

# TransGame

*Making games that make empathy*

## Master Plan

November 17, 2016

### 1 What key milestones do you feel you must achieve in the next six months?

*How will the \$10K seed stage grant money be utilized? – include a budget for Year 1 of the Organization (250 words maximum plus an attached Excel spreadsheet - see below)*

At month six, we will have deployed the first game to the app store, as a standalone app for testing purposes.

At year one we start on games for obesity and other domains, turning ourselves into a 21st century pharma-tech giant.

### 2 Please describe the health challenge your organization or product is attempting to address

Transpeople suffer from discrimination from society of course, but are also forced into poverty when their families pull financial support from them. The dissolution of families is a major root cause of emotional trauma for transpeople, as well as often financially forcing them into dangerous professions such as sex work.

In addition, this series of games, will address a demographic that is currently completely underserved - the families of transpeople. This demographic is given little to no support during the transition process. Addressing the mental health of the support structures for transpeople will allow everyone to avoid expensive (emotionally, physically, financially) misunderstandings and conflict.

### 3 Market Analysis

(500 words maximum)

Please describe any completed market research

1. How many potential beneficiaries/customers have you spoken to? (Of what types, What did you learn, etc.)
2. How do you know people need what you're making/providing?

The project lead, Mark Santolucito, has recently experienced a transition in his family. While the transition was relatively smooth, the other 1.4 million transpeople in the US are not always as lucky.

Describe your competitors

1. Are there other groups that provide identical or similar products/services?

2. Highlight your potential relevant competitors and describe your competitive advantage

Although **Project Evo** is building a game for ADHD treatment and seeking FDA approval, they are not at the moment, a true competitor. The market for games as medicine remains mostly open, but psychiatric treatment often includes pharmaceuticals. We are proposing an alternative (or supplement) to such traditional medicines.

## 4 How do you plan to measure the impact of your venture?

*What are your main key performance indicators? How extensive is your target audience?*

### 4.1 Measuring social impact

There are an estimated 1.4 million transpeople in the United States. We are targeting them, and their families (not just household size). The key performance indicator at a social level is the self reports after using the product that families are reconnected.

### 4.2 Measuring business success

The key business performance indicator is number of patient downloads, which will directly correspond to revenue. However the number of practitioners distributing the app (provider downloads) is a better indicator of lasting business strength.

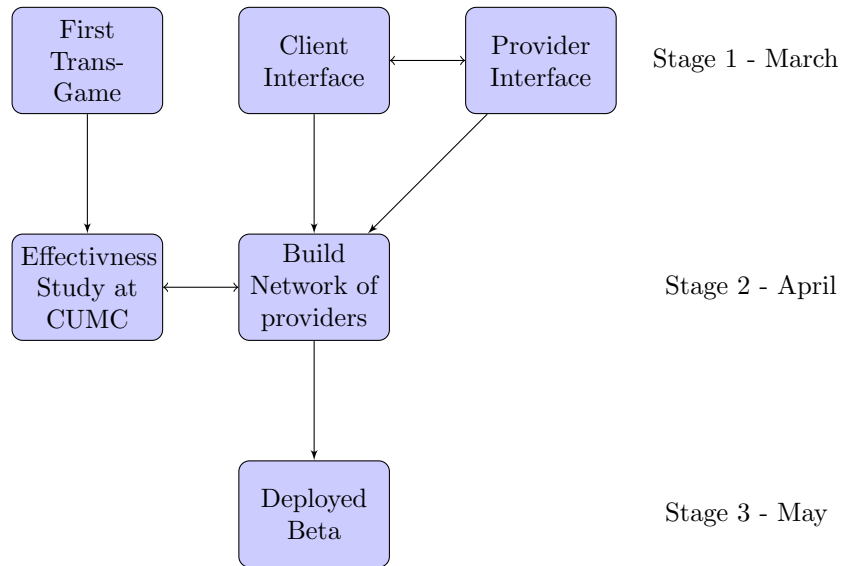
## 5 Description of the status and stage of the organization/venture

### 5.1 Progress

We have built an online game that aims to change the information seeking behavior of patients food purchasing decisions. We ran a study to test the effectiveness of such a game and noted statistically significant changes in behavior post-treatment.

### 5.2 Priorities

Moving forward, we have the following goals. Arrow indicated dependencies.



## 6 Full summary of the new venture

(250 words maximum)

We are building a medical app for the trans community. The app is a suite of games that help give new perspective and empathy to different parties involved in transitions. This is transpeople, their families, and their healthcare providers.

A vast majority of transpeople already identify as "gamers" (probably, have to find some evidence, but wanting to escape reality and all that), and we know that games can be used to have an impact on people's opinions and behaviors [?] ([?]). We propose to leverage these two facts to make games specifically targeting the mental health of transpeople.

We distribute through practitioners, then eventually get Food and Drug Administration (FDA) approval so insurance covers costs to the patients.

We could list a few projects that are aiming for FDA approval such as Project Evo.

## 7 Description of the Team, Partners and Collaborators

(500 words maximum):

1. How long have the founders known one another and how did you meet?
2. Have any of the founders not met in person?
3. What are the roles of your team members?
4. Do you have domain expertise in this area?

5. What is the gap in expertise in your team? Specifically, how do you plan to address that gap in the near term?

#### Core Team

1. **Mark Santolucito** - Yale CS Phd Student  
Game design, game development
2. **Dr. Maria Hwang** - Columbia University Medical Center Postdoc Researcher Usability Studies, Medical Theory, games for health design
3. **Rahul Dhodapkar** - Yale '14, MongoDB  
Technical infrastructure, medical industry

#### Key Consultants

1. **Dao Chantes** - Columbia Teacher's College Ed.D. Candidate  
Graphic Design, game design, game art
2. **Fiona Santolucito** - Johns Hopkins '16  
Play tester, community contact
3. **Diana LeDang** - MPH, RN, NP, Yale Nursing '15  
Medical community contact

## 8 How does your idea provide an innovative solution to the health challenge described above? What is your value proposition?

(250 words maximum)

*explains how your product solves customers' problems or improves their situation (relevancy)* You've lost your child, you cannot understand why they want to hurt you like this. These games of exploration and reflection will give you the answers you are looking for.

*delivers specific benefits (quantified value)*

Restore your family's relationships.

*tells the ideal customer why they should buy from you and not from the competition (unique differentiation).*

You don't need to medicate your child to cure them, just let them play games.

some phrases borrowed from here and there: "dedicated to developing innovations that address areas of significant medical need"