Problem statement:

Area of need: we believe that the first step to raise awareness is to combat the excessive amount of misinformation being spread around in our day and age. STATISTIC HERE. Through our research we have unfortunately found that despite growing and evolving besides technology, kids these days are not equipped to deal with the overflow of information that naturally comes with the media they consume. STATISTIC HERE.

Previous attempts: RESEARCH

Schools and educational centers have been trying to combat this issue but to no prevail, the consensus is that it media literacy while very valuable, cannot be simply taught in class like environments nor is the budget for providing such a class attainable.

Solution & impact overview:

This is why we have reached the conclusion we have to come to present to you today. Mascuraid, a game that is designed to teach children the ability to unmask the truth behind the lines of texts they read everyday. The game is a visual novel that allows interaction with kids where they are able to play through a reading exercise that challenges their knowledge, and encourages them to always question, and never settle for one side of the story. Our project differs from previous solutions because it targets children in a different and more creative manner, instead of forcing them to sit through multiple boring essays and half heatedly annotate them. We want to not underestimate the power that the younger generation have over the world, they are out future, so to protect them from misinformation and deceit is our duty.

Business Model: