



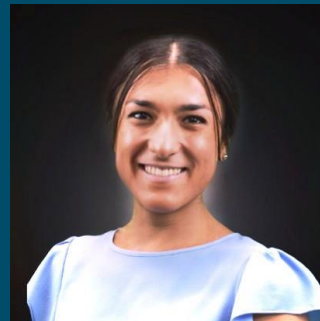
Women Rock-IT

IT is a world of possibilities.

[Register now](#)



Jude Ower, MBE
Founder and CEO



Mahla Kafami
Engineer



Rebecca Clements
Executive Manager





Women Rock-IT

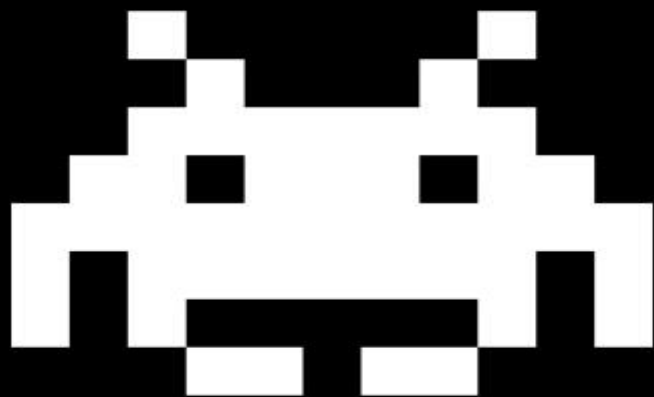
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Jude Ower, MBE
Founder and CEO

PLAYMOB.



PRESS START





Abertay University

GAMING IS BIG ...



2.1bn

**2.1 BILLION PEOPLE PLAY VIDEO GAMES.
THAT'S OVER 50% OF THE WORLDS ONLINE POPULATION!!**

SOURCE: NEWZOO GLOBAL GAMES MARKET 2016

...AND IT'S ONLY GETTING BIGGER

\$100bn

THE VIDEO GAME INDUSTRY GENERATED \$100Bn IN 2016
A YEAR-ON-YEAR GROWTH OF +8.5%

SOURCE: NEWZOO GLOBAL GAMES MARKET 2016

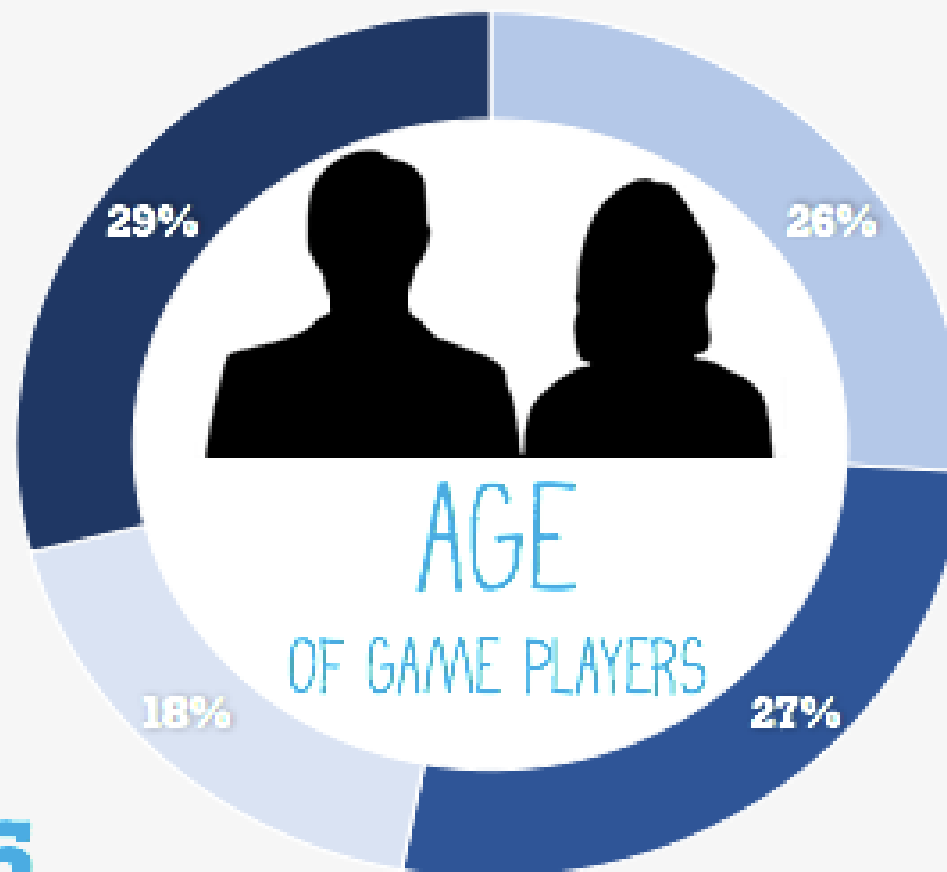
AND NOT JUST FOR KIDS!

27% UNDER 18 YEARS

29% 18-35 YEARS

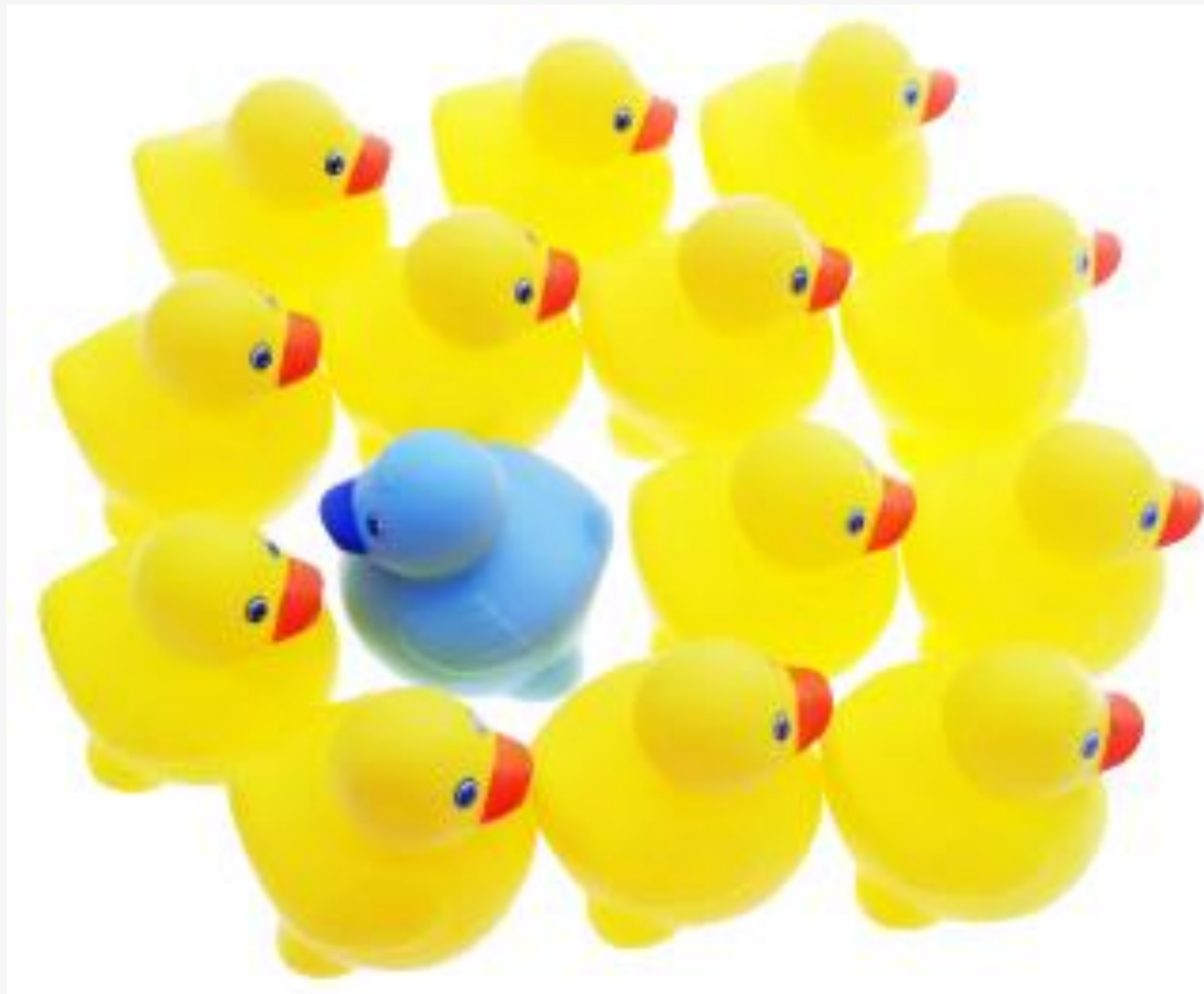
18% 36-49 YEARS

26% 50+ YEARS



AVERAGE GAME PLAYER AGE: 35

SOURCE: ENTERTAINMENT SOFTWARE ASSOCIATION 2016





FARMVILLE™



Animals Building Operations Upgrade Fa

Sweet Seeds
for **Haiti**

Thanks for your donation!

For 7-days, you have unlimited access to purchase and plant these seeds, which NEVER WITHER!

You also received a special gift! Look in your GIFT BOX for your Sweet Seeds Gift Flag!

[Click here to view updates on the program's success!](#)

Share **Skip**



GAMERS WANT TO MAKE A DIFFERENCE!

Gamers want to make a difference, they just aren't being presented with enough opportunities:



58% of gamers are interested in donating whilst playing.

55% would make in-game purchases if charities were linked to them.

87% think developers are ideally placed to raise awareness of social/charity issues.

SOURCE: CHARITIES AID FOUNDATION 2017

WHY DOING GOOD IS GOOD FOR BUSINESS TOO



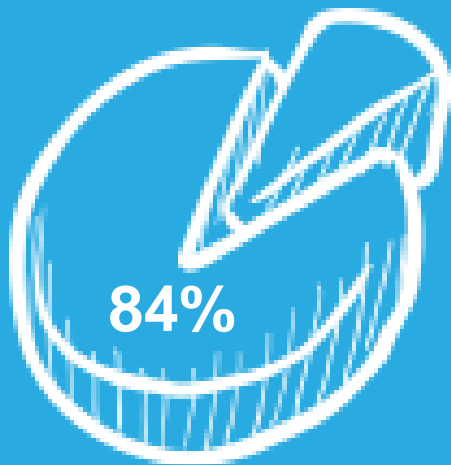
133%

Brands need to integrate CSR into the business to engage millennial generation

..Where CSR is integrated into daily customer interaction brands will significantly boost business benefits, and enable business to outperform the stock market by.....

MILLENIALS AND GEN Z

Social good appeals to millennials,, the biggest generation the world has ever encountered!



Millennial charitable donation in 2015



Spending power of millennials



Favour and will switch brands for brands that have social good giving in their DNA

WHY DOING GOOD IS GOOD FOR BUSINESS TOO



133%

Brands need to integrate CSR into the business to engage millennial generation

..Where CSR is integrated into daily customer interaction brands will significantly boost business benefits, and enable business to outperform the stock market by.....

CONSUMERS ARE SEARCHING FOR PURPOSE

9x



Meaningfulness in brand marketing can increase share of wallet by up to nine times.

71%



There's a 71% correlation between content effectiveness and the impact a brand has on our personal wellbeing, quality of life, plus its Meaningful Brands® ranking.



Emily Tan | January 26, 2017

How long? | 2-3 minutes

How Diageo is making purpose branding work for it financially and morally

A haul of industry awards have vindicated Diageo's move to inject social purpose into its brands, chief marketing officer Syl Saller told industry bosses today.

“When we look at the generation of millennials today, they expect purpose-driven brands.”

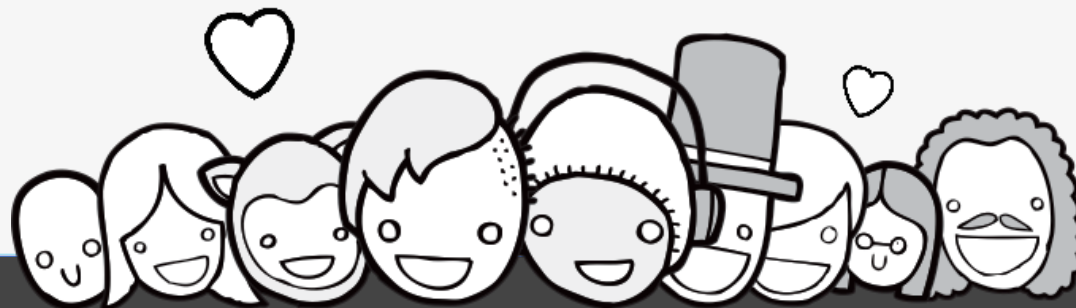
- Debra Bass, president of global marketing services at Johnson & Johnson Consumer Cos. Read more from [FiercePharma](#).



PLAYMOB.

We connect the most meaningful brands to millions of captivated gamers.

We are a values driven data platform, providing innovative brands with playable content that delivers social impact through our brand safe mobile network.



GLOBAL GOALS – WHAT'S MISSING?

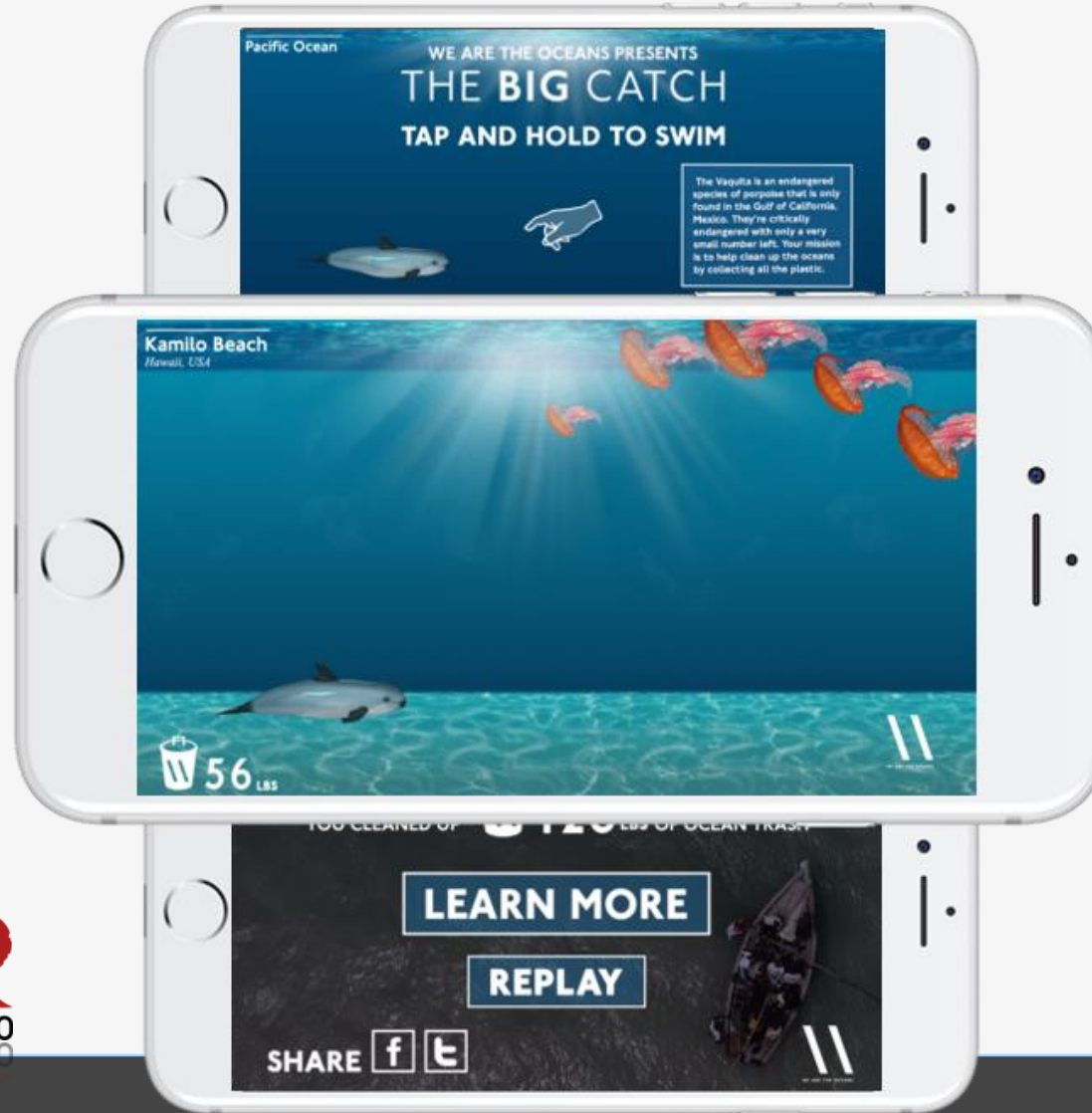


PROJECT

EVERYONE
EVERYONE

FORRESTER®
LOKKE?LEK

W.A.T.O. – THE BIG CATCH



UNOPS

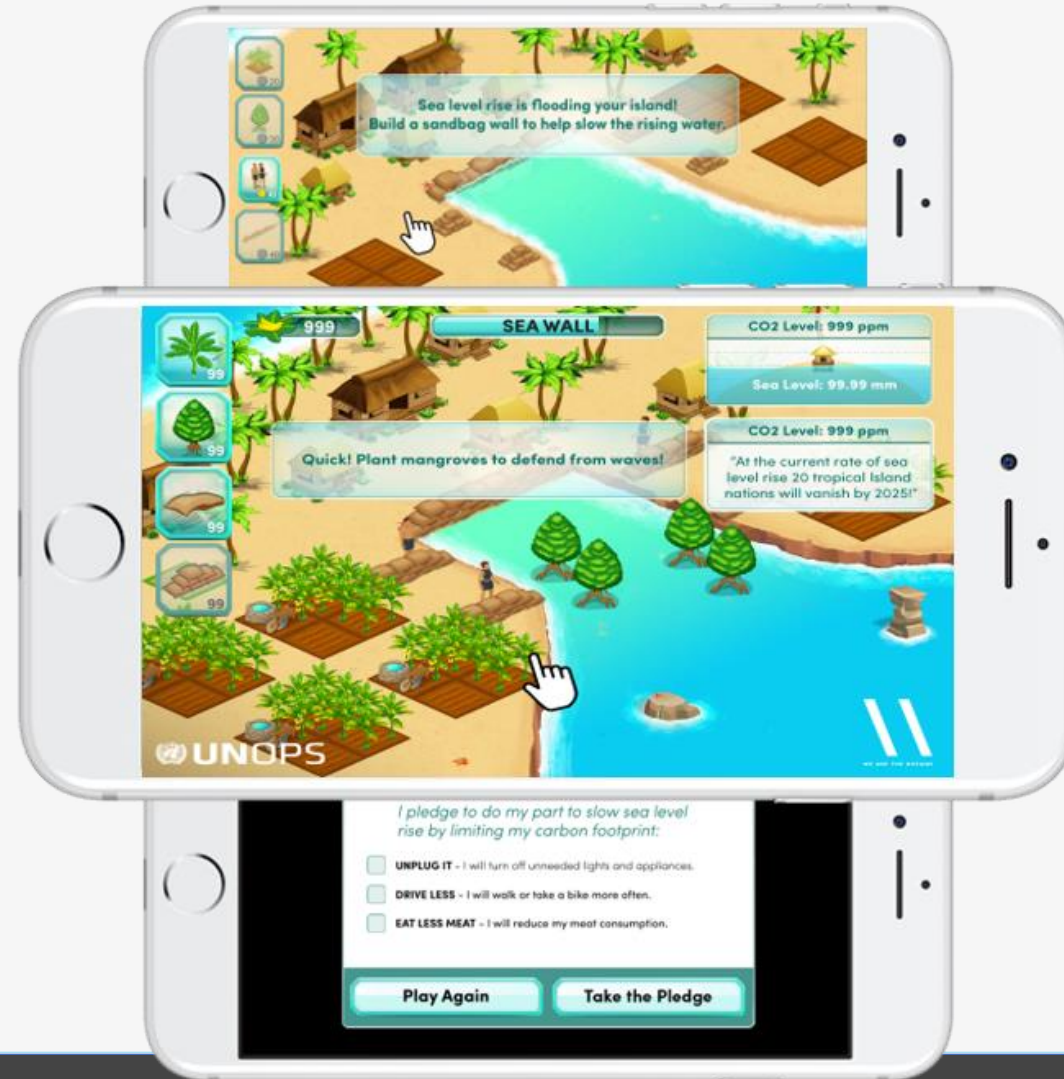


playmob.com



PLAYMOB.

W.A.T.O. – ISLAND NATION DEFENSE



PLAYMOB.

SHARE

DUMB WAYS
to
KILL OCEANS

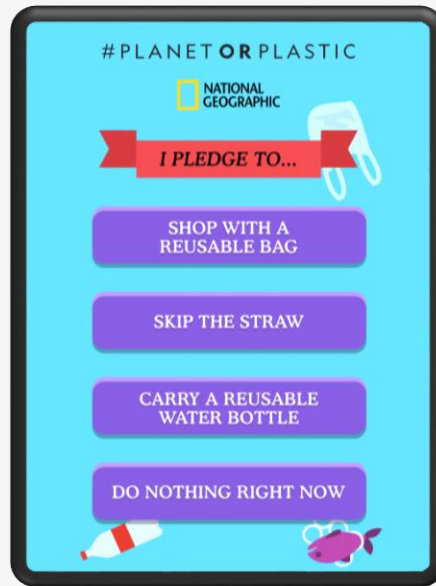
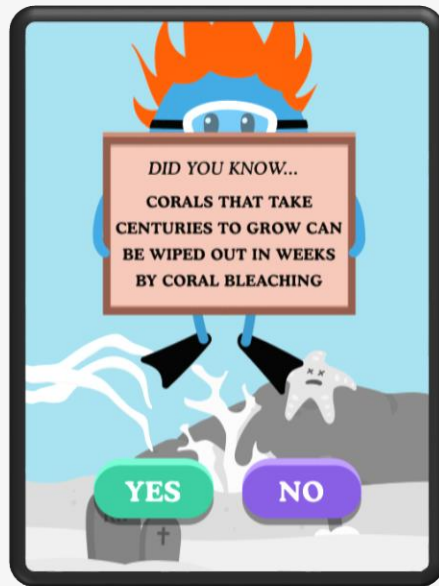
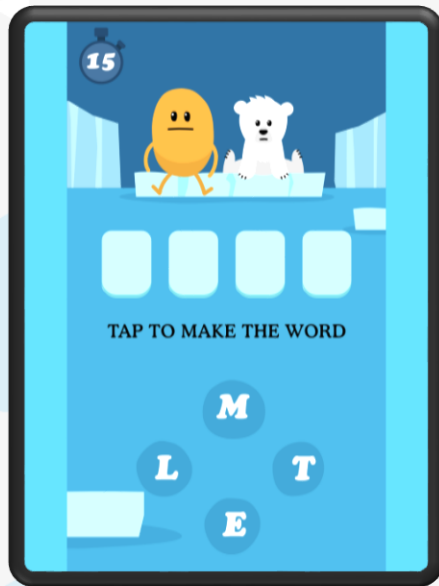


DUMB WAYS to KILL OCEANS

© 2018. Dumb Ways to Die

A small but mighty mini-game highlighting some of the biggest challenges faced by our oceans, *Dumb Ways To Kill Oceans* raised awareness and educated on the issues of Plastic Pollution, Coral Reef Degradation and Warming Ocean Temperatures, and encouraged players to take small actions in their daily lives that would contribute towards solutions.

Figures accurate as of 9th July 2018



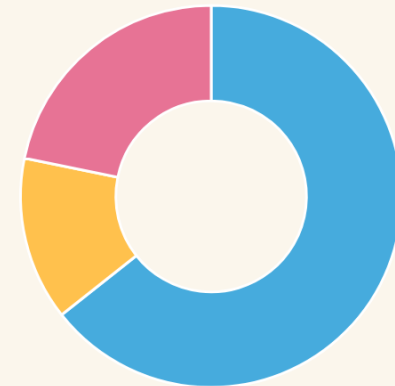
What players care about most

49,896

Facts Learned

127,948

Pledges made



22%

Warming Ocean Temperatures

64%

Plastic Pollution

14%

Coral Reef Degradation



A blue-tinted image showing a pair of hands holding a video game controller. The controller is a standard dual-stick design with a central button and directional pad. The hands are positioned as if ready to play a game. The background is a solid blue color.

“We spend 3 billion hours per week playing games. If we were to play 21 billion hours, we can start to solve some of the world’s biggest problems like climate change, obesity and poverty”

Jane McGonigal, Author ‘Reality is Broken’

Thank You!

@PLAYMOB
@PLAYINTHECLOUD

PLAYMOB.





Women Rock-IT

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Mahla Kafami
Engineer



Rebecca Clements
Executive Manager





J A R

AEROSPACE

JAR AEROSPACE FOUNDERS

Jack Cullen
CEO



Sam Lewinson
COO



Lochie Burke
CMO



Dan Moscaritolo
Head of Engineering



An aerial photograph of a desert landscape. A paved road runs diagonally across the frame. A small dark vehicle is on the road. A drone is flying above the road. The background is a dry, hilly desert with sparse vegetation and cacti.

JAR

AEROSPACE

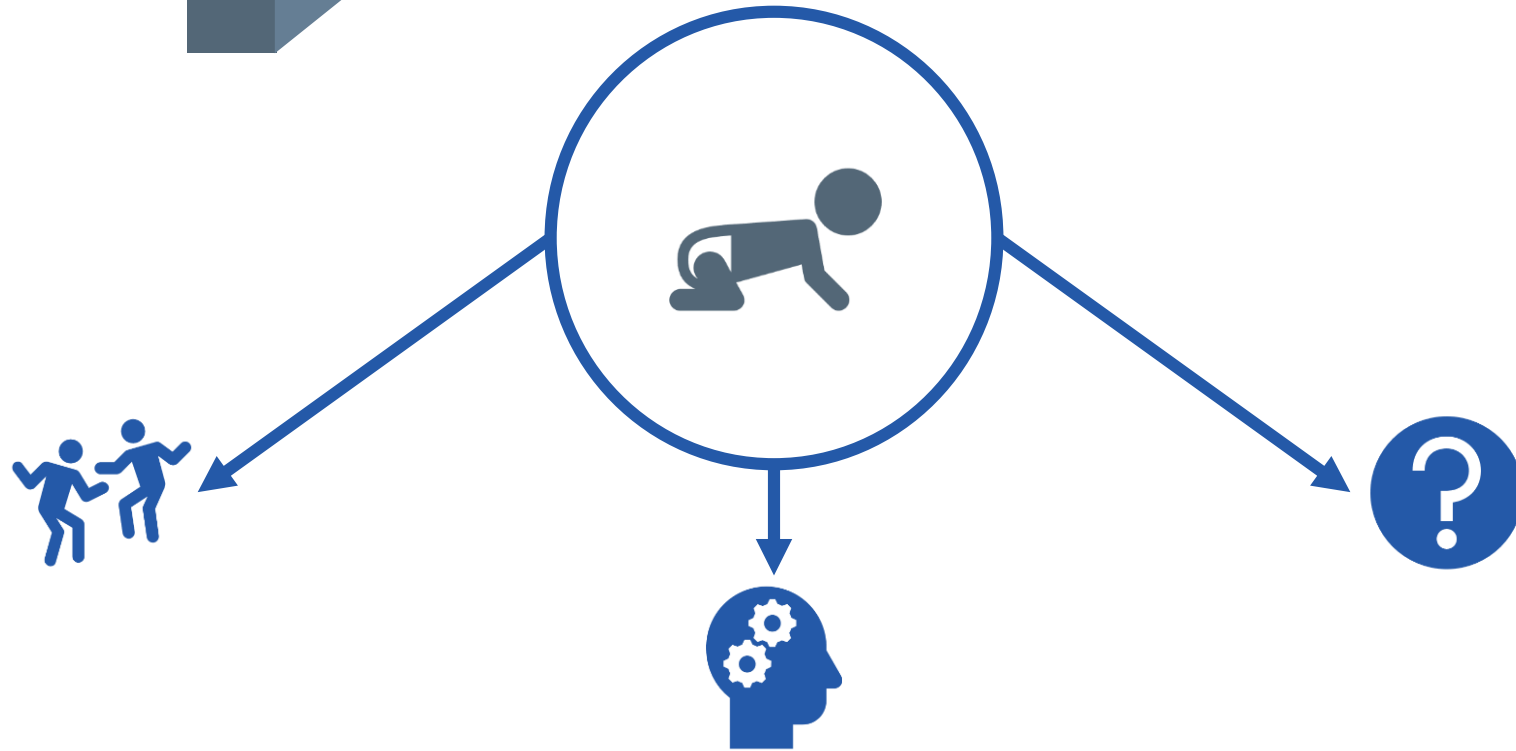


**ENGAGING THE YOUNG MINDS OF TODAY
TO INSPIRE THE TECHNOLOGISTS OF TOMORROW.**

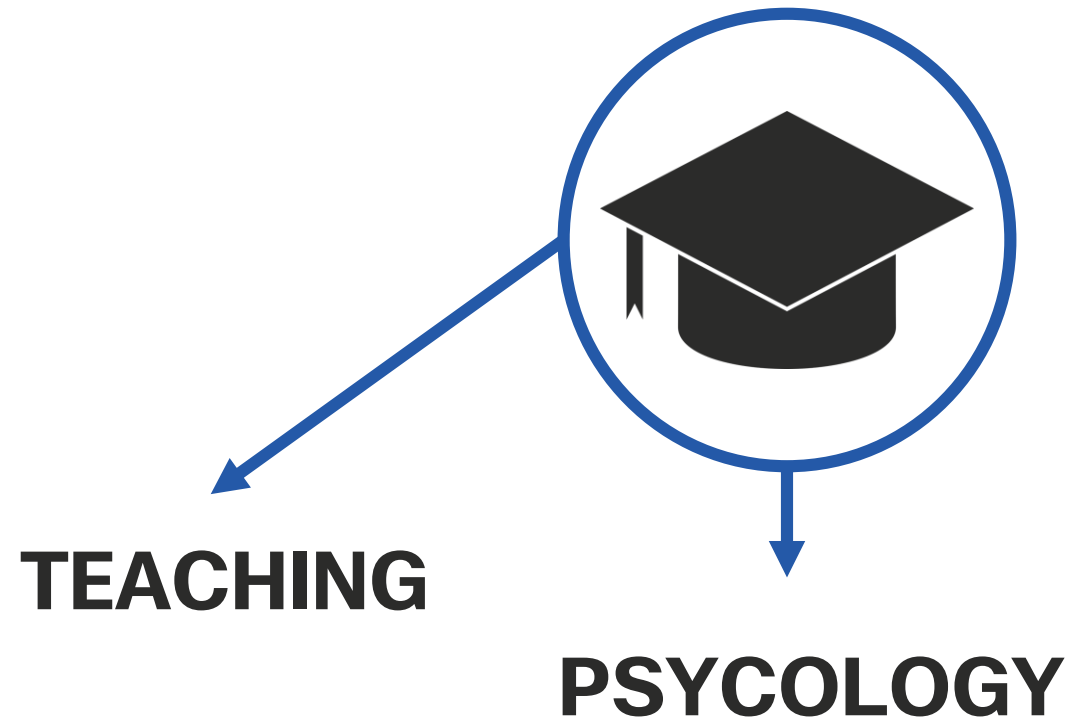
GIRL'S SCHOOL



BEC CLEMENTS



UNIVERSITY DEGREES



PASSION FOR OTHERS



BUSINESS DEGRESS



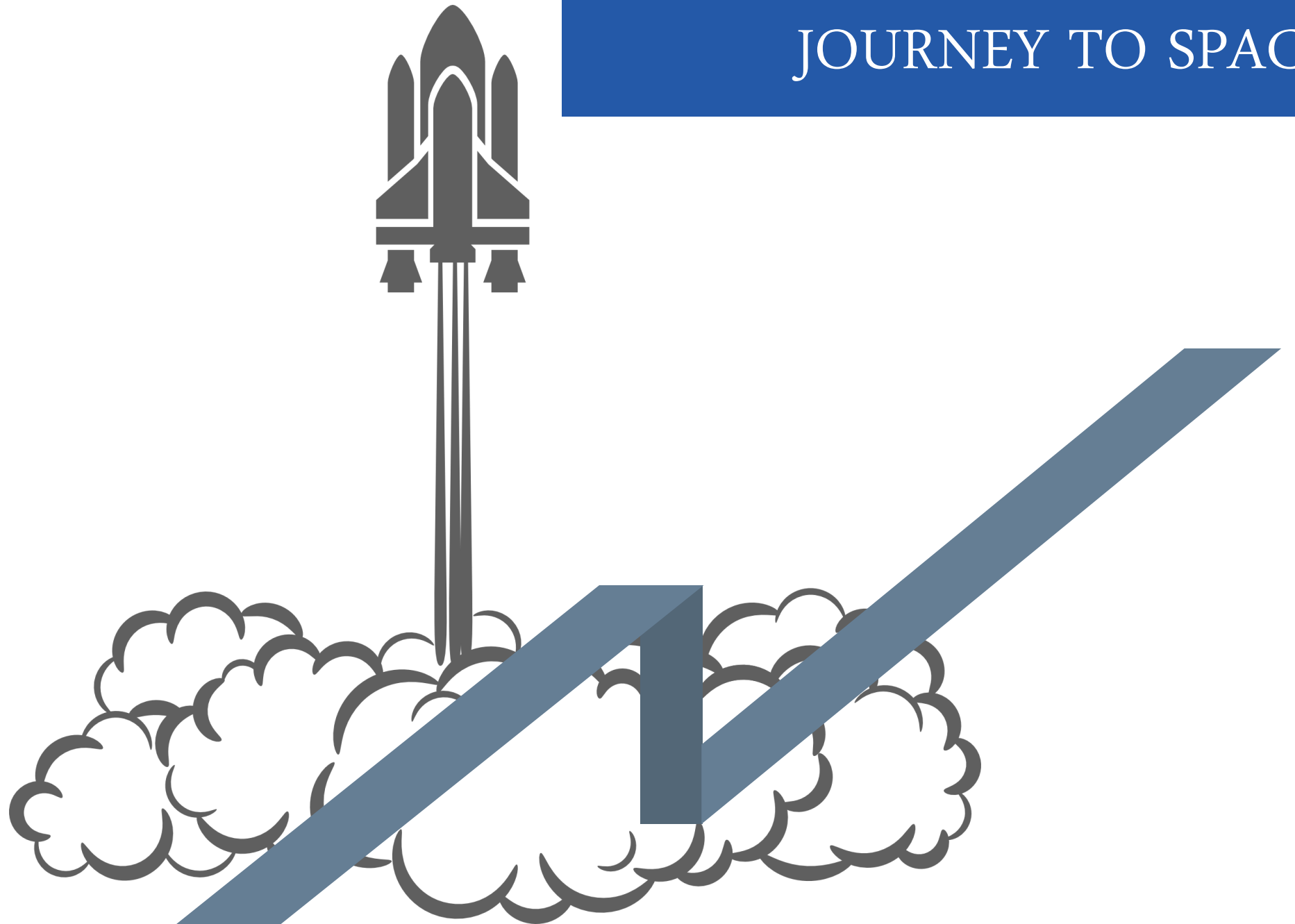
EXECUTIVE MANAGER



MAHLA KAFAMI



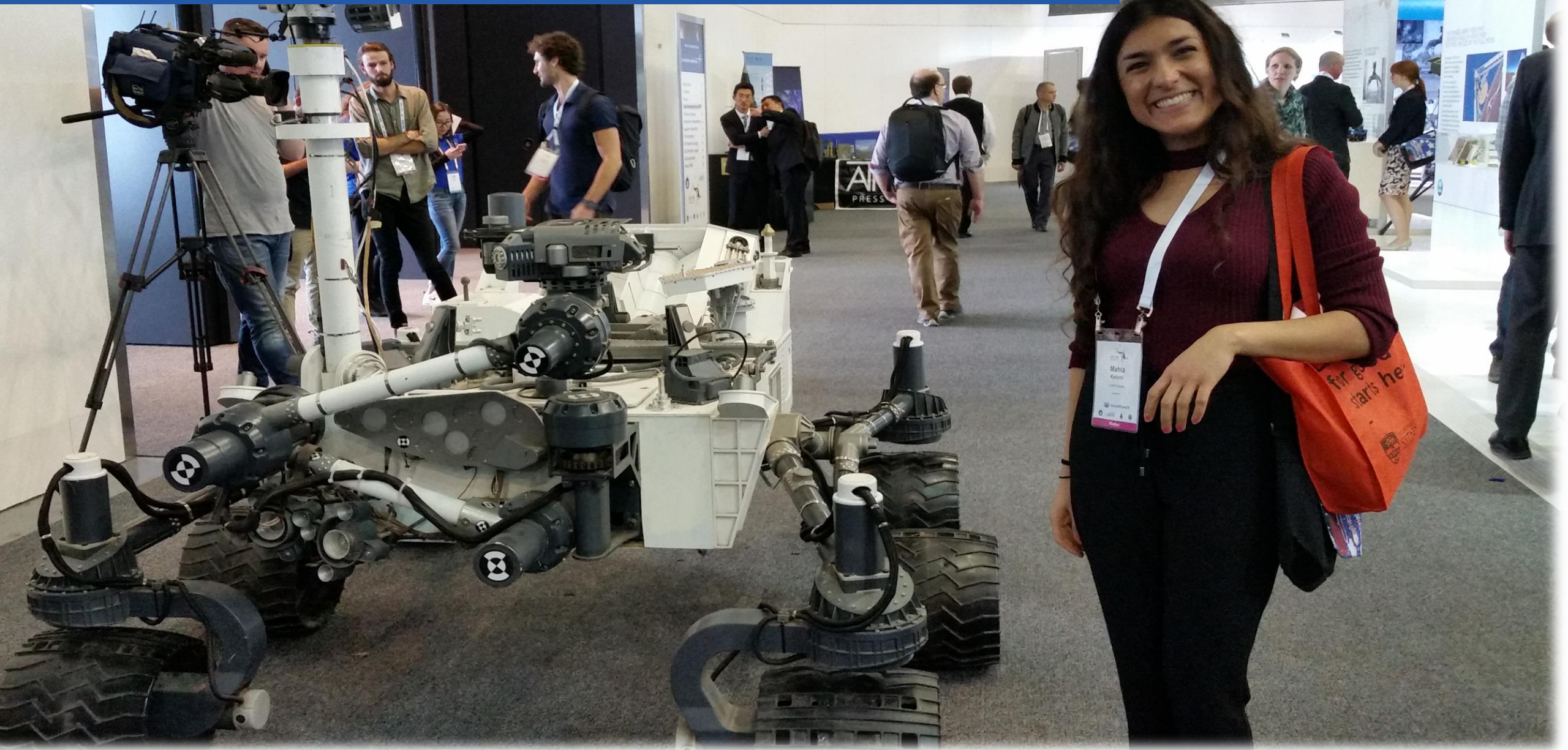
JOURNEY TO SPACE



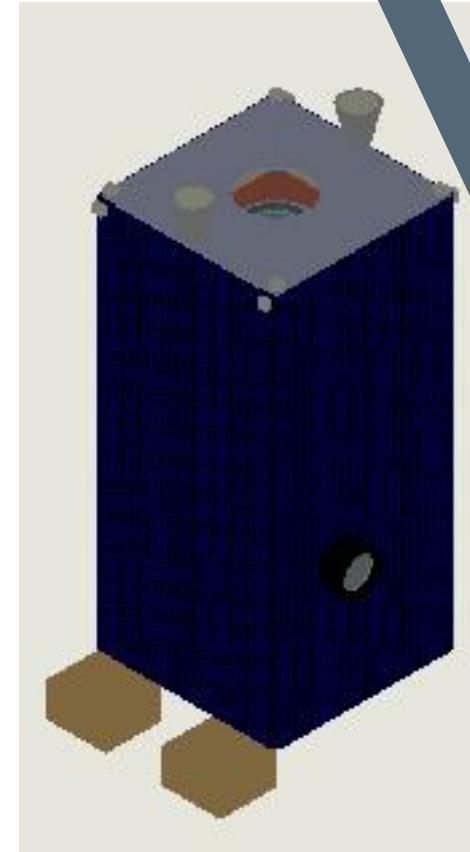
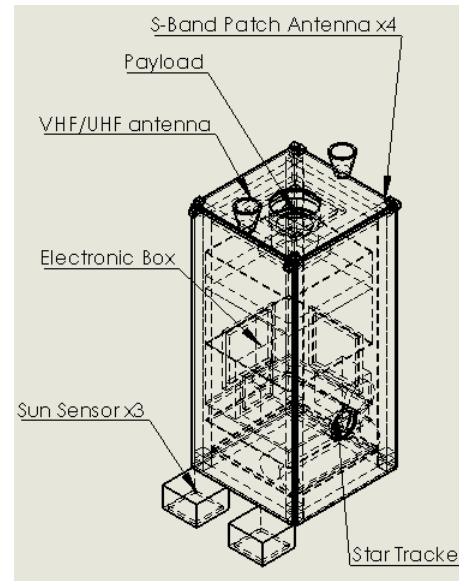
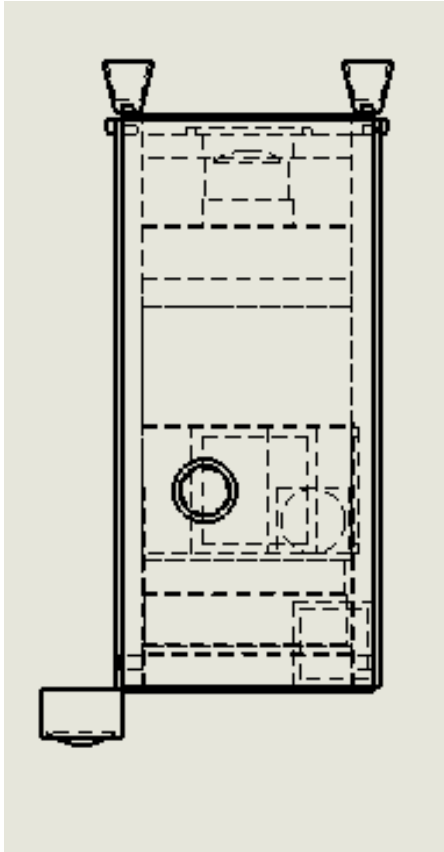
HUMANITARIAN ENGINEERING



ASTRONAUTICS CONFERENCE



ENGINEERING OFFICER



DRONES GLOBALLY

Efficiency



Expenses



Human Risk



TACHY



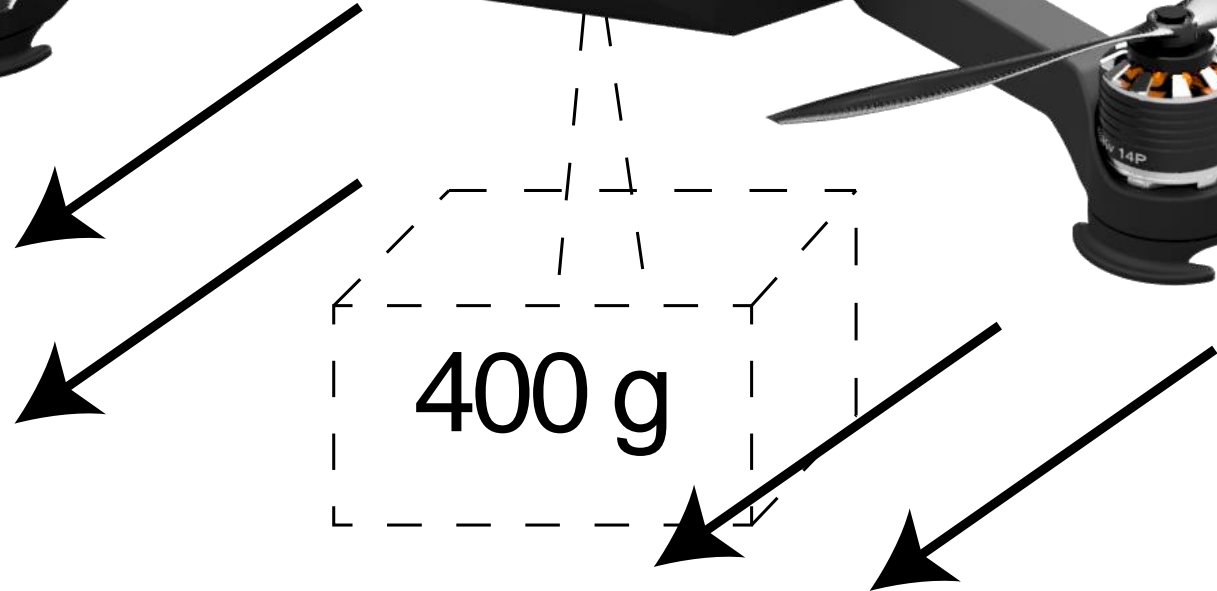
TACHY



10mins

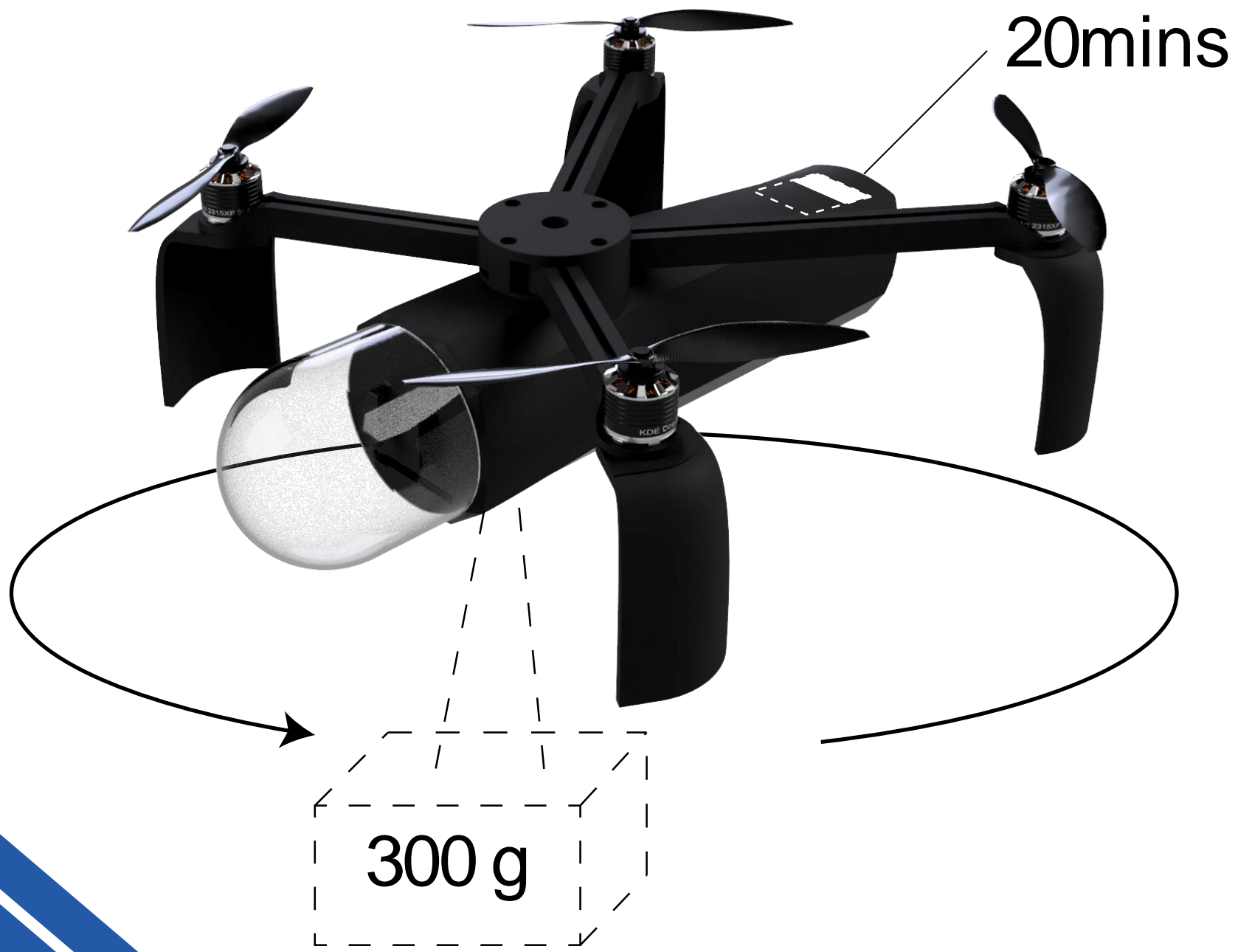


400 g



SETONIX





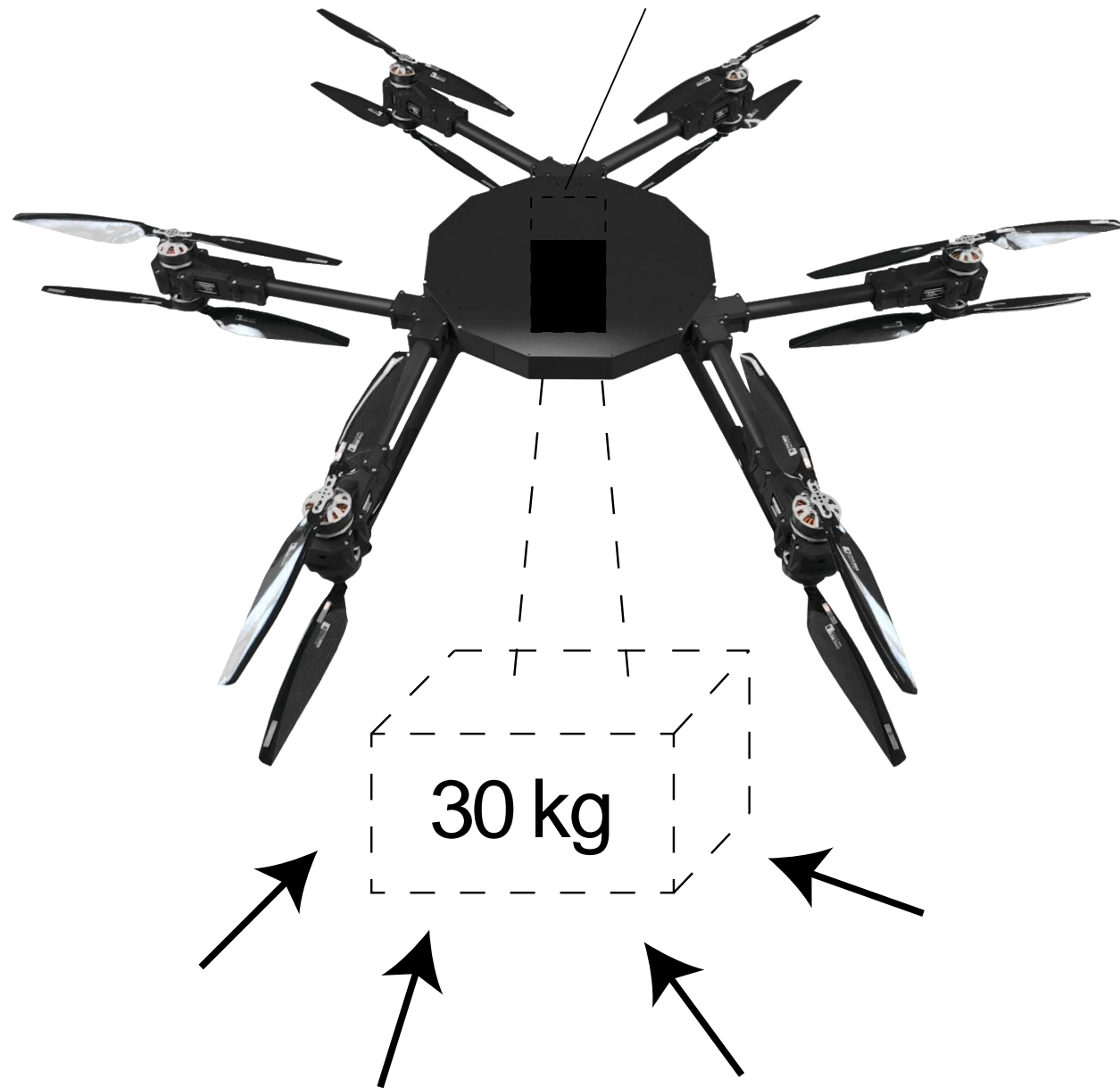
20mins

300 g

PROTODON



35mins



30 kg

AGRICULTURE



MINING



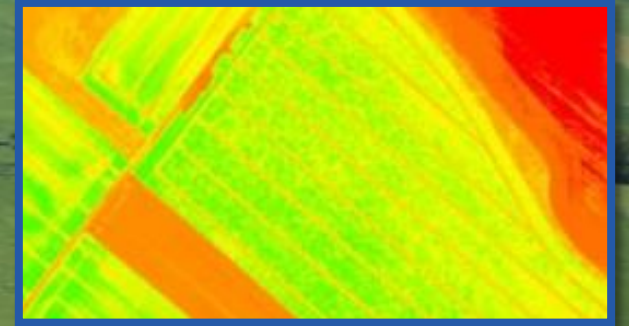
SEARCH & RESCUE



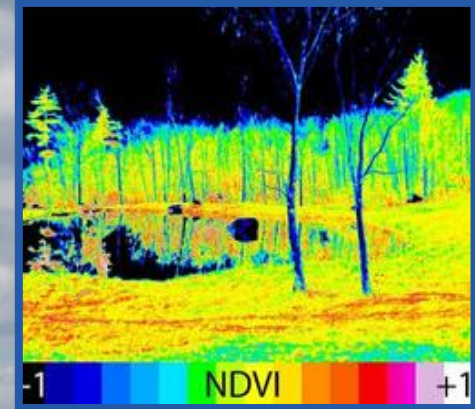
FARMING & AGRICULTURE



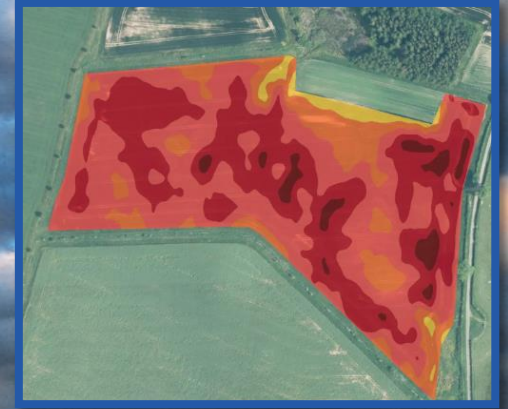
FARMING & AGRICULTURE



FARMING & AGRICULTURE



FARMING & AGRICULTURE





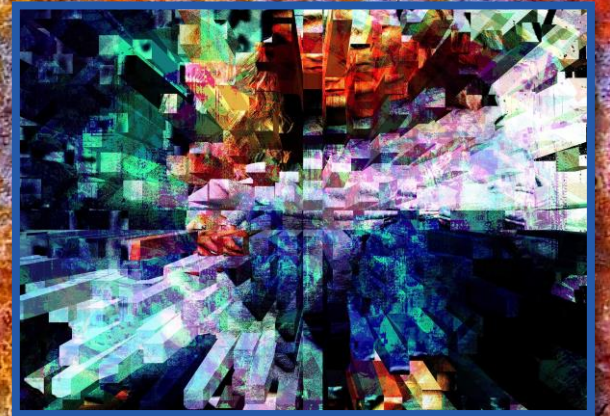
An aerial photograph of a vast, arid landscape with reddish-brown soil and scattered, low-lying green shrubs. The terrain is hilly and appears to be a mining or industrial site. In the top left corner, there is a blue geometric graphic consisting of several overlapping lines forming a stylized 'A' or 'M' shape. A dark blue horizontal bar is positioned at the top of the image, containing the text 'MINING INDUSTRY' in white, bold, uppercase letters.

MINING INDUSTRY

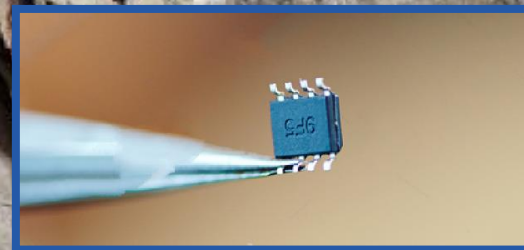
MINING INDUSTRY



MINING INDUSTRY



MINING INDUSTRY



SETONIX



SEARCH & RESCUE



SEARCH & RESCUE



SEARCH & RESCUE



SEARCH & RESCUE







VIDEO

FUTURE JOBS

IT Professional

Engineer

Software Developers

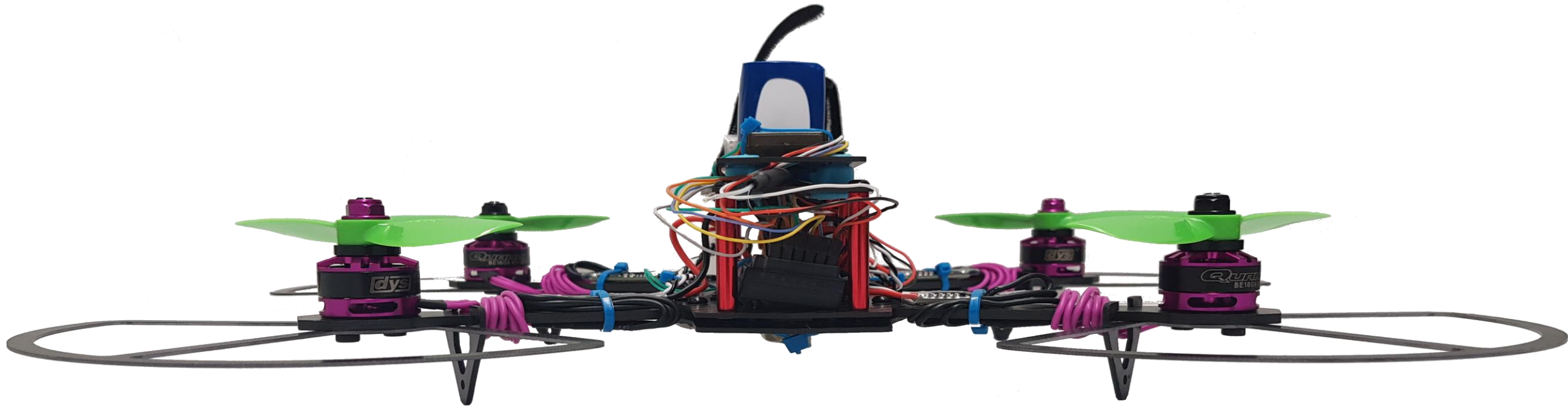
Cyber Security Experts

Data Analysts

Business Developers

Pilots





Complete the Introduction to the Internet of Things by Friday, 27 July and be entered to win this Drone Kit!

