Assisting The University of Toledo and its strategic plan in providing leadership in the rejuvenation of the economy of Northwest Ohio, through community outreach and global engagement.
An Adventure in Simulation Gaming
– Where even Bullwinkle Can Learn

Bill McCreary
CFO/Treasurer Board of Directors
UT Innovation Enterprises
How I Got Here

• Like all of you I had the same love-hate relationship with a very global “C” role – that was a bit “eclectic”

• Maintained balance between external-internal relationships

• About 10 years ago – decided I wanted to pursue PhD in the “next stage” of my life
  – Bring personal experiences to research – “case study on legs”
  – Accelerate and enrich the learning experience
  – Apply simulation gaming as an academic application
  – Help improve the success of tech based entrepreneurs
  – Prior experience with simulation gaming sparked the interest

• DEPARTURE FOR A COUPLE STORIES
A More Complex “Retirement”

- Officially began retirement plan 2010 > Target 2012
- Reviewed plan with wife – probably a mistake
- Needed to “unbundle” Lego kit “CTO” role
- Official “retirement” began August 2012 – began PhD
- We are not in Kansas anymore Dorothy
- First year of PhD included year of “retainer” with NSG
- Certain activities continued..................
Building a Simulation Game

• Created company – Eureka Gaming (January 2013)
• Built “Lean Launch” plan – including how I would fund IT
• Decided to use student interns exclusively – “150 to get 5”
• Microsoft accelerator program
• Started in February – Set goal of prototype by July = “OMG”
• Stage 1 panic by team – tension rises when I suggest team is over staffed
• Next 3 months we talked about simulation games, tech entrepreneurship and told stories how we would do this
• June – began design and development – everyone invents
• July – First prototype was built – and started play testing
• August – updated prototype based on play experience
• Stage 2 – team now declares itself “Google Intern” capable
• Alpha/Beta development underway – target 4-5 universities in pilot
Eureka “Skunk-Works” Did Not Ask Permission
Everyone Needs a Mission

Mission

To advance the success of technological entrepreneurship through realistic simulation gaming that provides an active learning environment for students to experience starting up and operating a technologically based business.

Making the world safe for tech start-ups and their funders!!

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And of Course a Quasi-Realistic Vision

Vision

- Create a new company, Eureka Gaming, that delivers this simulation game as a service ("SaaS")
- Provide another cornerstone in building the culture of techno-entrepreneurship in the mid-west and nationally
- Create a region wide development that builds on the unique strength in each area = *All of us are smarter than any of us!!*
- Sponsor a bowl game in this decade!!!!
How Will this Idea Work???

Business Model

Open source Development of content

Sales Cost

Sales Partner Channels

Eureka manages game content and technology

Revenue

University customer Students use game as part of curriculum

Hosting Cost

Strategic Partner provides game Hosting service

Game delivery as a Cloud Service

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Many Ways to Play – And Learn

Playing Scenarios

- Teams vs the system (“TvS”) or vs Team (“TvT”)
- N-Person Teams (Single to N)
- Multi-team competition - same site or multi-site MMOG
- Multi-team options
  - Teams compete in same market/product vs “human teams”
  - Teams select different markets/products vs “robotic teams”
  - Teams play as Venture Capitalists or Funding Channels
  - Teams play in a single channel (i.e. Marketing, Finance, Technology)
- Varying game speeds - short - long version (semester)
- Varying game complexity levels

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Multiple Ways to Win – And Learn

Customized Winning Formulas

- Quantitative/Financial
  - Greatest wealth increase
  - Revenue or Profit
  - Return on Investment

- Qualitative/Social Factors
  - Job creation
  - Benefits to Society
  - Personal Happiness of Team
Market of Interest – Open Source

Product/Market Options

- Bio-medical devices (4)
- Biotech/BioPharm (3)
- Healthcare (3)
- IT and Internet (19)
- Instrumentation and Electronics (5)
- Alternative Energy - solar/wind/bio (7)
- Advanced Materials (6)
- Consumer Products (3)

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Feature Rich – Fits in Many Settings

Game Features

- Configuration options for instructor and team players
- Fast or Slow play - can do 7x24 for a semester - if you can take it!!
- Multi-site options - cross universities - MMOG
- Large number of decisions available in each channel
- Every channel is in the game (i.e. engineering, marketing, legal, IP, etc)
- Team players able to play functional areas alone - via Robotic teammates
- Team infrastructure inside game allows “virtual” management - mobile and full Microsoft product stack “inside the game” - this may be a first
- Decision Support Systems and Expert Systems - assist players
- External variables with randomization and linked database
- Meta-heuristic/genetic algorithms used to enhance game scenarios
- Open Source development to grow business model options
- CGI component - Avatars with database integration

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The Techno Entrepreneur Game
Where is IT Going Next?

- Alpha testing at UT in the Fall semester – 2 classes
- Beta testing in Spring – multiple universities
- Complete Open Source platform
- Part of new initiative at UT
- Multiple funding options being considered
- Corporate interest
- Intending to be commercial during 2014-15
Engaging the Present...Creating the Future

Bill McCreary
CFO/Treasurer
UT Innovation Enterprises
The University of Toledo
2801 W. Bancroft, Mail Stop 218
Toledo, Ohio 43606
419-530-6084/5683
william.mccreary@utoledo.edu