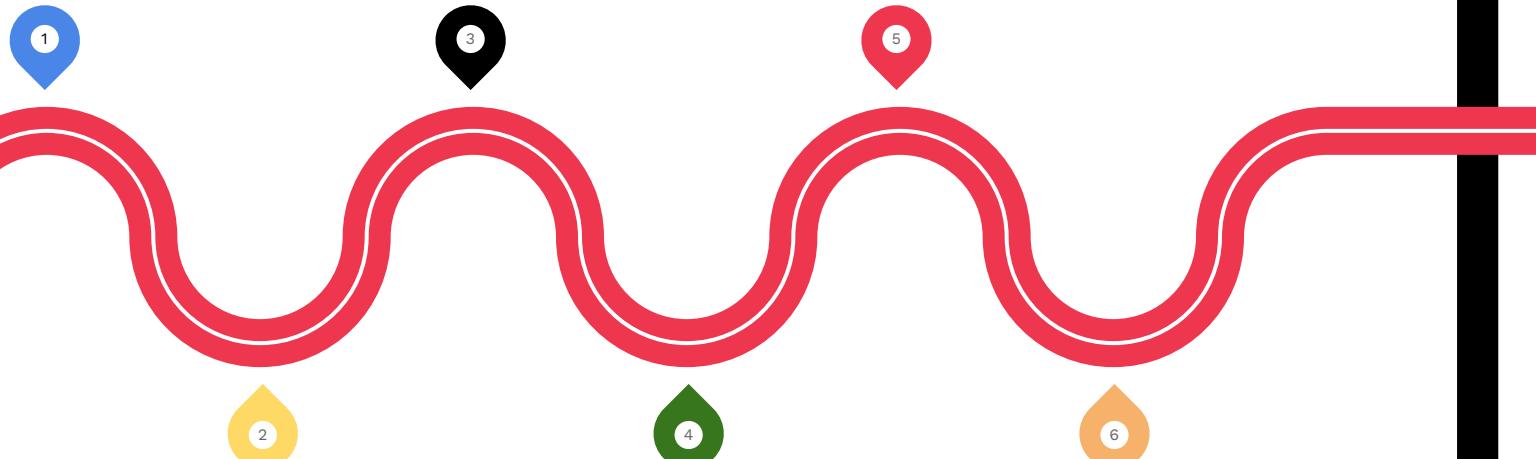


THE OLYMPIC CHALLENGE

“The Olympic Challenge” is announced



“LA28 Challenge”
App is launched



LA28 Challenge App

Various Mini-games for
users to play



DRAWING CONTEST

DRAW A ...
TENNIS MATCH



COLLAGE TIME

RESPECT



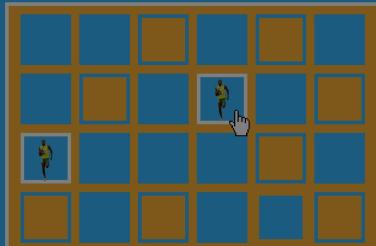
SHOOT AND SCORE



OLYMPIC RING RACE



MEMORY RELAY MATCH



SPORTSMASTER



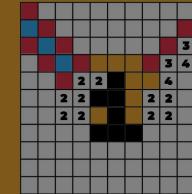
FRIENDSHIP

COLOR BY NUMBER

0:0:0

PLAYER 1

PLAYER 2



TORCH-MEDAL-RING



OLYMPIC XORDLE

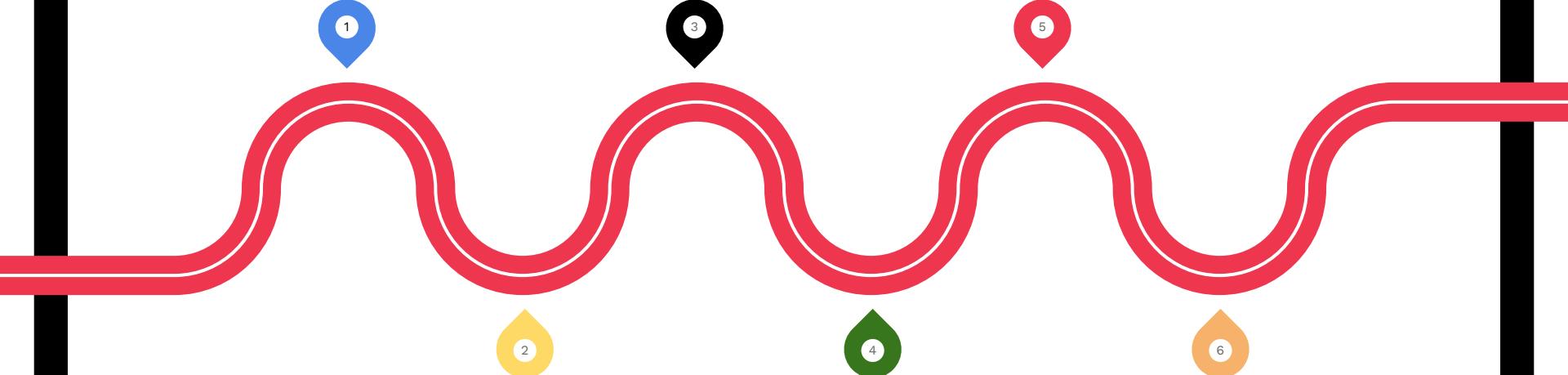


TURN: PLAYER 2

THE OLYMPIC CHALLENGE

“The Olympic Challenge” is announced

Top 3 of each mini-game are flown into LA

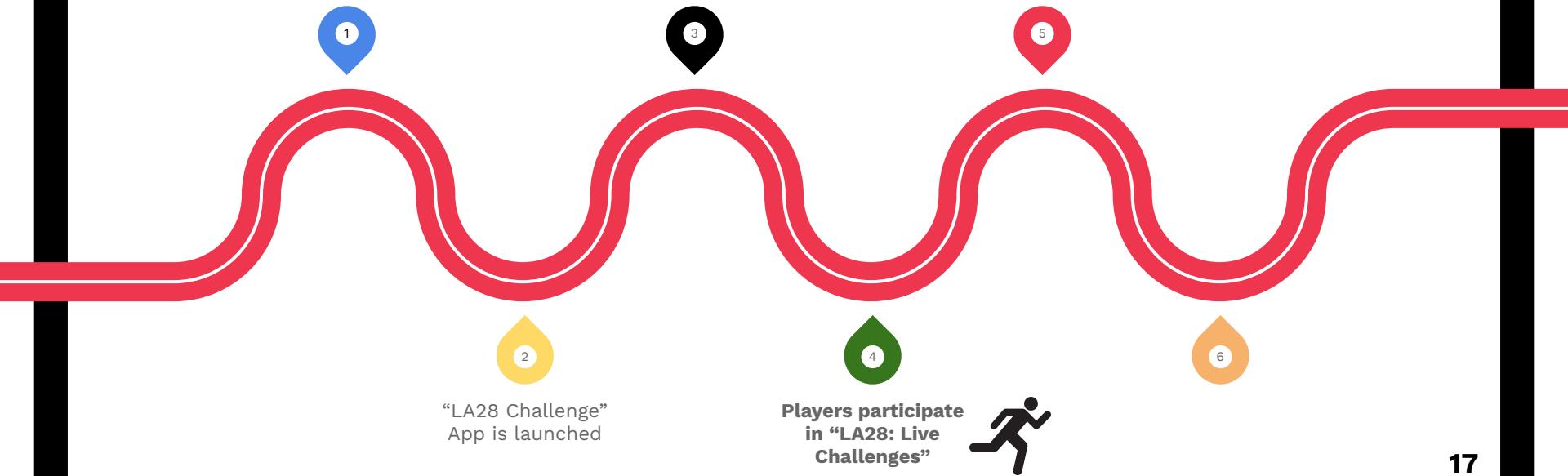


“LA28 Challenge” App is launched

THE OLYMPIC CHALLENGE

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THE OLYMPIC CHALLENGE

ART CHALLENGE

TOGETHER

HIT A RACKET 1/2

ATHLETE & BOW

THE SPORT, THEN

TOGETHER BY JANE DOE 139 VOTES

VOTE BACK

B I N G O

3 FREE THROWS IN A ROW	RUN AT A MARATHON SPEED FOR 30 SECONDS	HIT AN ARCHERY TARGET
CATCH A BASEBALL PITCHED AT 100MPH	JUMP FROM A HIGH DIVE BOARD	COMPLETE A 100M HURDLES RUN
GET A XXX SCORE ON PUNCHING BAG MACHINE	KICK THE PAD (TAEKWONDO)	EAT AN OLYMPIAN'S MEAL

OLYMPIC ESCAPE

R



"LA28 Challenge"
App is launched

E



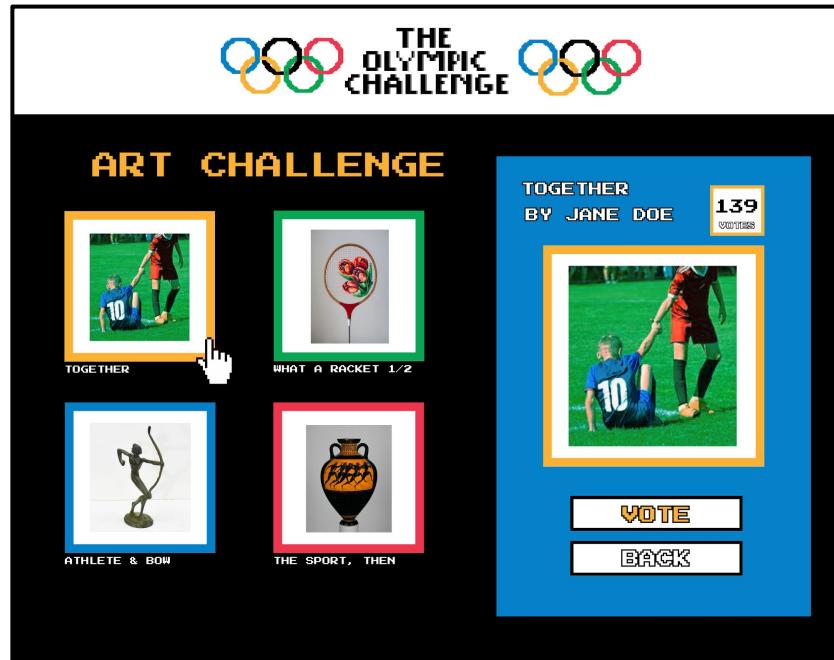
Players participate
in "LA28: Live
Challenges"



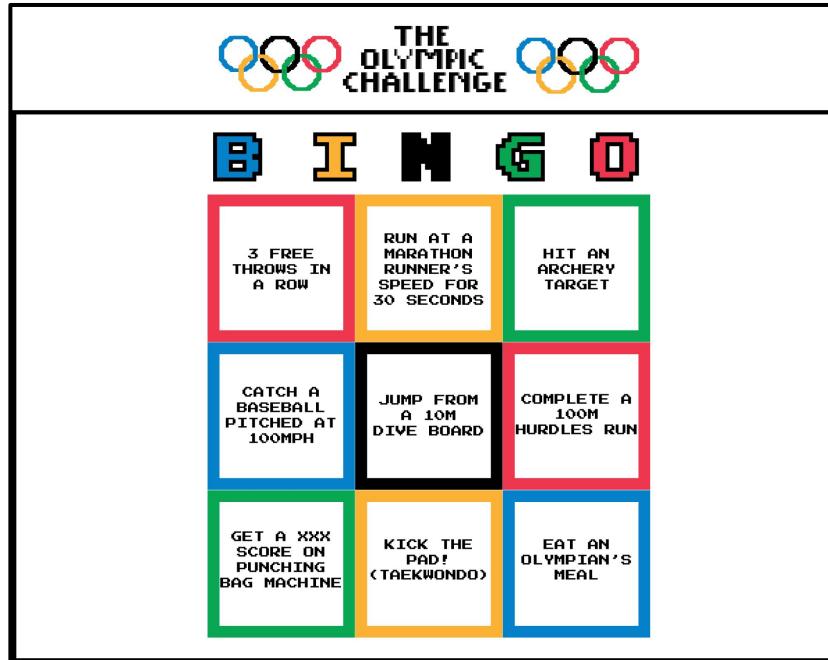
F



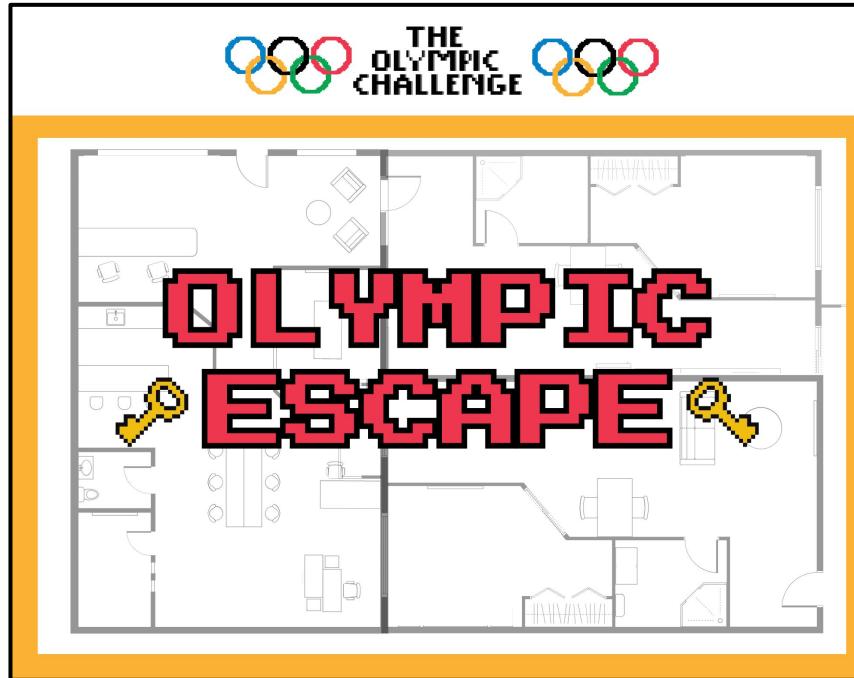
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E



F



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"LA28 Challenge"
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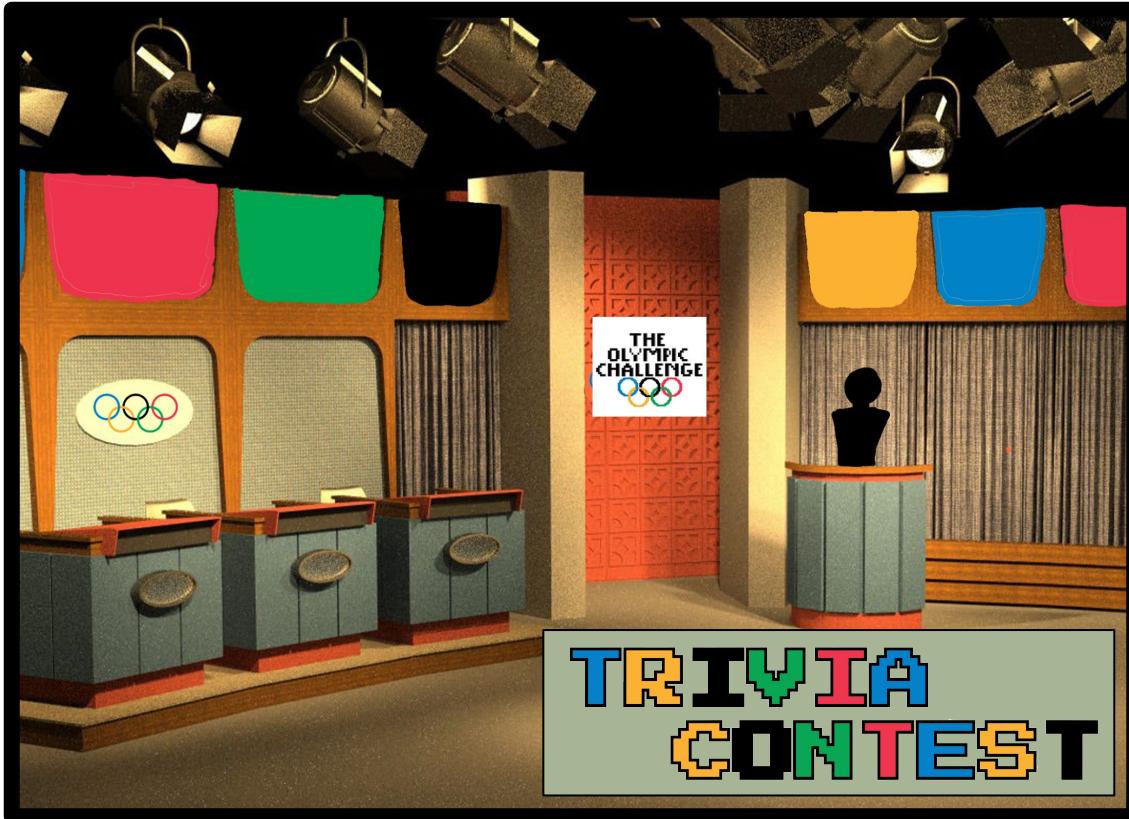


Winner of each
challenge goes to
the Grand Finale



TRIVIA





THE OLYMPIC CHALLENGE

"The Olympic
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WINNER OF THE
OLYMPIC
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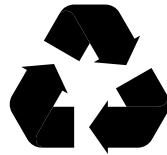
WINNER OF THE
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3.

The Benefits

Why we think this is a great idea



Sustainability

No permanent structures built



Outreach

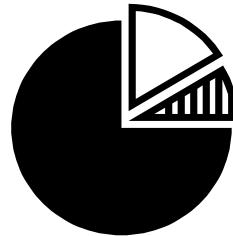
Reaching both global and local audiences



Revenue

Generating money directly and indirectly

KPIs



**Users &
Viewership**

Profits

**Brand
Sentiment**

Thanks!

Any questions?

