

YESS!

YOUTH
EMPOWERMENT
FOR
SOCIAL
INCLUSION

YESSI GAME TUTORIAL



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the European Union

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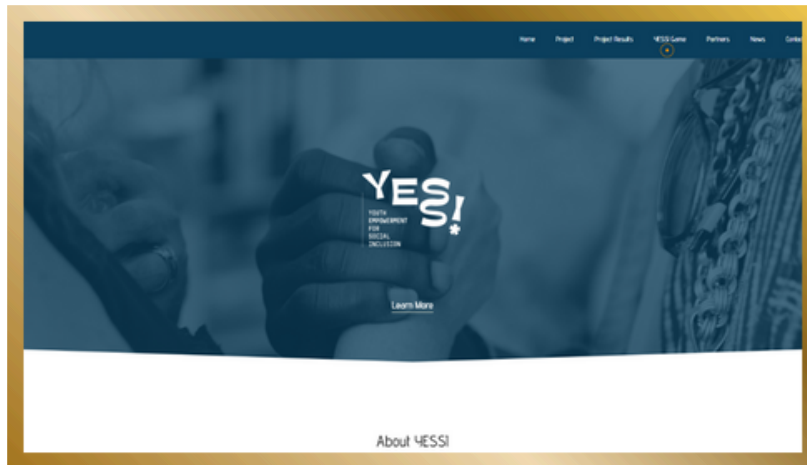
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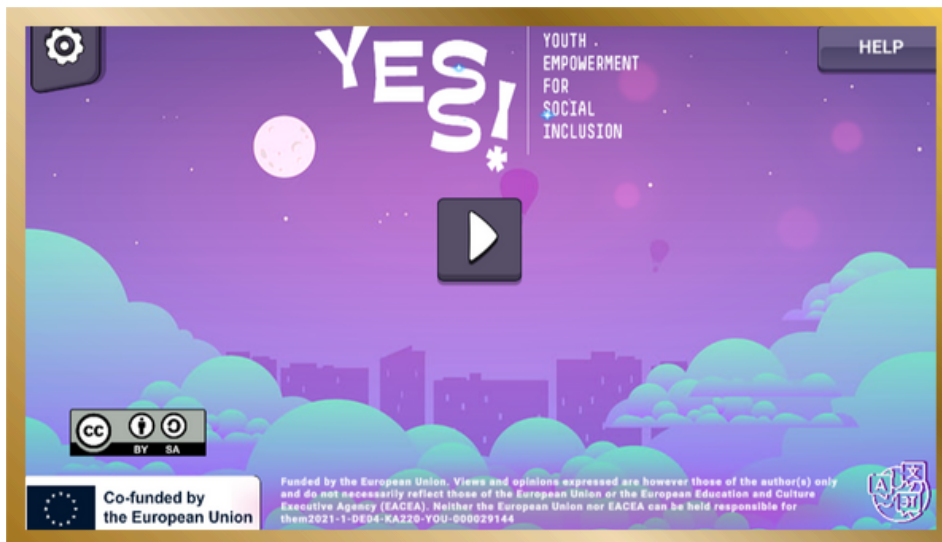


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THE YESSI GAME CAN BE FOUND THROUGH YESSI PROJECT'S WEBSITE,
IN THE SECTION YESSI GAME



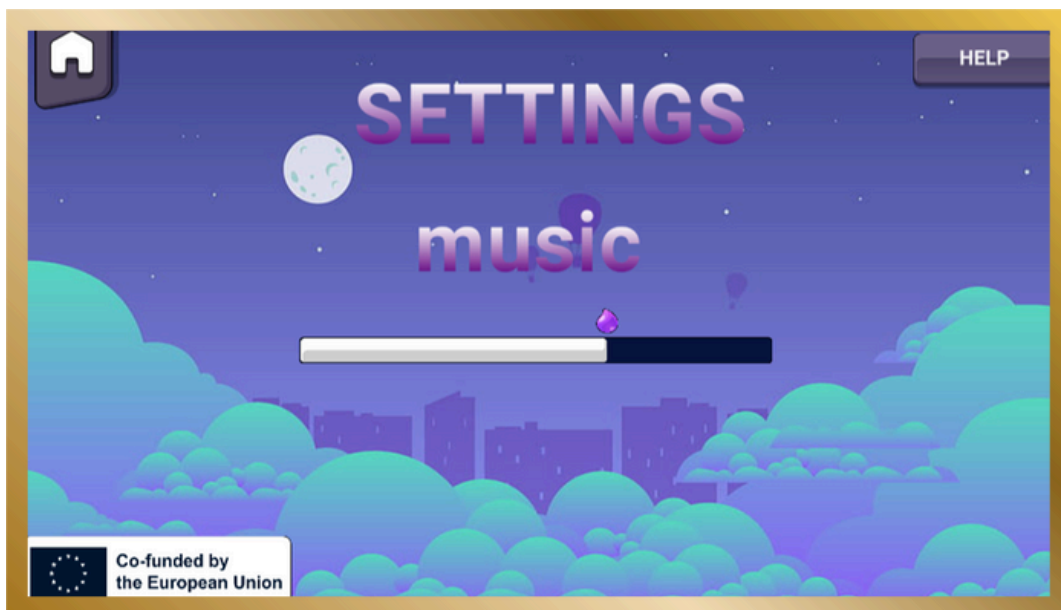
BEFORE YOU START THE GAME, YOU HAVE THE OPTION TO CHOOSE IN
WHICH LANGUAGE YOU WILL PLAY THE GAME.



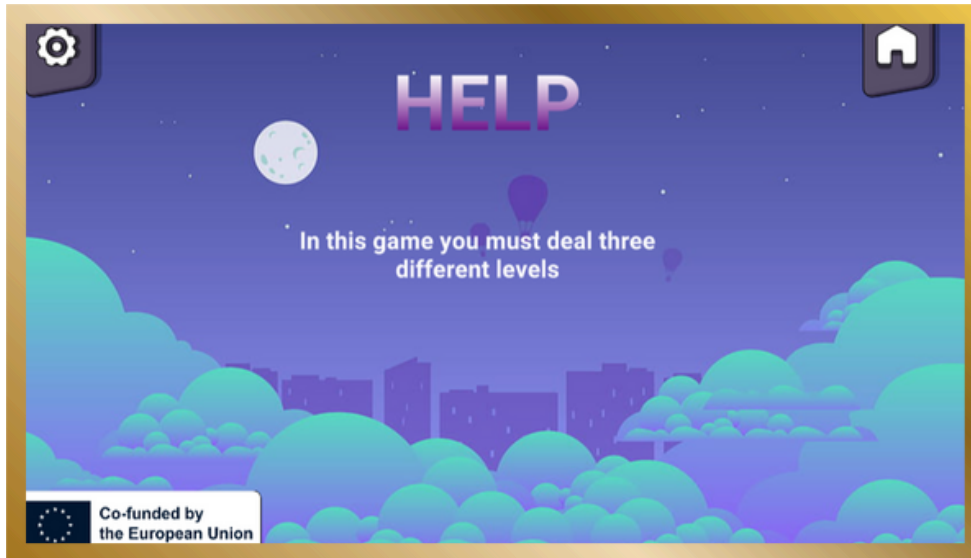
AVAILABLE OPTIONS ARE: ENGLISH, GREEK, GERMAN, SPANISH, ITALIAN



AFTER THE SELECTION OF LANGUAGE, IT LEADS YOU BACK TO THE STARTING PAGE OF THE GAME. THROUGH THE SETTINGS, YOU CAN DECIDE THE VOLUME OF THE MUSIC, OR IF THERE WILL BE ANY MUSIC AT ALL.



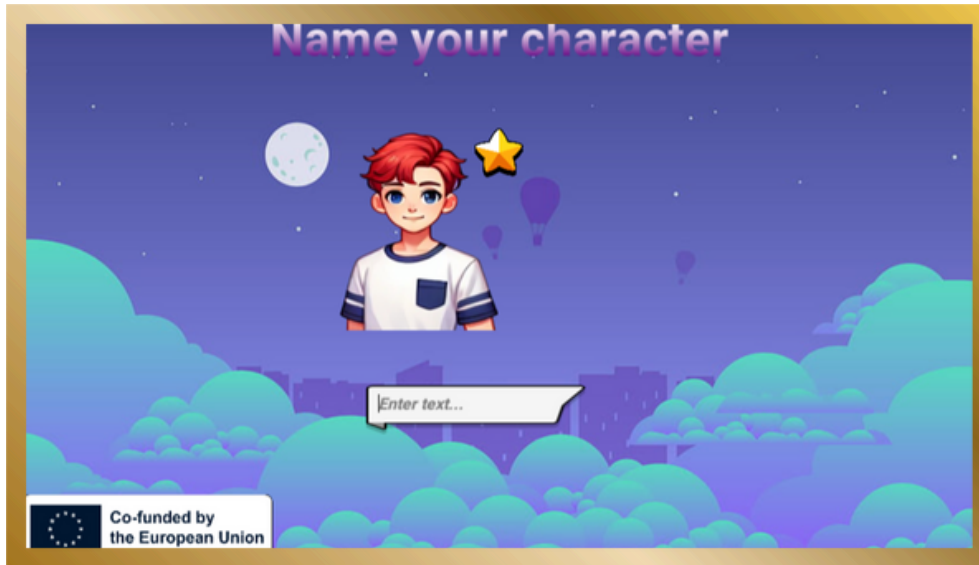
THROUGH THE BUTTON HELP, YOU HAVE SOME GUIDELINES ON THE PLAYING OF THE GAME.



BEFORE YOU START, YOU CAN CHOOSE YOUR AVATAR.



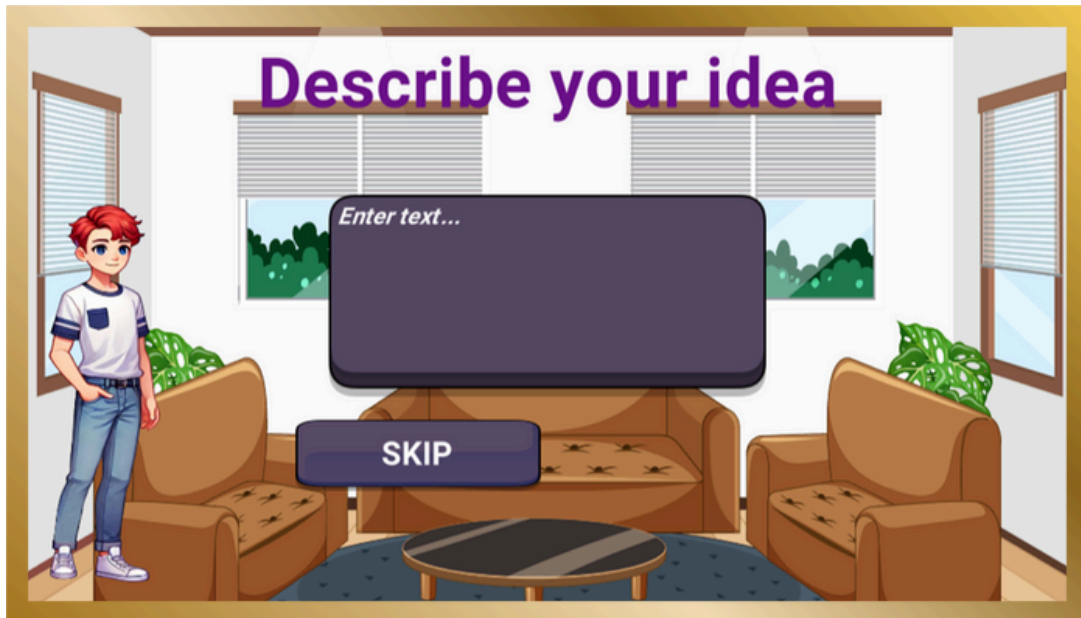
YOU CAN NAME YOUR AVATAR AS YOU PLEASE.



THREE STAGES ARE FORESEEN IN THIS GAME. THE FIRST STAGE IS HOME. THE OTHER TWO REMAIN LOCKED UNTIL THE COMPLETION OF THE FIRST STAGE.



IN THE FIRST STAGE "HOME" THE GOAL IS TO UNDERSTAND YOUR IDEA THAT YOU WANT TO DEVELOP AND SEE THE KNOWLEDGE YOU HAVE ON CROWDFUNDING OPPORTUNITIES THAT EXIST. AT SOME POINT YOU HAVE THE OPPORTUNITY TO DESCRIBE YOUR IDEA IN YOUR OWN WORDS.



AFTER THE COMPLETION OF THE FIRST STAGE, THE SECOND GETS UNLOCKED "TECH EVENT" WHERE THE AVATAR JOINS A TECHNOLOGICAL EVENT.



WITH THE ASSISTANCE OF THE PROFESSOR THE AVATAR PLAYS SEVERAL EDUCATIONAL GAMES, WITH THE ASSISTANCE OF INFOGRAPHICS TO BETTER UNDERSTAND THE CONCEPT OF CROWDFUNDING AND HOW TO USE IT



Lesson 1. Selecting the right crowdfunding platform for your project is crucial for its success. Here are some key factors to consider

key factors for the selection of the right crowdfunding platform

01 Type of Project
Different crowdfunding platforms cater to different types of projects. For instance, Kickstarter is known for creative projects like art, design, technology, and games, while GoFundMe is more suitable for personal causes, charitable efforts, and emergencies. Choose a platform that aligns with the nature of your project.

02 Fees and Costs
Each crowdfunding platform has its fee structure. Some charge a percentage of funds raised, while others may have fixed fees. Consider the platform's fees and how they will impact your fundraising goals and overall budget.

03 Funding Model
Crowdfunding platforms offer various funding models, such as rewards-based, donation-based, equity-based, or debt-based crowdfunding. Decide which model best suits your project and fundraising objectives.

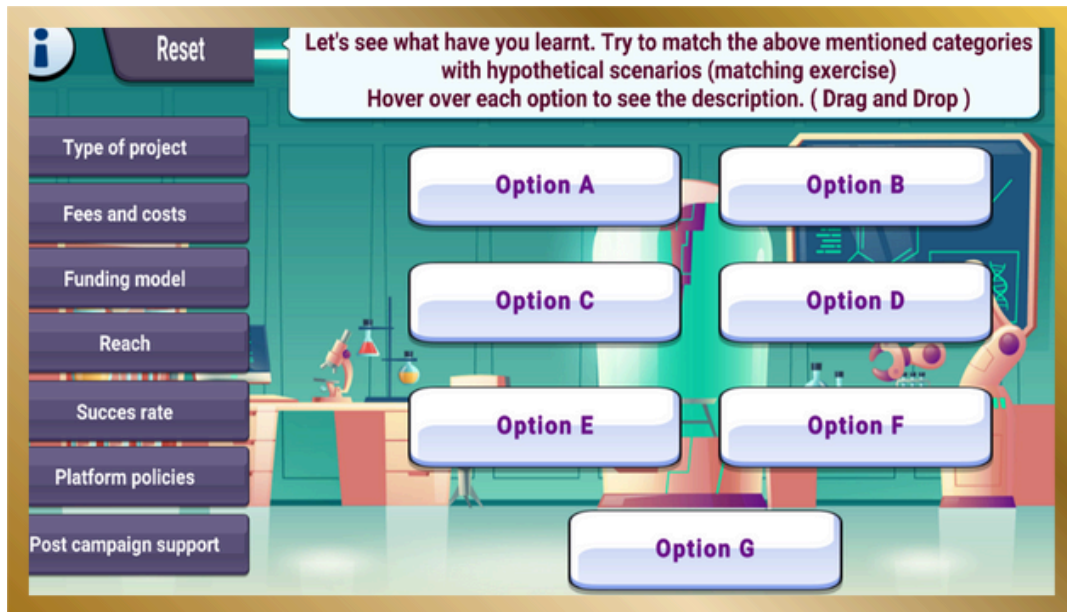
04 Reach
Evaluate the platform's user base and reach. Some platforms have a larger and more engaged community than others, which can significantly impact your project's visibility and chances of success.

05 Platform Policies
Familiarize yourself with the platform's terms of service, guidelines, and restrictions. Ensure that your project complies with the platform's rules to avoid any issues during or after your campaign.

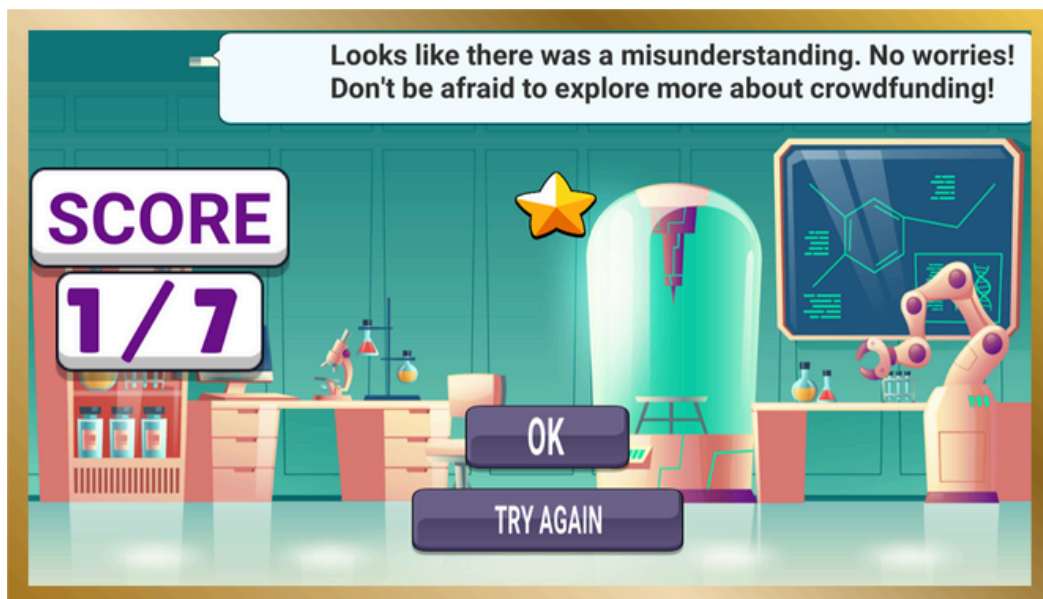
06 Success Rate
Research the success rates of similar projects on the platform.

07 Post-Campaign Support
Consider what support and resources the platform offers after your campaign ends. This may include assistance with fulfillment, ongoing promotion, or access to additional resources.

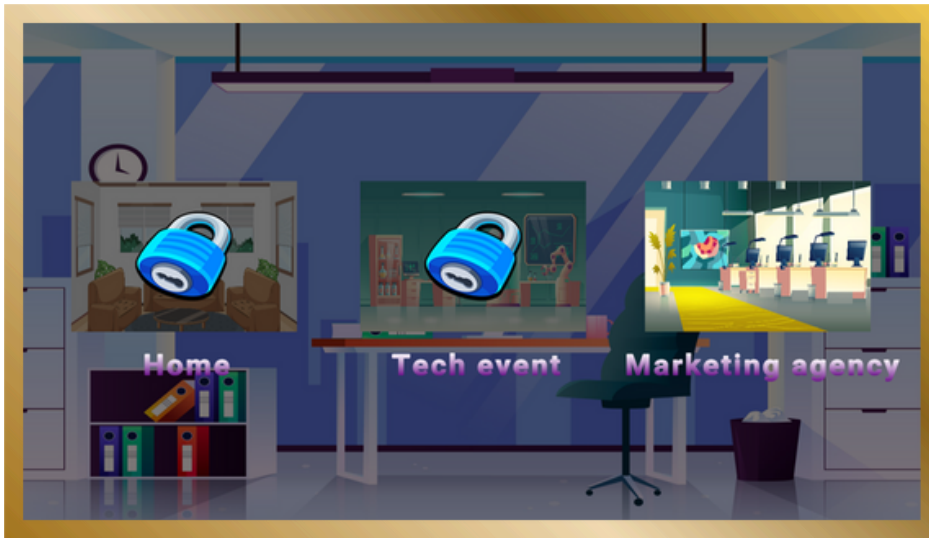
IN EVERY DRAG & DROP EXERCISE THAT SEE, YOU HAVE THE OPPORTUNITY THROUGH THE RESET BUTTON TO CHANGE YOUR ANSWERS AND YOUR FINAL CHOICE IS CALCULATED ON THE POINTING SYSTEM.



AFTER THE COMPLETION OF EACH EXERCISE, YOU SEE THE SCORE YOU GAINED AND A RELEVANT MESSAGE ACKNOWLEDGING YOUR PERFORMANCE AND GIVING YOU FEEDBACK.



AFTER THE COMPLETION OF ALL EXERCISES IN STAGE 2, THE 3RD AND FINAL STAGE GETS UNLOCKED.



THE AVATAR GOES TO A MARKETING AGENCY TO DISCUSS THEIR OPTIONS AND BEST STRATEGIES TO PURSUIT ACCORDING TO THEIR PREVIOUS ANSWERS AGAIN THROUGH QUIZZES, INFOGRAPHICS AND INFORMATIVE VIDEOS.



WHEN THE AVATAR COMPLETES ALL CHALLENGES ON THE FINAL STAGES A PERSONALIZED REPORT IS GENERATED THAT HAS KEPT ALL THE IMPORTANT INFORMATION THE USER GAVE REGARDING THEIR IDEA AND THE SELECTED STRATEGIES. THE USER CAN EITHER DOWNLOAD THE REPORT OR TRY AGAIN AND PLAY THE GAME.

✦ PROJECT NAME ✦

○ Test ○

✦ VISION ✦

○ Create my own social business ○

✦ SECTOR ✦

○ Item 2: Automotive ○

✦ SDG ✦

○ Item 2: Zero hunger ○

✦ SELECTED PLATFORM ✦

○ Crowdcube ○

✦ TYPE OF CROWDFUNDING ✦

○ Equity-Based ○

FINAL PERSONAL REPORT


• According to your answers you seem to have a good understanding on the selection of the best marketing strategy for your project idea. However here you can find some useful resources for better understanding •

DESCRIBE YOUR IDEA

“
Test
”

✦ SELECTED MARKETING STRATEGY TO ATTRACK FUNDING ✦

○ Highlight the benefits and uniqueness of rewards. ○

Download Results  Total Stars: 4 Play Again

“ RESOURCES ”
And lastly do not forget to check the modules we created within the YESSI project. Trust us you will find them very useful to start with your own idea. YES,

enjoy!