# OpenExO Community Game

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# Introduction

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The **OpenExO Community Game** is an interactive and engaging way to learn about principles of Exponential Organizations and their application, including "***learn-and-earn***" approach (rewards mechanism with distribution of EXOS tokens).

The OpenExO Community Game is not only an educational tool, but also a **community-building experience**. Players have the opportunity to connect with other like-minded individuals and build relationships that can lead to future collaborations and partnerships. They also become an active part of the ExO community through sharing their feedback and suggestions for the Game's further development.

Overall, the OpenExO Community Game is an **innovative** and **fun** way to learn about exponential organizations and to develop the skills needed to create and manage successful businesses in today's rapidly changing world.

# Our Players

The game is designed to be played by **entrepreneurs**, **business coaches** & **consultants**, and people curious about **ExO approach** who are interested in learning how to create and manage exponential organizations.

Players are presented with a **set of challenges** that they must solve by examine ExO attributes, sharing their knowledge and expertise, best practices, learning materials, helping newcomers, etc.

These challenges require players to **think creatively**, **work collaboratively**, and make **strategic decisions**.

## Sasha Sadovnikova

"

What I like about this game is the constant co-creation and collaboration between players and developers.

Listen to your users and learn from them.

## Debora Barg

" I´m not much of a player, but this game is fun and easy to play. I like how it works and the rewards we can get. I love the challenges (even the ones I can´t complete). What I like best is to raffle, because it makes me come back again and again.

## Michael Friebe

" Never been part of designing an online learning and community game. Complete new thinking with respect to the ENGAGEMENT and COMMUNITY & CROWD attributes of the exponential canvas. Quite exciting for me personally and a great group!

## Karina Besprosvan

" The game is very intuitive and easy to play.
It is the first time I play online. But what I like now, is that I participate in activities with other members of the OpenExo community, which have a specific goal of improving knowledge around the exponential theme, and that is linked to other complementary experiences, such as participation in talks, projects, job market, etc. It's a quick way to learn and stay connected, while climbing the ranks and winning. Because why deny it: I love to be the first in my group!

## Oliver Morbach

In a playful way, the OpenExO Community game challenges remind me of the abundance of resources and opportunities that this community offers, and they also show ways of contributing that I did not think of or try before.

## Stefano Benatti

I've got a thing about this game because it shows the possibility to live in a world where division between what you have to do and what you'd like to do may disintegrate.

## Burak Ercivan

Thanks to Openexo Community Game, I refreshed my knowledge and contributed to my interaction and engagement with the community again. However, you are definitely having a funny time.

## Dietmar Wiedemann

Gamification is the secret sauce of community  building. The little bites of the OpenExo Game are really fun! Great experience!

## Miguel Angel Sainzi

My experience in the OpenExO Game is amazing, I have been in the community since 2018, and the Game let me connect again with members of the community, enjoy playing, win prizes meanwhile I'm learning about exponential organizations and expanding my mindset 10X.

## Stanton Wong

The OpenExO Community Game is a great way to be introduced to the OpenExO Community.

# Our Players: data

The OpenExO Community Game was able to connect more than 200 players on daily basis in 4 different languages
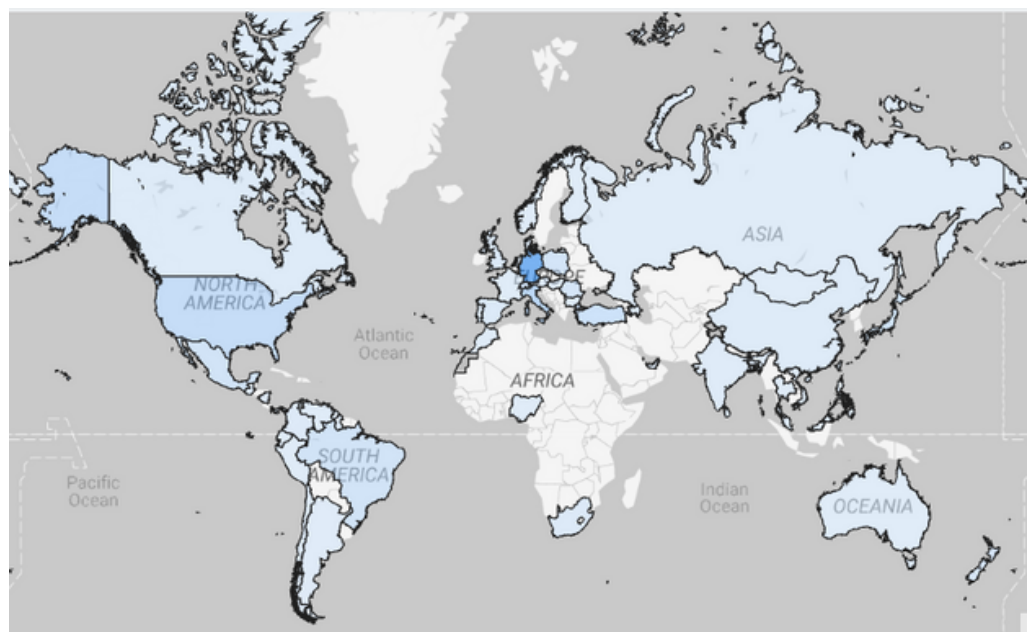
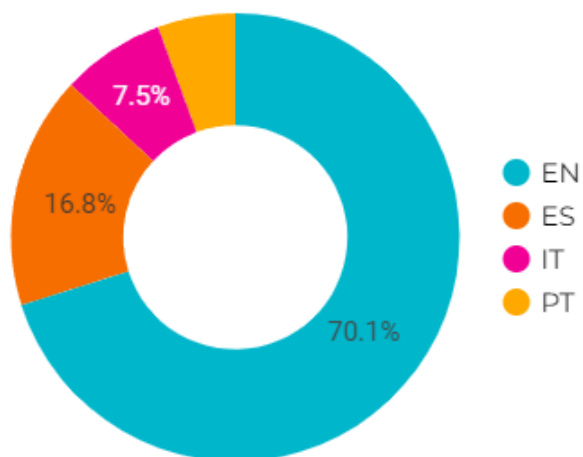## Distribution, languages and games played

**Players**

**241**

**Games**

**> 68K**



## Languages



- EN — 70.1%
- ES — 16.8%
- IT — 7.5%
- PT

## Locations



- Germany — 35.1%
- Italy — 12.2%
- United States — 9.1%
- Japan
- Mexico — 5%
- Brazil
- Switzerland — 4.7%
- Poland
- Romania
- others — 16.3%

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**Progress Report 2023**
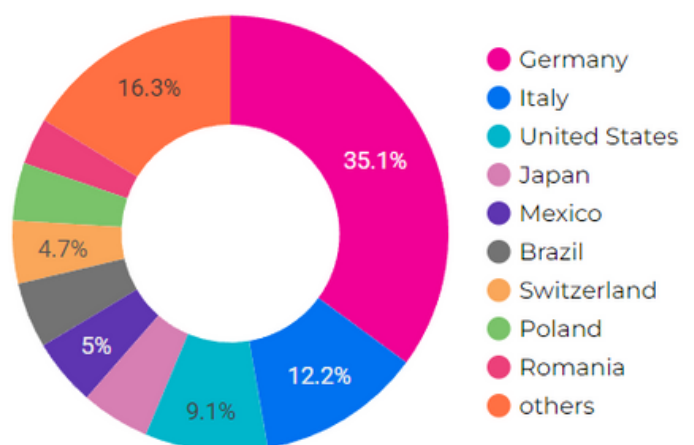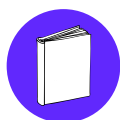
# Game objectives

The game was structured around 4 main goals: explore, learn, do and share

## 01. Explore

Explore the new OpenExO platform and community, attend events and networking with others.

## 02. Learn

Learn the 11 ExO attributes and how they can be applied to create and manage exponential organizations.

## 03. Do

Complete challenges, participate in community's events and apply ExO knowledge in real life.

## 04. Share

Provide feedback about ExO framework, help newcomers, share expertise and case studies.

# Metrics

During the game experience we collected more than 50 different metrics: from the general engagement to behavioral insights

| Key Indicator | Stickiness | Tasks done |
|---|---|---|
| Engagement in terms of # of players reaching 3+ level | Engagement in terms of # of daily players | # of challenges submitted |
| 21% | 15% | 938 |
| # of logins | # of raffle played | # feedback receied |
| 60,909 | 2,226 | 828 |

# Overall rating: 4,65/5

⭐⭐⭐⭐⭐

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# Engagement

OpenExO Community Game
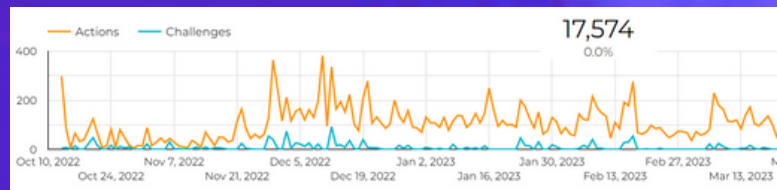
our main objective was to measure engagement through the various distributed features. Here some additional data about our players

Our players interacted with the features more than 16K times



And they didn't stop playing even during the weekend
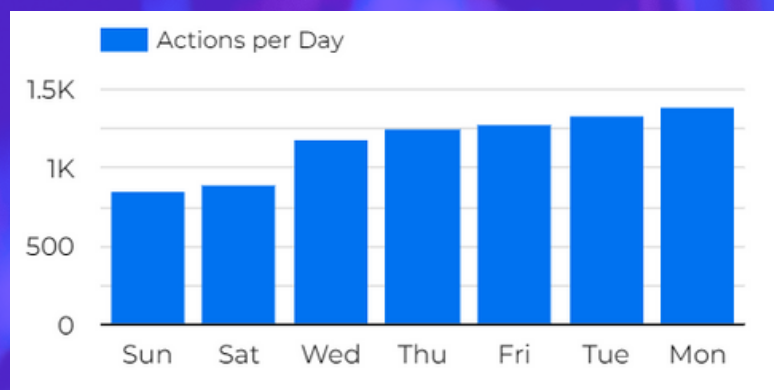


Raffles and weekly streaks kept them attached to the game

# of slot spinned — **2,226**

# of slot weekly streaks — **209**

And they didn't miss the opportunity to create connections

# of 1-1 chat created — **106**

# Game Features

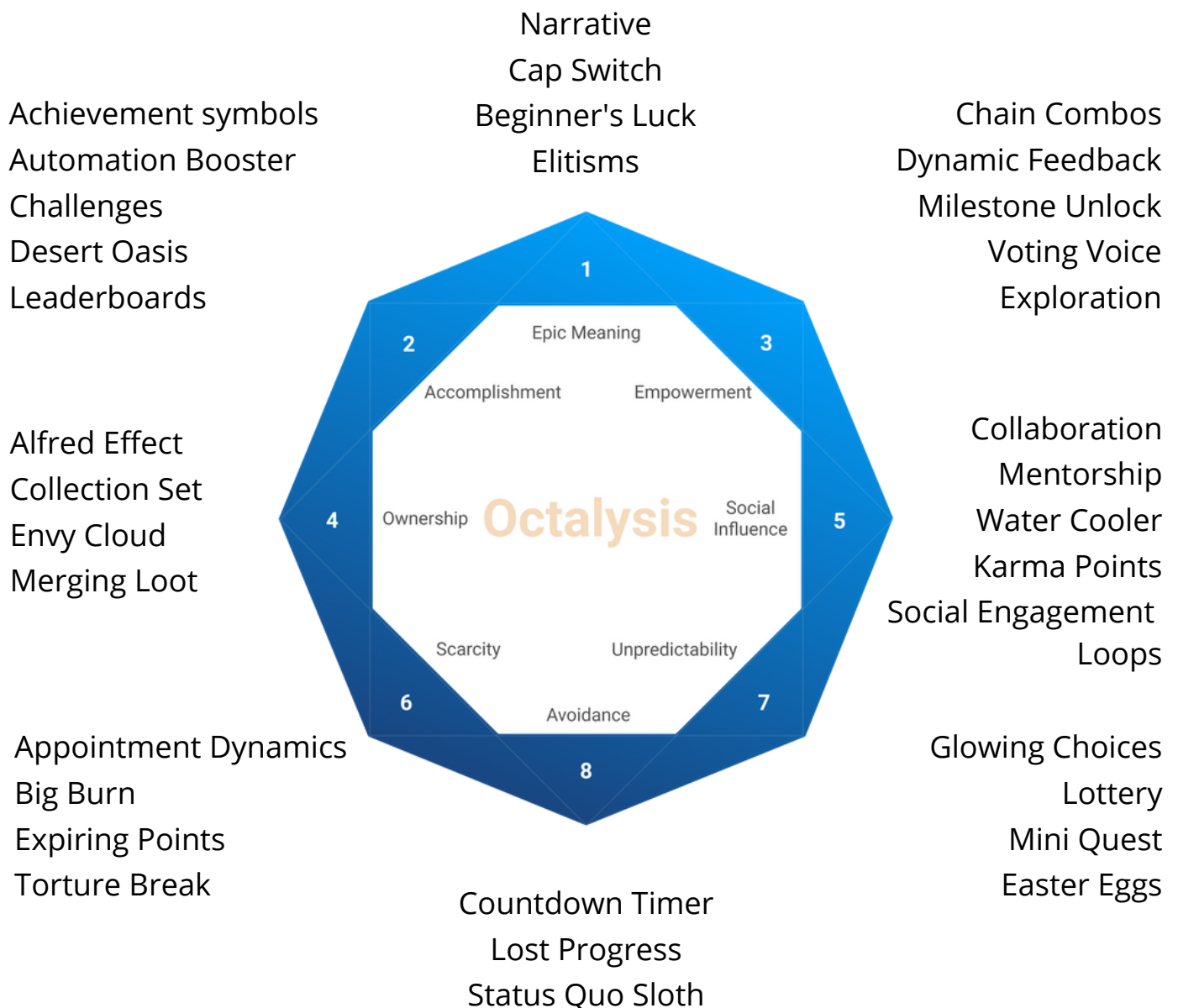The game was built around the _Octalysis gamification framework_ by balancing the eight drivers to ensure greater engagement. Below a quick overview of some of the drivers/techniques we implemented.

Narrative
Cap Switch
Beginner's Luck
Elitisms

Achievement symbols
Automation Booster
Challenges
Desert Oasis
Leaderboards

Chain Combos
Dynamic Feedback
Milestone Unlock
Voting Voice
Exploration



Alfred Effect
Collection Set
Envy Cloud
Merging Loot

Collaboration
Mentorship
Water Cooler
Karma Points
Social Engagement
Loops

Appointment Dynamics
Big Burn
Expiring Points
Torture Break

Glowing Choices
Lottery
Mini Quest
Easter Eggs

Countdown Timer
Lost Progress
Status Quo Sloth

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# Rapid Prototyping

The game was designed with a strong rapid-prototyping connotation from the choice of platform to the structure of business metrics. Through this approach, more than **20 releases** and more than **50 new features** were released. Each feature was recorded, in terms of events, to understand how it contributed to participant engagement, and evaluated through the more than **800 feedbacks** received.

**50+ features**

**15K+ Actions Recorded**



PROTOTYPE

REVIEW

ITERATE

REFINE

**800+ feedback**

**20+ releases**
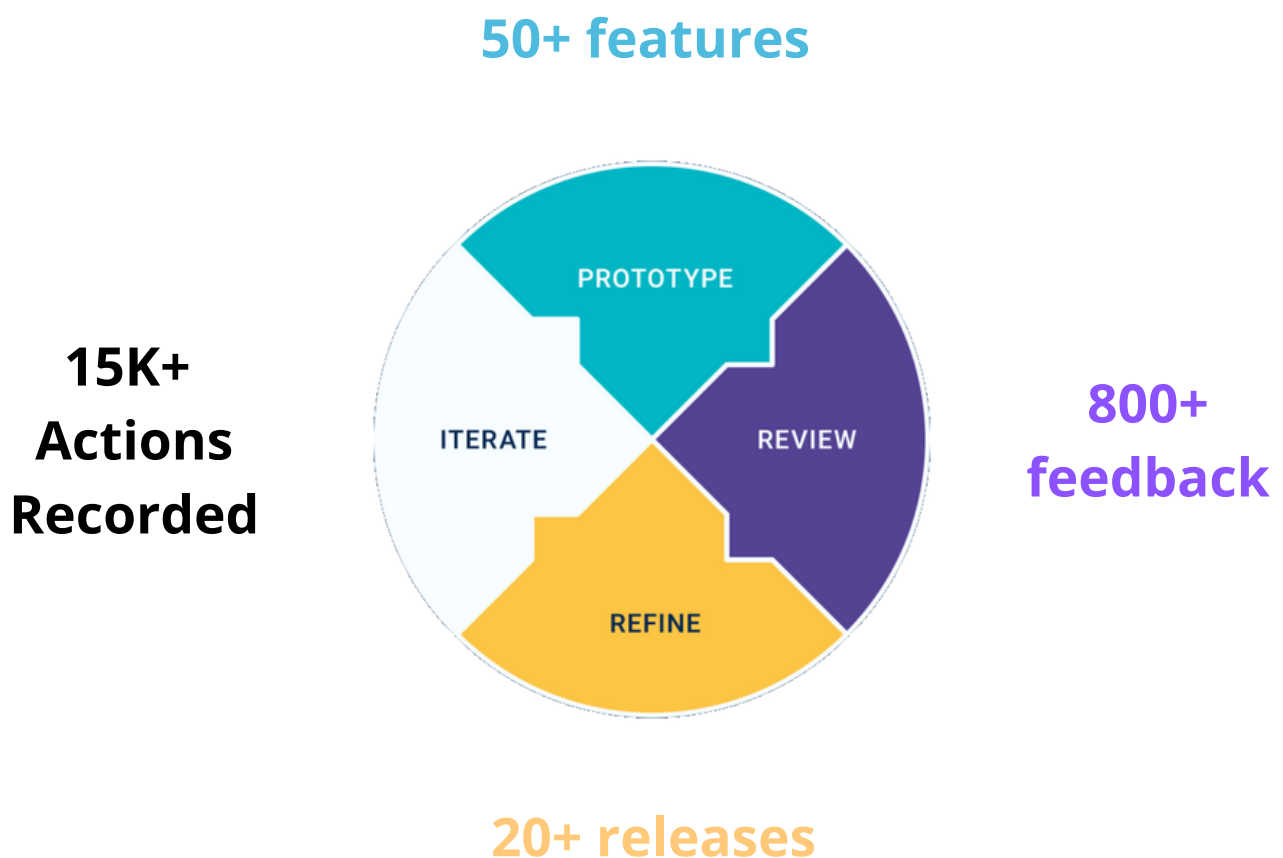
# Engagement

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Engagement is a crucial aspect of the OpenExO Community Game, as it is designed to be an **interactive** and **collaborative** learning experience. It encourages players to collaborate, communicate, provide feedback, compete, and build a strong community.

## 01. Communication

Players received communication about the game via social media channels and internal newsletter.

## 02. Leaderboard

Leaderboard encouraged healthy competition among players and were divided into Leagues: Bronze, Silver, Gold, Mentor, Referral.

## 03. Crowning Events

Leaders of each League were celebrated in Crowning Events and rewsrded with EXOS.

## 04. Collaboration

Players were invited to collaborate with the development team through daily mini-questions about performance, also rewarded with XP and EXOS.

# Leaderboard

A leaderboard is a tool that can be used to **promote engagement** in various contexts, including games, competitions, and online communities. It is essentially a ranking system that displays the scores or **achievements** of participants in real-time, allowing them to see where they stand in relation to others.

## 01. Encourages healthy competition

Players strive to climb the ranks and achieve a higher score than others.

## 02. Provides recognition

The leaderboard provides recognition for players who perform well, which can be a powerful motivator for some individuals.

## 03. Increases retention

Help to increase player retention and keep players engaged with the game over time by creating a competitive environment and fostering a sense of community.

# Crowning Events

Crowning Events are an important aspect of the OpenExO Community Game. These events serve as **milestones** that players can work towards and achieve, providing a sense of **accomplishment** and progress in the game.

Crowning Events typically involve completing a set of challenges within a certain timeframe, and they have **rewards** associated with them.

### 01. Engagement

Increase engagement with the game, as players work towards specific goals and have a sense of progress and accomplishment within the game.

### 02. Motivation

Knowing that there is a deadline and a reward associated with completing a challenge can be a powerful motivator for some players

### 03. Social Recognition

Crowning Events come with rewards or recognition for players who complete challenges and performed better, which is another powerful motivator and provides a sense of accomplishment.

# Community-led
# Approach

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A ***community-led approach*** is a way of working that involves actively engaging and empowering a community to drive positive change. It involves working with community members as partners, recognizing their strengths, needs, and aspirations, and building on local knowledge, resources, and capacities.

The OpenExO Community Game is a truly **community-led experience** as players are involved in the decision-making process by providing their feedback and suggestions which influence on further game's development, and the ***User Generated Content*** creation (UGC) which brings social sharing of knowledge and materials as well as points of connection and discussion.

# Community-led Approach

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### 01. **Feedback and suggestions**

During 6 months of the game's life, we received **828** feedback and suggestions messages from the players.

### 02. **User Generated Content**

Favourite books, videos, ExO shorts, TED talks, etc. **938 Challenges submitted**. One of the most important and engaging submissions was players' answer on why they like the game.

### 03. **Preferences for Season 2**

An overview on players' thought about in-game experience to improve it for the next season.

# What's your Favourite?

### Share your favorite book

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Covey, S., **The seven habits of highly effective people.**

H. Joly, **The Heart of Business**: Leadership Principles for the Next Era of Capitalism
*"Best business book of 2022."*

F. Palao, **Positive Impact**

J. Kwik, **Limitless**: upgrade your brain, lean anything faster, and unlock your exceptional life

M. Mitchell, **Gone with the Wind**
*"Because of Scarlett's strength and dedication"*

B. Janssen: **Die stille Revolution**: Führen mit Sinn und Menschlichkeit

R. Bach, **Jonathan Livingston Seagull**
*"Excellent book about life, purpose, ambition and leadership."*

**Scaling Up** (Rockefeller Habits 2.0)
*"Excellent book is the first major revision of this business classic which details practical tools and techniques for building an industry-dominating business"*

**The Grand Biocentric Design**
*"If you're wondering how we all collective dream this Earth into being, this book explains the mechanics of the collective observer effects and quantum physics"*

R. Kurzweil, **Singularity is near**: When Humans Transcend Biology

**Atomic habits**
*"A must-read book to build several habits to be more sustainable and more productive. Overall this book really had a massive positive impact on my life"*

K. Scott, **Radical Candor**

A. Cohen, **Nothing to Fear:** FDR's Inner Circle and the Hundred Days That Created Modern America

# Defining MTP

Transformar el aprendizaje para crear oportunidades de abundancia

Adding value and help to make yourself exponentially

To make quality education accessible across Africa.

Making organic food abundance

Evolucionar la enseñanza, para reducir la curva de aprendizaje

Building a Sustainable Future

Accelerating the business mindset change globally.

Help people propagate exponentially with Jesus

Accelerate life and business achievements

Unlock positive Human potential

Change a sick care system to a preventive, predictive Health care system.

Surf Together The Digital Era Moonshot

Challenging the world to come

# DO's & DON'T's

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**DO**: – ask for a one pager and an elevator pitch (if that has not been done or they do not know what it is then I will not further engage) – ask for a 30 minute daily committment from the key people for a minimum 4 week time frame – summarize in a joint initial meeting the expectations with respect to goals of the consulting (some OKR's) – follow-up after every meeting with a mail

**DONT**: – continue if they do not follow-up on the DO's … give them a gentle warning and then terminate the engagement … your reputation is more important than the money! – say that your consulting input is the best they can do … but ask for reasons why it has not been done as suggested

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**DO**:
1. Meet the client where he/she is and create a common understanding of the problem / challenge to be solved in the client's "language"
2. Show how the ExO model / ExO Sprint can provide a solution to the client's challenge
3. Provide examples / case studies

**DON'T**:
4. Try to convince the client of what ExO Model can do for him without listening first
5. Use ExO terminology without explanation
6. Stay in the theory of ExOs

# DO's & DON'T's

**que hacer**: ser honesto, profesional, claro, objetivo, humilde, aprender siempre

**que NO hacer**: ser arrogante, intimidante, creerse superior, tener siempre la ultima palabra, hablar de algo que no sepa

1. **With consulting and coaching**, I always need to understand the client first. A fruitful relationship means that I have provided something truly of value to the client and they felt that it was truly worth it. To be able to accomplish that, it is imperative that you fully understand, the client's wants, needs, and expectations.

2. **Setting expectations** and helping your client understand what is realistic and what is not is also very important. Keeping your services and results within reasonable expectations and being able to say no might sound negative, but the client needs to know what is possible and what is not, otherwise, the result will always be unsatisfactory.

3. Lastly, I think that **consulting and coaching is a two-way street**. The experience should be excellent for both parties. Do not hesitate to fire your client if they do not hold up their side of the bargain. It is extremely exhausting when working with clients who you do not enjoy working with.

# Review Time

My absolute winner is **Planet Pilots.** I really love the idea of kids supporting each other, and we need such initiatives in every country. As adults say, kids are our future, so let them be prepared for the future, let them develop themselves and their dreams.

**VoteMe App.** "Democratize decision-making and shape the future of democracy" sounds like a huge goal guys would like to achieve, so I'm curious to see it. They also said that their clients are more Industry Unions and not only political parties, which is a curious finding after the testing phase. Voice of people :D

**Impulso20.** Love their MTP "Increase the quality of life of people in Latin America". Every initiative for empowering people shows that there are many good people in the world that are willing to help others. Latin America is one of the regions that need to be empowered and people's life and conditions should be improved.

**PLANET PILOTS** — kids to support kids in their learnings. Effective, empathetic and impactful for little money.

**BODYTUNE** — well, one of my inventions. Great potential impact on personal health monitoring and very affordable.

**EXPONENTIAL INDIVIDUALS** — highlighting individuals in their individual exponential journey is the most believable and credible presentation.

# Review Time

New Company ExO Award – **BODYTUNE** Online Great application of the ExO attributes to predict clinical issues and shift from sick-care to healthcare ExO Workshop/ExO Training Programme Award Michael Friebe – University education definitely needs to encompass problem solving strategies along the ExO model – that's what Michael did and does!

Open Category **SciFi Hive** I had the opportunity to participate in two SciFi Hive events and love the creation of stories to tell the future state to be reached – linked to ExO attributes and imagining how technologies can create a better world in the future.

**GUILDS42** because they are democratizing learning and consulting giving new life to the Renaissance model of guilds with their double sided community.

**SWAE** because they are inclusive with people and selective with ideas letting new energies arise in a spontaneous way.

**BOSTON ExO** because they leverage the ExO model on different levels from organizations to individuals as imho business model innovation starts from an individual mindset shift from scarcity to abundance.
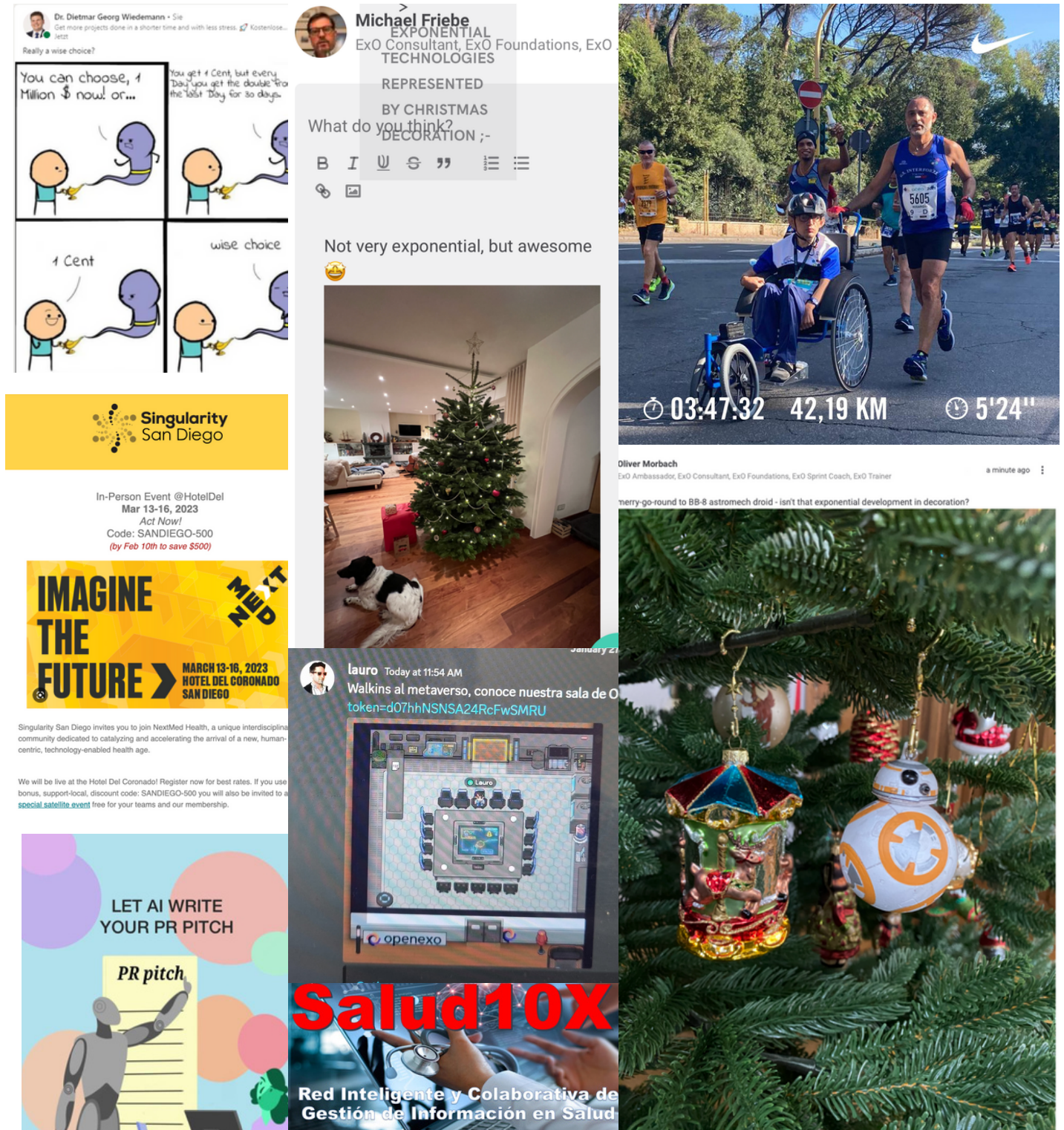
# In Real Life

Get out of the building

# Be Creative

## Explore your ExO creativity and share it

# Feedback on challenges

Thanks for reaching out to the community and asking for feedback!

Advising a start-up on how to use gamification to support creation of sustainable behaviour

Great to spread the word about ExOs using examples from my own (telecommunications) background. Planning to update with the new version of the book!

Like the idea to follow-up with people who I invited and even sponsored an ExO Foundations certification ;-)

Creativity is abundant and giving users a chance to share their unique spin on what's important is a good thing!

You can learn about experience that community members have/had while working together on a project/idea, and it's a valuable thing to track in case ExO community will need a talent to be added to one's team.

Crowning ... an event to celebrate being together.

# Lessons Learned

## Fabrizio Gramuglio

> The project covered about six months of work from design to the end of the 1st season. These were very stimulating and exciting months in which we developed an **Edge** project combining **gamification** principles, **rapid-prototyping**, **iteration and learning** capabilities, to generate a product that was able to achieve its main goal: to engage. I had the pleasure to work with an amazing **team**, and below our top lessons learned.

**Empower creativity and strategies**: the game also allowed players to **develop** and **diversify** their game **strategies**: using the right cards at the right time can completely change the outcome of the game.

– Stefano

# Lessons Learned

**Combine learning and creativity:** The lesson I'll be taking with me after this 1st Season of the Game is that learning and creating together is beautiful and much easier. It's nice to see how different backgrounds from around the world can come together and interact to create and solve problems.

– Debora

**Facilitate connections:** the App can allow users to connect with each other, share their experiences, and contribute to the development of the organization's products and services. This can create a loyal customer base that will spread the word about the organization to their friends and family.

– Niki

**Iterate and adapt**: it's important to iterate and adapt gamified learning experiences over time. **Analyze user data** to see what's working and what's not, and use that information to **make changes** and **improvements**. This will help ensure that the experience remains **engaging** and **effective** over the long term.

– Fabrizio

# Lessons Learned

**Make it social**: Gamification can be a powerful tool for **building communities** and **fostering social connections**. Encourage users to **share** their **progress**, **compete** with others, and **collaborate** on tasks to help build a sense of community and increase engagement.

– Sasha

**Facilitate connections:** An App built for an exponential organization can use this drive by introducing unexpected elements to keep users engaged. For instance, the App can offer new rewards or challenges to users on a regular basis, which can create a sense of excitement and anticipation among users. This can lead to users talking about the organization to their peers.

– Niki

# Lessons Learned

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**Align the game with the business strategy:** You cannot make a great gamified product if your business strategy is not aligned with it. **Where** else **is the goal of Gamification**? If the players ignores why they are using Gamification, what problem they want to solve, they will fail! If the company does not know its users, its business goals, and cannot define the desired actions, Gamification will get nowhere. It would just be an add-on.  **It is essential to define the goals** well from the beginning! In my opinion, good Gamification consults on general business issues, because they are always related!

– Fabrizio

**Balance challenge and difficulty**: When designing gamified learning experiences, it's important to strike a balance between challenge and accessibility. **Too much** challenge can be **demotivating**, while **too little** can be **boring**. Design tasks that are challenging but achievable, and provide support and resources to help users overcome obstacles.

– Fabrizio

# EXOS

EXOS tokens are a type of **digital currency** used within the OpenExO Community Game.

These tokens can be **earned** by players for their participation and performance **within the game**, and they can be used to purchase various **rewards** and **privileges**.

**EXOS tokens** are an **important** aspect of the OpenExO Community Game, as they provide incentives, rewards, and privileges for players who perform well within the game.

# ❯85.000 EXOS DISTRIBUTED

EXOS tokens can be used on **OpenExO platform** to pay for **services** provided by community members on **marketplace** and ExO **courses**.

In 6 months of the game, there were distributed 85,371 EXOS via challenges, questions, raffle and leaderboard rewards.

# Team

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Niki Faldemolaei
*Core Team*



Jaroslav Dokoupil
*Core Team*



Gillain Robb
*Core Team*



Fabrizio Gramuglio
*Core Team*



Sasha Sadovnikova
*Community Manager*



Debora Barg
*Advisor*



Pam Jefferies
*Advisor*



Michael Friebe
*Advisor*



Stefano Benatti
*Advisor*



Stanton Wong
*UX/UI*



Dylan Siauw
*UX/UI*



Salem Gikovate
*Designer*



Gorgeta Hisic
*Tester*



Mac Carvalho
*Tester*



Lauro Molina
*Tester*



Alvaro Ernesto Tovar
*Tester*

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## https://platform.openexo.com

# Partners

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## https://exoangels.com



## https://economy.openexo.com



## https://howtocommunity.com

# Afterword

## Niki Faldemolaei

" Experimentation is one of our favorite attributes of exponential organizations. This, combined with community support, enables us to iterate and leverage the power of gamification to drive engagement, motivation, and growth.

Whether we are optimizing employee productivity, enhancing customer engagement, or driving behavior change in a target audience, the ExO Angels provide a rent-a-team approach that is a perfect fit for any organization that wants to test the waters leading to a better future.

Give us a try! http://exoangels.com/