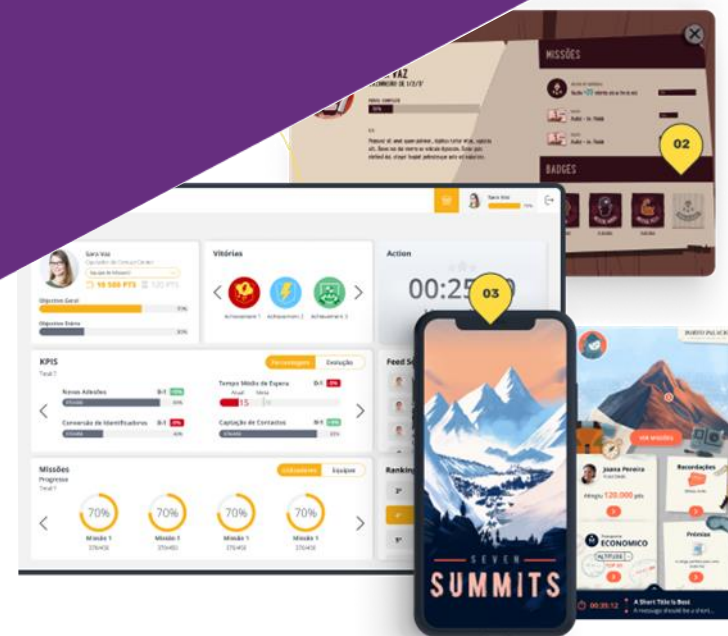


SUPERPOWERED EMPLOYEE EXPERIENCE



A GLOBAL ENGAGEMENT CRISIS

- **79%** of employees are either **disengaged or actively disengaged** from their day-to-day activities
- **66%** are **not thriving** in their overall wellbeing
- The pandemic threw a wrench into the global slow but steady engagement growth
- Employee stress is at an all-time high – **44%** **experience high levels of stress** on a daily basis
- This costs the global economy **US\$7.8 Trillion** and accounts for **11% of GDP** globally



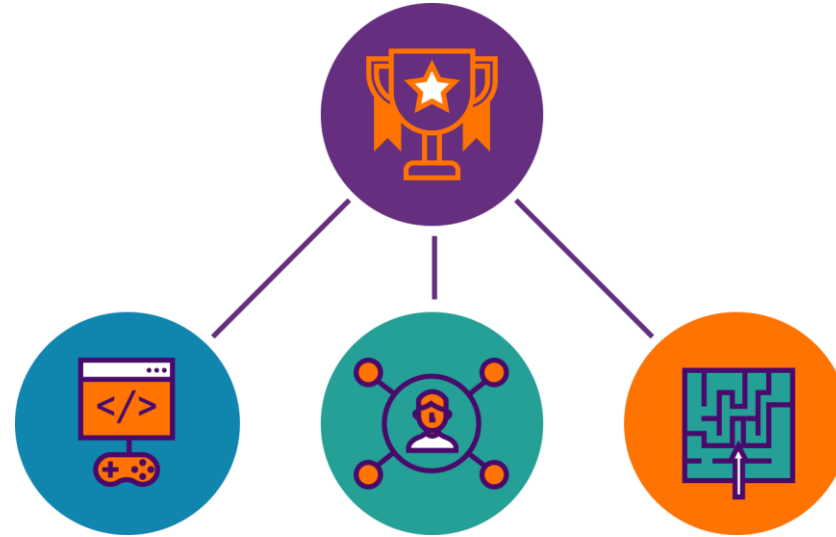
ATEAM SUITE



- A **gamified employee engagement solution** where each user is the superpowered main character
- Targets operational KPIs by **transforming the overall employee experience**
- **Boosts motivational levels** and aligns teams with company values and goals



GAMIFICATION: UNDER THE HOOD



GAME DESIGN MECHANICS AND TECHNIQUES

Elements taken from the game design.
Dynamics created by the interaction of the players with the elements.

HUMAN-CENTRIC DESIGN

Players at the core of the design process.
Iterative process based on empathy and quick prototyping.

BEHAVIORAL SCIENCE

What makes players tick?
How can we transform target behaviors into recurring habits?



MORE THAN A GAMIFICATION ENGINE



01 GAMIFICATION PLATFORM

Pre-built game mechanics to boost operational KPIs

Competitions, leaderboards, badges, quizzes, contents, etc.

02 EXTRINSIC REWARDS

Adaptable virtual economy

Social recognition system

Configurable reward catalog

03 LONG-TERM ENGAGEMENT

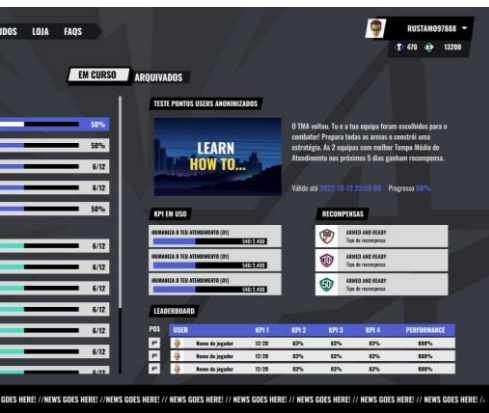
Narrative heavy communication and UI

Social dynamics

User progression cycles

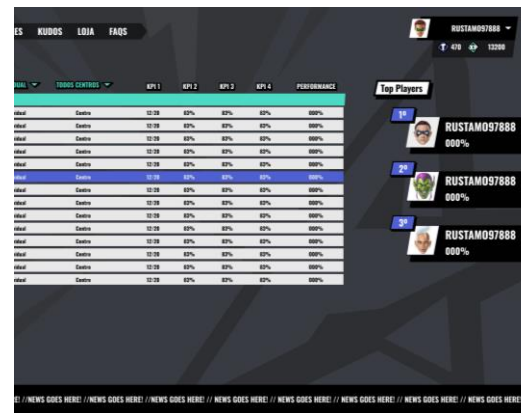


AN ARSENAL OF PRE-BUILT GAME MECHANICS



→ MISSIONS

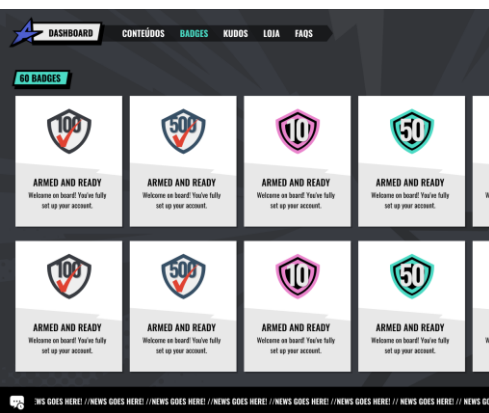
define activity contexts to allow users to focus on specific goals, during specific periods of time, in times for specific rewards.



→ LEADERBOARDS

useful to foster friendly competition between colleagues, according to the company's DNA

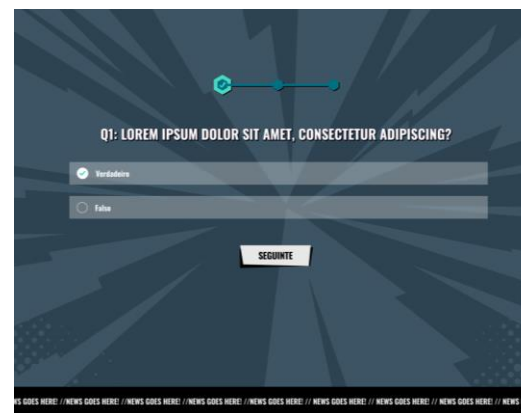
- Individual or as a team
- KPI related



→ BADGES

highlight milestone achievements along each player's progress

- Everyday behaviors
- Recognizing outliers
- Etc.



→ CONTENT AND QUIZZES

connecting operations with knowledge acquisition and validation, boosting both!



THE EMPLOYEE LIFECYCLE

02 ONBOARDING

- Getting new hires onto the bandwagon
- Providing sense of comfort and curiosity

03 PERFORMANCE

- Providing real-time feedback on performance
- Sense of growth, social awareness, belonging

06 OFFBOARDING

- Learning from loss and addressing pain points
- Cultural “stickiness” and sense of purpose

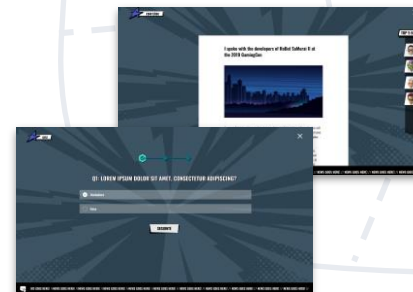


01 RECRUITMENT

- Selling the company's vision and aspirations
- Keeping candidates involved with transparent progress

04 TRAINING

- Skill growth and unlocking new roles
- Connecting training to performance



05 RECOGNITION

- Highlight victories and recognize outliers
- Reward with power-ups and benefits



With the power of Gamification and Design Thinking

we're changing the world with our
clients. Who will be next?



THE TEAM



Tiago Perdigão

CEO & BUSINESS DEVIL
+20 years in Mkt & Retail



Manuel Pimenta

CXO & EXPERIENCE SHERPA
+10 years in Soft. Dev & Gamification



Rui Cordeiro

FOUNDER & ADVISOR
+20 years in Game Design



Bruno Ribeiro

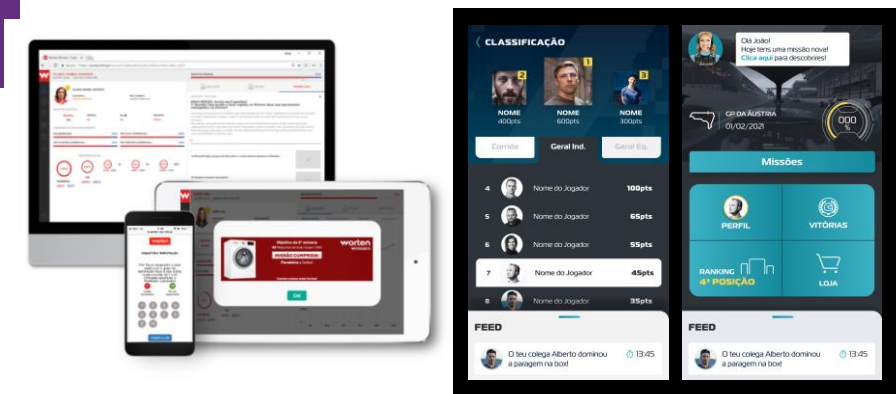
GAMIFICATION DESIGNER &
PROJECT MANAGER
+15 years in Game Design, Training
and Team Management



Ivo Jaime

LEAD UX/UI DESIGNER
+10 years in Graphic Design and
UX/UI



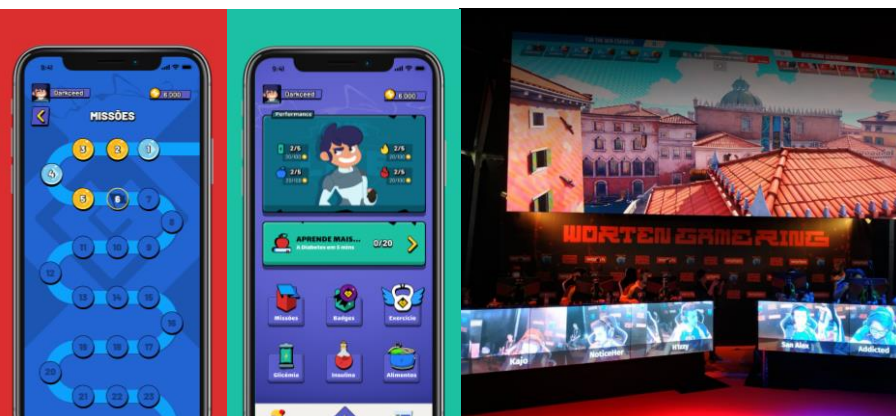
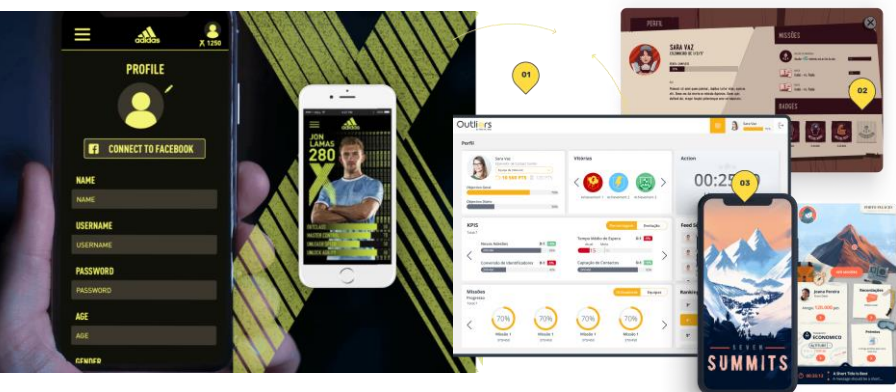


ABOUT FRACTAL MIND

GAMIFICATION AS A SERVICE

→ What if there was a world where everyone, from employees to consumers, students to enthusiasts, was engaged in achieving a common purpose?

- We bring the unique know-how of years of experience in game design, gamification, marketing, management and software development, to assist our clients in boosting employee and customer engagement and achieve better business results and learning objectives – with a little help from the transformative power of games.
- Powered by a technology platform enabling engagement for thousands of users, we provide gamification solutions that boost employee engagement and business KPIs.
- With this epic mission in mind, we gathered at Fractal Mind a multidisciplinary team focused on leveraging gamification and design thinking to create a positive impact in society.



CLIENT CREDENTIALS

EMPLOYEE ENGAGEMENT



MARKETING & CUSTOMER ENGAGEMENT



EVENTS



EDUCATION & TRAINING



CLIENT CREDENTIALIALS

worten
winners



2017
PORTUGAL
DIGITAL
AWARDS



prémiosRH17



SONAE
IMPROVING LIFE

6%

Increase in
sales revenue

88%

Employee
satisfaction

62%

Employee
engagement

1st

NPS in Market

 **Unilabs**

50%

Increased
performance

6%

Overcame
expectations

60%

Employee
engagement

15%

Increased
performance

 **VIA
VERDE**



78%

Employee
participation

63%

Active
engagement



94%

Employee
participation

87%

Active
engagement



altice

+10%

Overall NPS

-5%

Avg. Call Time

+10%

Avg. Performance

-60%

Under Performers



CERTIFIED FOR GAME CHANGING



Incubated at Lispolis since 2017



Member of Tribe Global agency Network since 2018



Member of Startup Hub Portugal



Member of IAPMEI



Ongoing Internacionalization project funded by PT2020



Member of CCIP (Portuguese Chamber of Commerce & Industry)



Certified SME



Certified by ANI as an I&D company



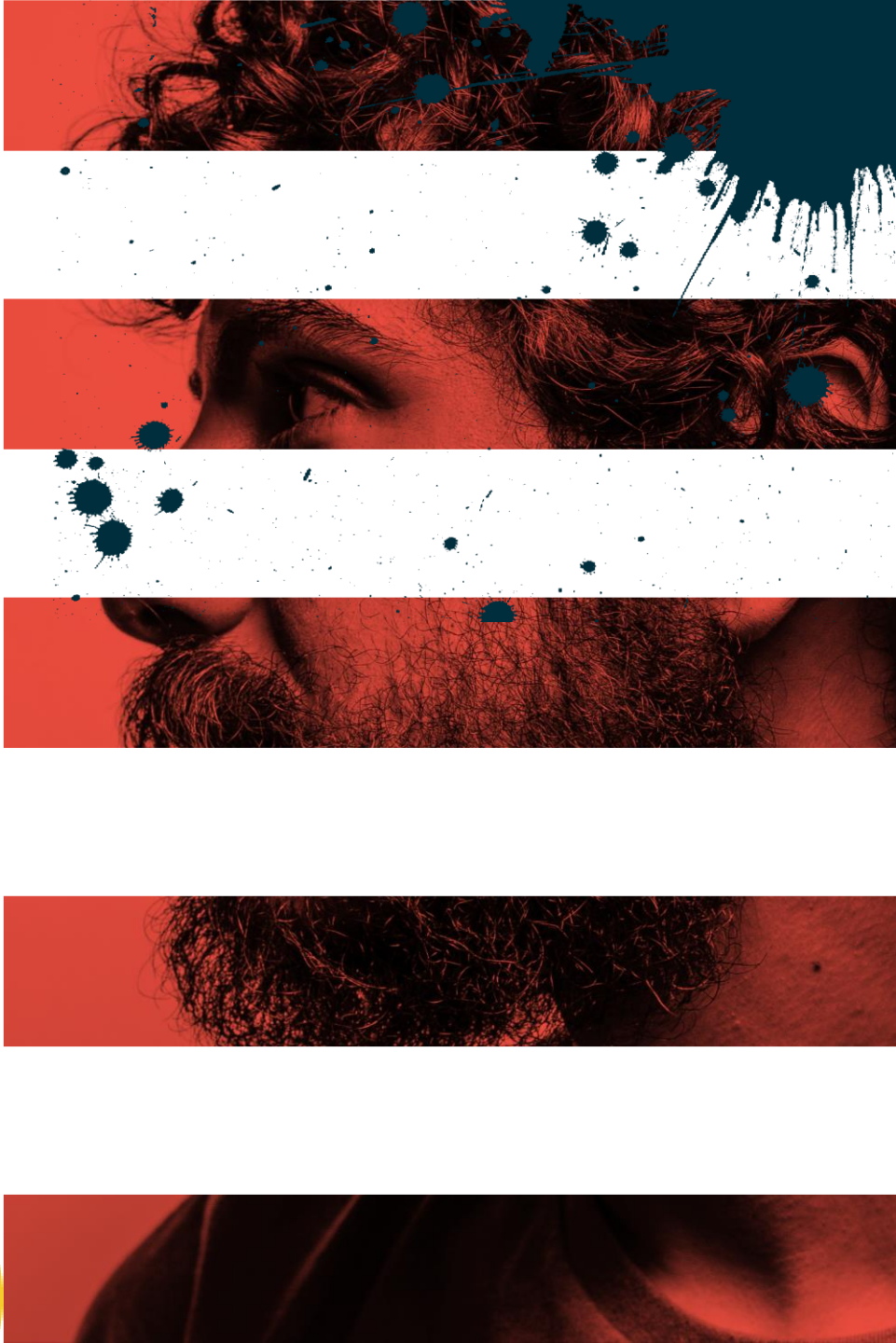
SIFIDE (by ANI) approved



GLOBAL REACH AND KNOW-HOW



- We're part of **TRIBE GLOBAL**, a growing network of independent communication agencies and innovation collectives.
- We believe in giving you an **unfair competitive advantage**.
- You can find **TRIBE** agencies in over **75 cities across the world**. We're more than **3000 people** in this tribe and we speak more than **30 languages**.
- Get empowered. Get inspired. Get connected. **With our TRIBE.**





www.fractalmind.pt

Tiago Perdigão
tiago.perdigao@fractalmind.pt

Manuel Pimenta
manuel.pimenta@fractalmind.pt

Members of

tribe
GLOBAL

Thanks!