

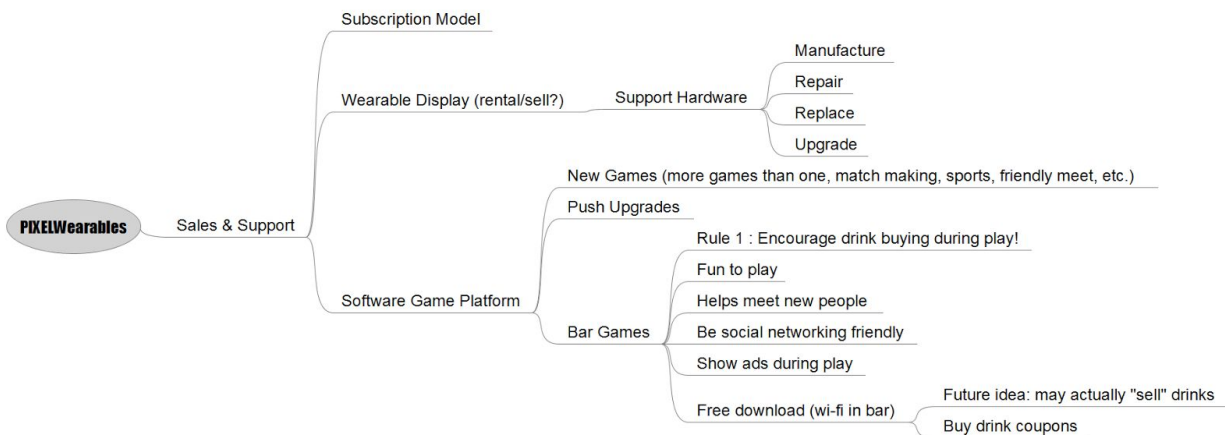
PIXEL Wearables

“Bar Wearable Game Platform” Idea

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For those unfamiliar with a: Mind map? https://en.wikipedia.org/wiki/Mind_map

High Level Mind map



IMPORTANT NOTE: Idea uses Display Wearable Hardware, probably worn by the bartender... or an event organizer (example: "Drinks for Breast Cancer") so you need to include App, Wearable Display in the game play and rules... The idea is to get the "bar game player" to look up from the smart phone with the game app to the display wearable which is part of the game, is used in the game and conveys information for the game. Basically it is part of the game play experience. **Above all it should be a fun game to play that encourages drink sales.**

SPECIFIC GAME IDEAS

investigate drinking games

Types of Drinking Games

https://en.wikipedia.org/wiki/List_of_drinking_games

<https://www.google.com/webhp?sourceid=chrome-instant&ion=1&espv=2&ie=UTF-8#q=drinking+games>

<https://www.google.com/webhp?sourceid=chrome-instant&ion=1&espv=2&ie=UTF-8#q=party+drinking+games+for+adults+large+group>

Singing drinking games

<https://www.google.com/webhp?sourceid=chrome-instant&ion=1&espv=2&ie=UTF-8#q=Singing+drinking+games>

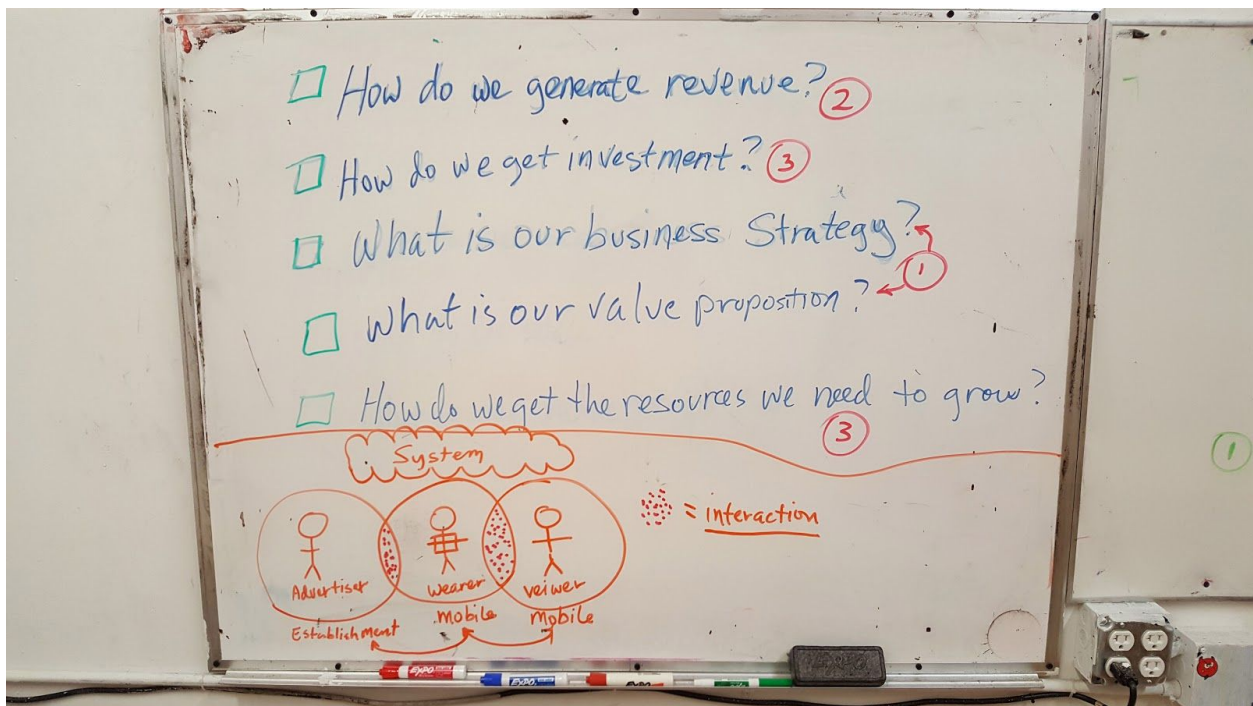
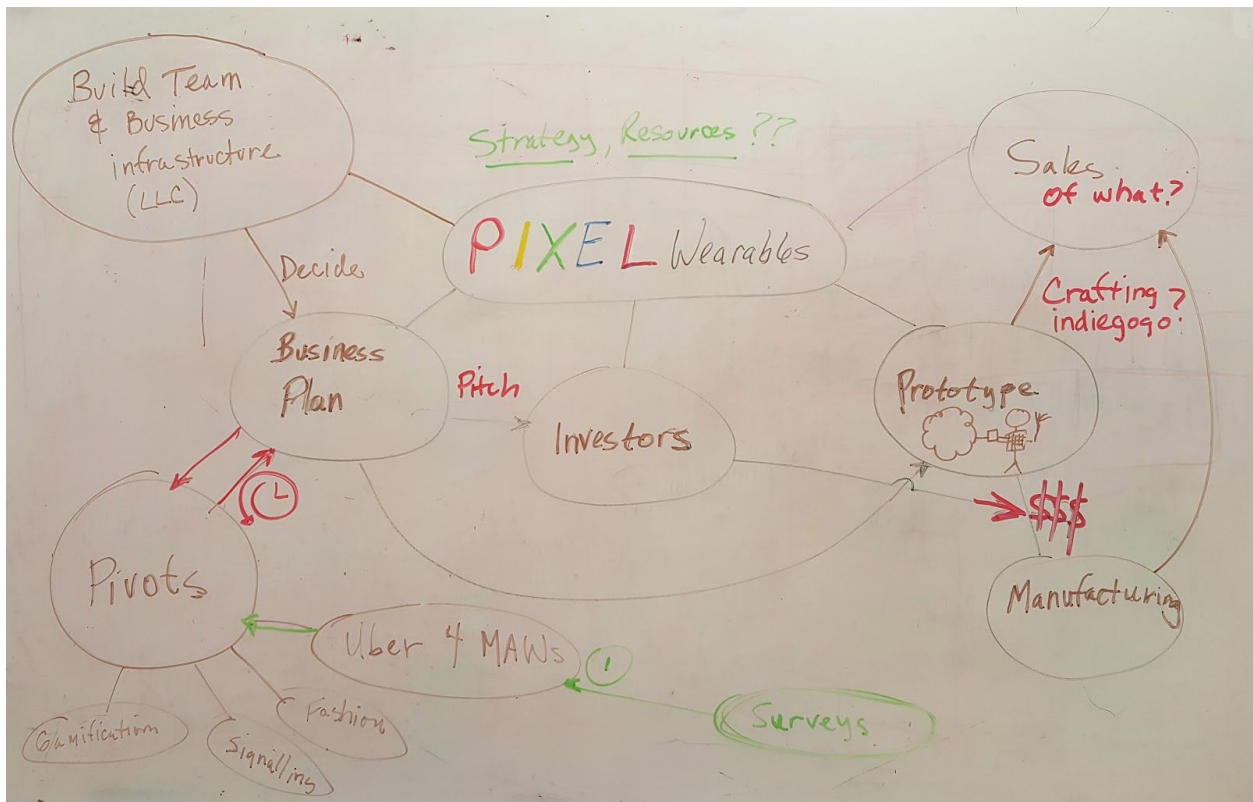
Treasure hunt game in bar?

Mystery Clue game?

Riddle game?

Yolanda's idea(Mike's friend): also investigate "never have i every" ellen degeneres game...

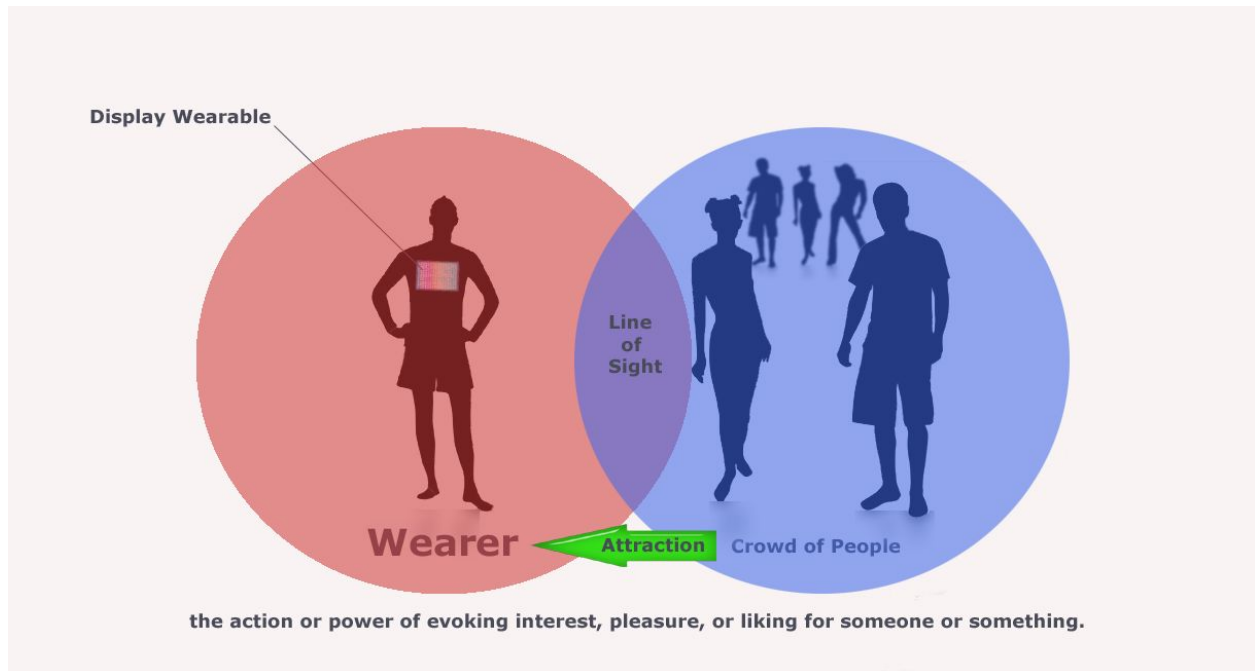
Some Whiteboard Screenshots & Info Graphics



Notes: The whiteboards represent the state we are presently in “as is” at this time. Basically we are looking for an idea which will allow us to manufacture a display wearable with a value proposition that investors will fund, “to be”.

Wearable Displays Uses	Industry Verticals			
	Advertising	Fashion	Entertainment	Education
Vendor Sales of Goods or Services (food vendors, clothing, jewelry, fairs, flea markets, parades, etc.)	X			
Conventions and Booths, Business Gatherings, Organizations, Benefit Campaigns	X			
DJ's, Nightclubs, Bars, Bartenders, Concerts, Parties, Events	X		X	
Build Learning Kits for Schools and Hobbyists				X
Fashion Wearables Kit & OS (Shirt, Vest, Jacket, Hat, Belt, Purse, Bag, Backpack), Reference Models		X		
Patent: QR Like Code, Pictures & Video: Line of sight capability	X			

Please notice in this earlier version of the infographic that “Bars” have two verticals Advertising and Entertainment where drinking games might already naturally occur. This image also has some missed errors, the others might have Entertainment such as Education, but are probably all less likely than Bars (unsubstantiated opinion). Also remember that alcohol consumption lowers inhibitions, possibly making for a more “fun” social game experience while opening up the wallet or purse.



By building on the attraction factor of the bartender wearing the wearable display in a drinking game we will be able to increase the sales of alcohol in the bar venue. That is the hypothesis (value proposition) we are testing and validating. So we will need to have game metrics to prove this. We may find that the controlled venue of the bar space may assist us in some ways yet to be determined, such as darker lighting to increase visibility of the wearable and lower power consumption. Also remember that bars sometimes have food and live bands. Question: Do many bars have wi-fi access available for patrons?

FUTURE POSSIBILITIES

Finally, the bar game platform idea has some interesting future possibilities. Don't forget to investigate using BLE beacon technology. The sale of ads while playing the game. "Such as tickets for bands that will play in the bar venue on other nights/days" Also there is the crazy possibility that in the future we could map the bar in a grid that would allow for the use of flying drones which could move the display wearable around over the heads of bar patrons (maybe a cool publicity stunt thing which could attract bar patrons). Once we have established a relationship with the bar owner anything might be possible, including investment.

Research Links

4 Ways to Reach Customers with Coupons in a Digital Age

<https://www.entrepreneur.com/article/283580>

5 Things to Know About IoT Platforms

<https://iot-analytics.com/5-things-know-about-iot-platform/>