Play's the Thing

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Six out of ten people in the UK don't like or understand Shakespeare, which is staggering considering the continual returns to the UK economy from the Bard's work. Shakespeare is either perceived as static and archaic, or is impressed upon students as material that can only be understood if performed- the former leads to boredom, and the latter is immersive for some but largely fear-inducing.

Despite ineffective exposure, the UK government is pushing for more Shakespeare in classrooms: in 2013 the National Curriculum overhaul mandated that British students learn 2 plays between ages 11-14 to keep up with other nations' classics education, and with 97% of teachers using educational games (18% daily) in their lessons, there is clearly potential for gamified teaching materials specifically for Shakespeare to have a place in curricula to change this statistic.

Play's the Thing has a unique, integrative mission: to provide an immersive entertainment experience that catalyses classics education.

A video game company that is reimagining Shakespeare's works in a captivating fashion, such as the gamifying of Macbeth and the amalgamation of the comedies with 'choose your own adventure' style gameplay, we are energizing how young minds process the Bard and his works. Our mobile games will put students in the driver's seat of these ubiquitous plays: fighting the fights, making decisions of extreme consequence, dealing with betrayal, and the gamut of plots that make Shakespeare endure as the foremost navigator of the human condition.

Catering to the needs of the school curriculum, parents' and their children, we are fostering a culture where study of the classics leads to lifetime engagement instead of lifetime avoidance. For schools we offer a different gateway for students who neither naturally access the plays, nor wish to act it out in front of their peers, alongside an educational alternative for parents who can't- or don't want to- quell persistent gaming in their children. Through partnerships with theatre companies and Shakespeare institutions we hope to cultivate passionate audiences from an early age.

We additionally are aiming to impact the theatre industry by instilling long term interest in productions of Shakespeare's works. We see billions of dollars grossed by films rendered from video games- why can't we see those same numbers reflected in theatre?

UK consumers spent $4.2 billion in 2017 on gaming, and the educational games industry is projected to reach more than $5.5 billion worldwide by 2019. Games that are fun and well-developed can penetrate the market to great financial success, and mobile games are no exception: in the five years alone between the Apple app store's inception in 2010 and 2015, 80,000 mobile games were introduced to the market place.

PIncome generation for a mobile game is dependent on whether it's funded by advertising, in-app purchases, or has an initial access cost. We will launch with a freemium model where initial access is free, but with the option to purchase the game ad-free as the majority of parents of under-13 year olds surveyed in our market research stated that they would prefer to purchase a game for their children than download a free game that screens advertisements.

We will operate in both the tech sector and educational sector: although the gaming elements place it firmly within tech, the emphasis on learning and classics also places it firmly in the social and cultural economies respectively, and we intend to work with Shakespeare institutions in the UK for sponsorship and Shakespeare-related design details.