

PROJECT GOL D. ROGER: THE WORLD'S FIRST INTERACTIVE GLOBAL ENTERTAINMENT EVENT

How Saudi can innovate entertainment in an unbelievable way!

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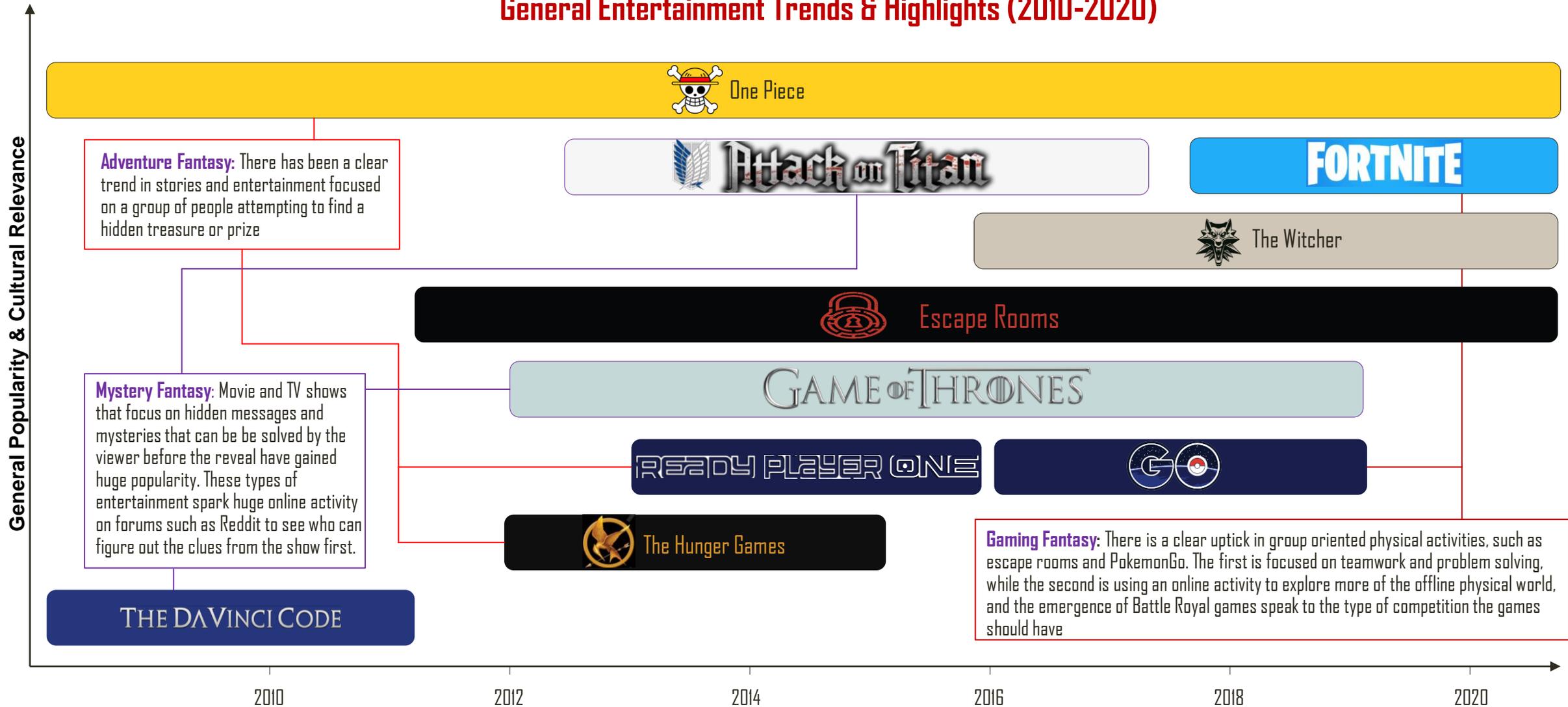
04/15/2021

INTRODUCTION

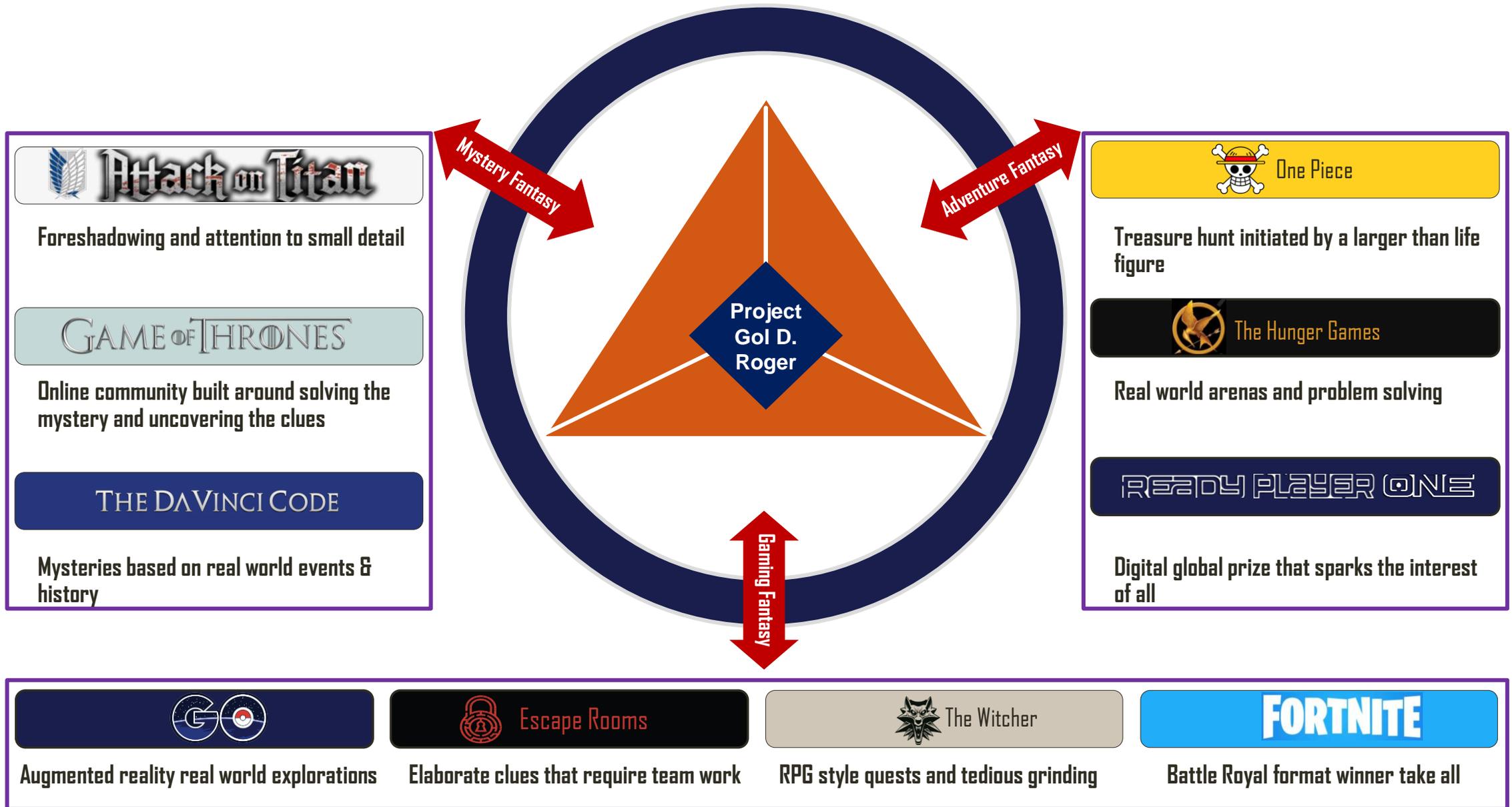


INTRODUCTION: FINDING THE ENTERTAINMENT WHITE SPACE

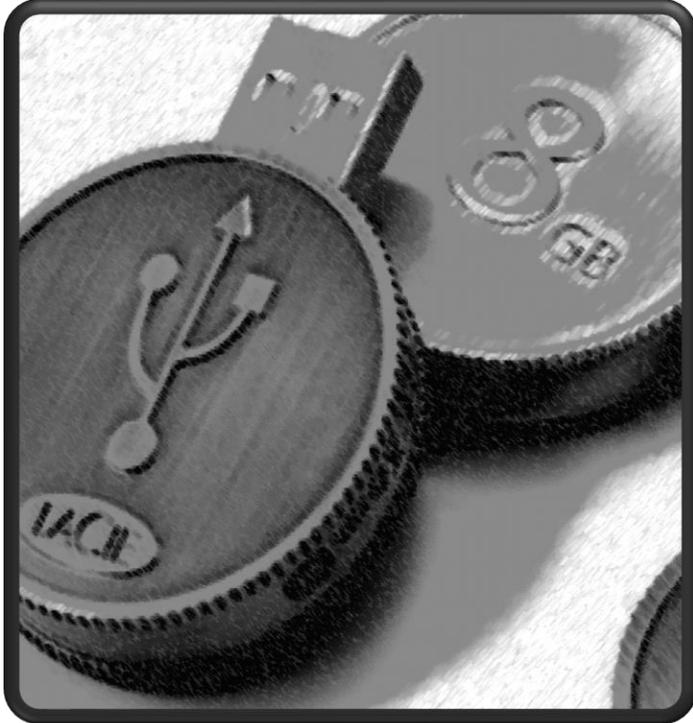
General Entertainment Trends & Highlights (2010-2020)



INTRODUCTION: DESIGNING THE ULTIMATE FANTASY FUFILMENT



INTRODUCTION: HOW WE LAUNCH IN AN UNPRECEDENTED FASHION



The Mystery Begins



The Rules Explained

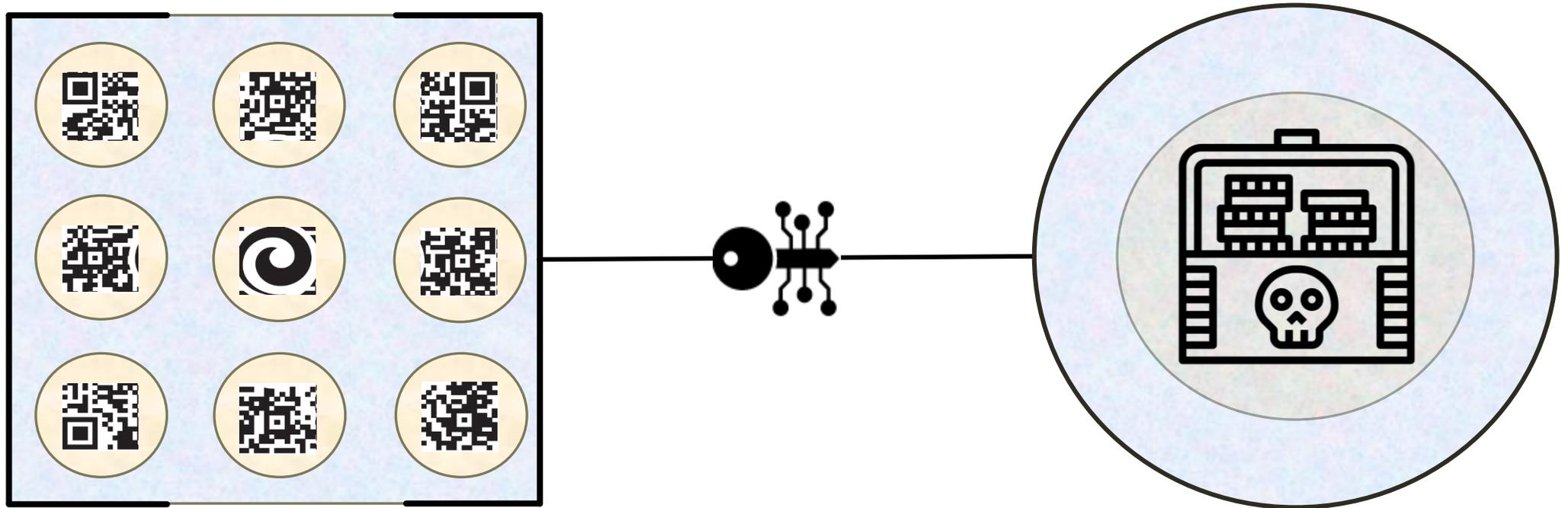


The Dungeon Master Revealed

INTRODUCTION: THE ENDGAME

What is the event all about?

Participants will have to look for a total of 9 tokens, each token represents a part of a QR code. There are 25 tokens spread about the internet and in Saudi itself. Each token requires solving a large number of extremely difficult clues, and then the final outcome of each clue is one part of the QR code. Once nine have been gathered (they are semi-fungible and tiered), the participant will be sent to the location of the treasure chest to collect his/her winnings.



DESIRED OUTCOME



DESIRED OUTCOME: INFLUENCER & MEDIA IMPACT



Traditional Media:

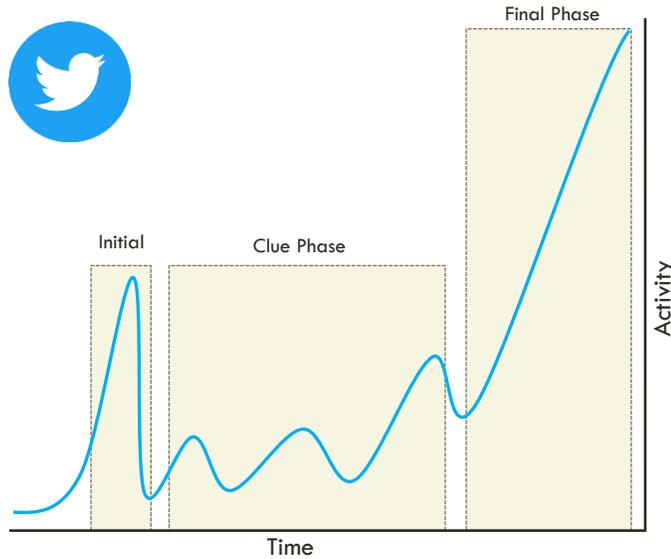
- Our analysis shows a high degree of certainty that traditional media will cover this event due to both the novel nature of the endeavor, as well as how this plays into broader socio-economic issues, such as the prevalence of gaming and escape-room style events.
- There is a risk that this will be seen as a negative for Saudi in the media landscape, however, our analysis shows this risk is immaterial and as long as the event is not officially sponsored by the Saudi state, it will be seen as the going-ons of a rich Saudi Sheikh (the strong orientalist bias will help deter any negative associations).

Digital Media:

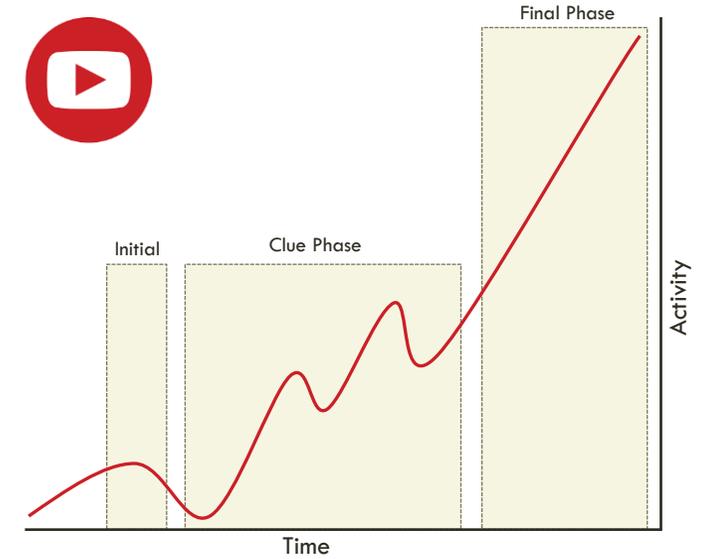
- Our analysis shows that there is a high degree of likelihood that major figures in the cryptocurrency landscape, such as Jack Dorsey with BitCoin, and Elon Musk with DogeCoin, will comment and talk about the event given its relevance to the cryptocurrencies they back.
- We also expect that after each clue is revealed or major event in the timeline, there will be a flurry of “memes” online that will help reshape the mental image of Saudi in the hearts and minds of the global youth

DESIRED OUTCOME: SOCIAL MEDIA IMPACT ON DIFFERENT PLATFORMS

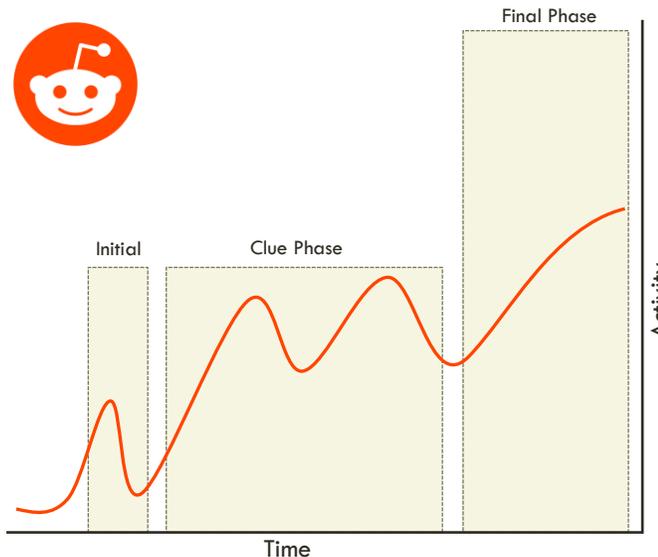
We expect a huge activity pump with the initial news of the event, then it will die down a little until the clues start picking up, which we expect will create a lot of buzz around potential solutions, and finally we expect the final phase to be extremely active as the final clues are being found and the final live-stream*



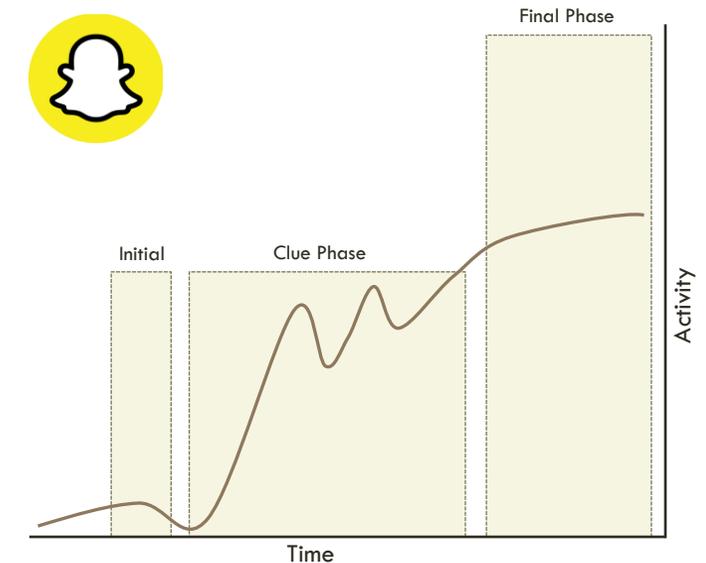
We expect a slight activity in the initial phase explaining the event and then we expect a slew of theory videos and explanation videos during the clue phase, and finally a number of post-event analysis videos during the final phase. Youtube is extremely heavy on theory videos and hidden hints for most entertainment events



We expect a slight pump activity in the initial phase, and then a major increase in activity during the clue phase, with multiple subreddits dedicated to solving the clues and coming up with theories about the solutions, and finally a steady decline in activity as the clues get solved and the final phase is reached. Reddit is among the most active sights when it comes to theories and discussions



We expect a very minor bump in activity in the beginning phase as the platform networks discuss the event, and then we expect a huge pump during the clue phase as more and more influencers/micro-influencers come to Saudi and start gathering clues, and finally a major bump in the final phase as the live-stream is streamed to Snapchat



EVENT DESIGN PRINCIPLES



EVENT DESIGN PRINCIPLES: TIERED TOKENS

How to Make the Tokens Tiered

Just as with any game, ascending levels of difficulty is key to give a sense of challenge and adventure. Each token will have a specific tier to it with each tier becoming progressively more difficult to solve. This is to ensure that participants cannot win unless they invest a lot of time and effort and thus increasing spread



Only the easiest tier (tier 1) will have clues that are completely solvable online, and this is to induce a sense of sunk cost, which will incentivize travel



EVENT DESIGN PRINCIPLES: FUNGIBLE TOKENS

How to Make the Token Fungible

Instead of having the tokens designed to give an exact location, which would make the tokens non-fungible (i.e., you need an exact combination of tokens to get the final QR code), we propose using the following methodology for making the token fungible: each permutation of a set of 9 tokens taking from the total of 20 tokens gives one of the X's near the treasure, and so does not give an exact spot.

For this case we use the traditional permutation formula:

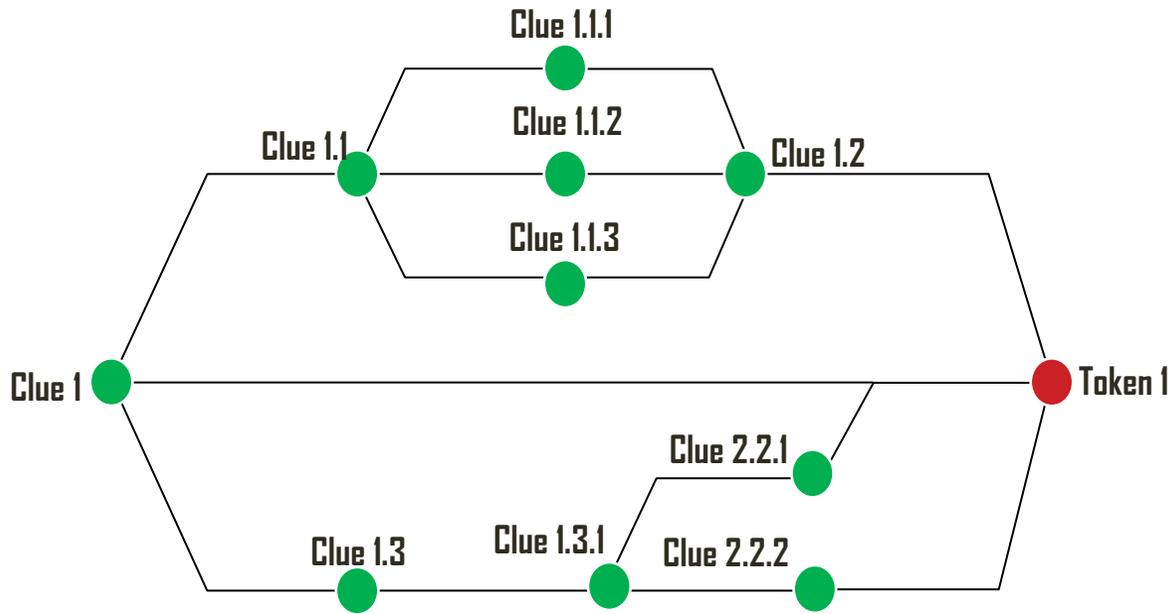
$$P(n, r) = \frac{n!}{(n - r)!}$$

This will give us a total of around 60 million permutations, which we can decrease significantly with the tiered token system.



EVENT DESIGN PRINCIPLES: CLUE STRUCTURES

Complex Parallel Clues



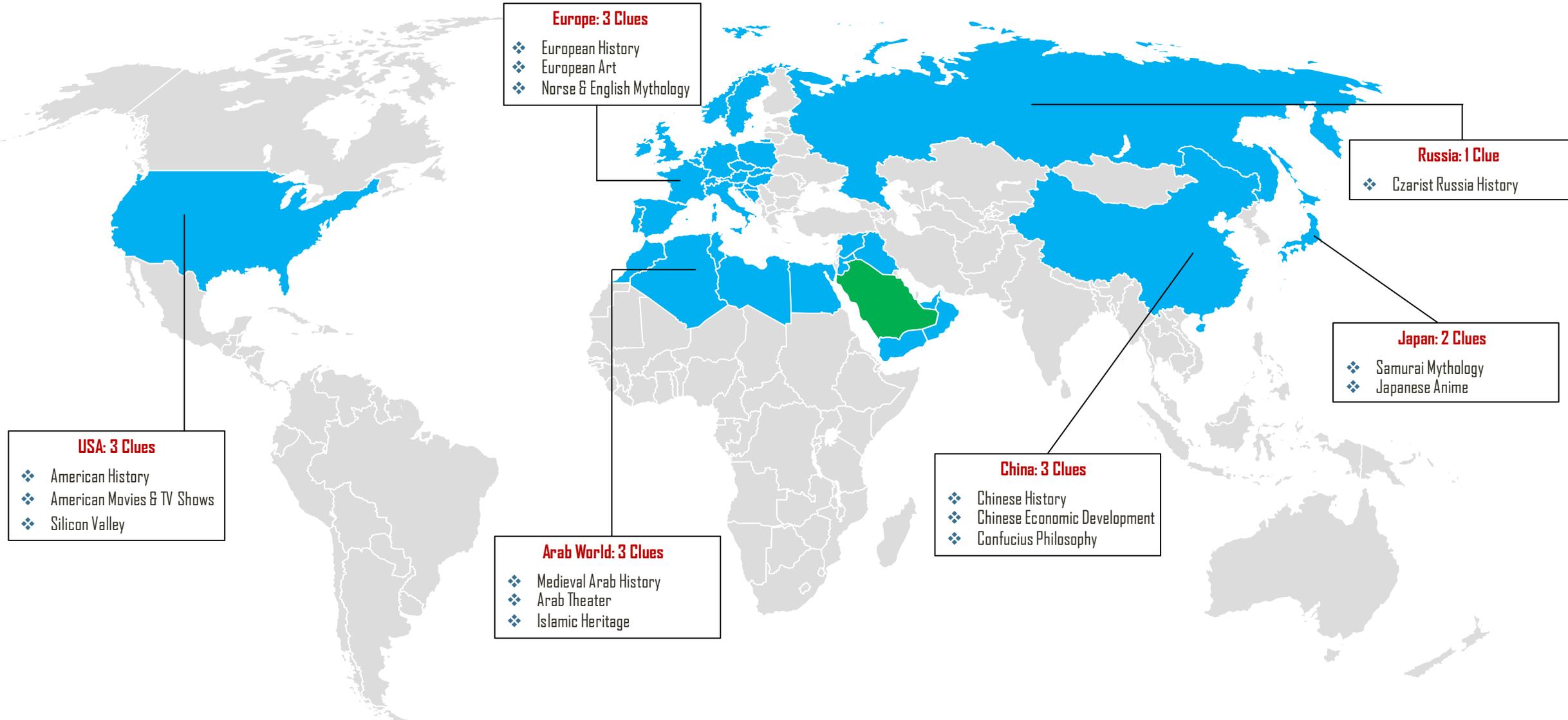
In this design structure, one clue leads to multiple clues (Clue 1 leads to both Clue 1.1 and Clue 1.3), and each subsequent clue may also lead to a fork of multiple clues. At each gathering point (e.g., Clue 1.2), the competitor must use all the previous clues together to unlock the new clue (so clues 1.1.1, 1.1.2, and 1.1.3 all end up being keys to unlocking Clue 1.2). One example of this would be one clue giving a location, and another clue giving a time to show up at that location.

Simple Sequential Clues



In this design structure, every clue leads to a single extra clue. So Clue 1 leads directly to Clue 1.1 which leads directly to Clue 1.3 and so on. The advantage of this structure is its simplicity and how it allows for a more clear pathway towards the token. One drawback to this is that you may be able to skip clues or that the clues are seen as less intricate. This design structure should be used for tier clues only (clues intended to induce a sunk cost fallacy in participants).

EVENT DESIGN PRINCIPLES: TOPICAL DISTRIBUTION OF CLUES GLOBALLY



Europe: 3 Clues

- ❖ European History
- ❖ European Art
- ❖ Norse & English Mythology

Russia: 1 Clue

- ❖ Czarist Russia History

Japan: 2 Clues

- ❖ Samurai Mythology
- ❖ Japanese Anime

USA: 3 Clues

- ❖ American History
- ❖ American Movies & TV Shows
- ❖ Silicon Valley

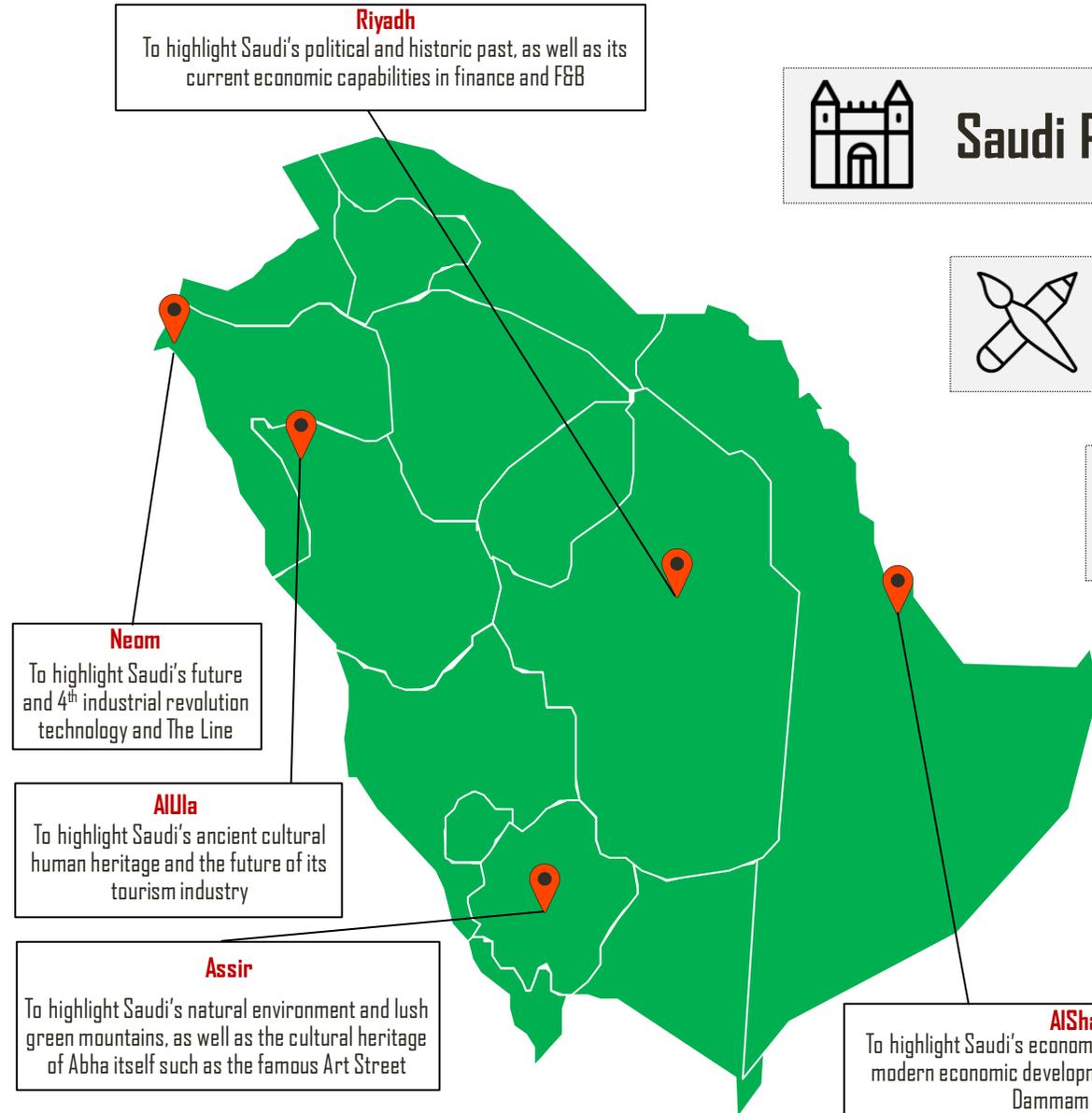
Arab World: 3 Clues

- ❖ Medieval Arab History
- ❖ Arab Theater
- ❖ Islamic Heritage

China: 3 Clues

- ❖ Chinese History
- ❖ Chinese Economic Development
- ❖ Confucius Philosophy

EVENT DESIGN PRINCIPLES: DISTRIBUTION OF CLUES WITHIN SAUDI*



Saudi Political History: both modern and 18th century



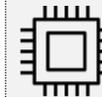
Saudi Art & Literature: both historic and contemporary



Saudi Entertainment: both digital and traditional



Saudi E-Government: Governance Innovations



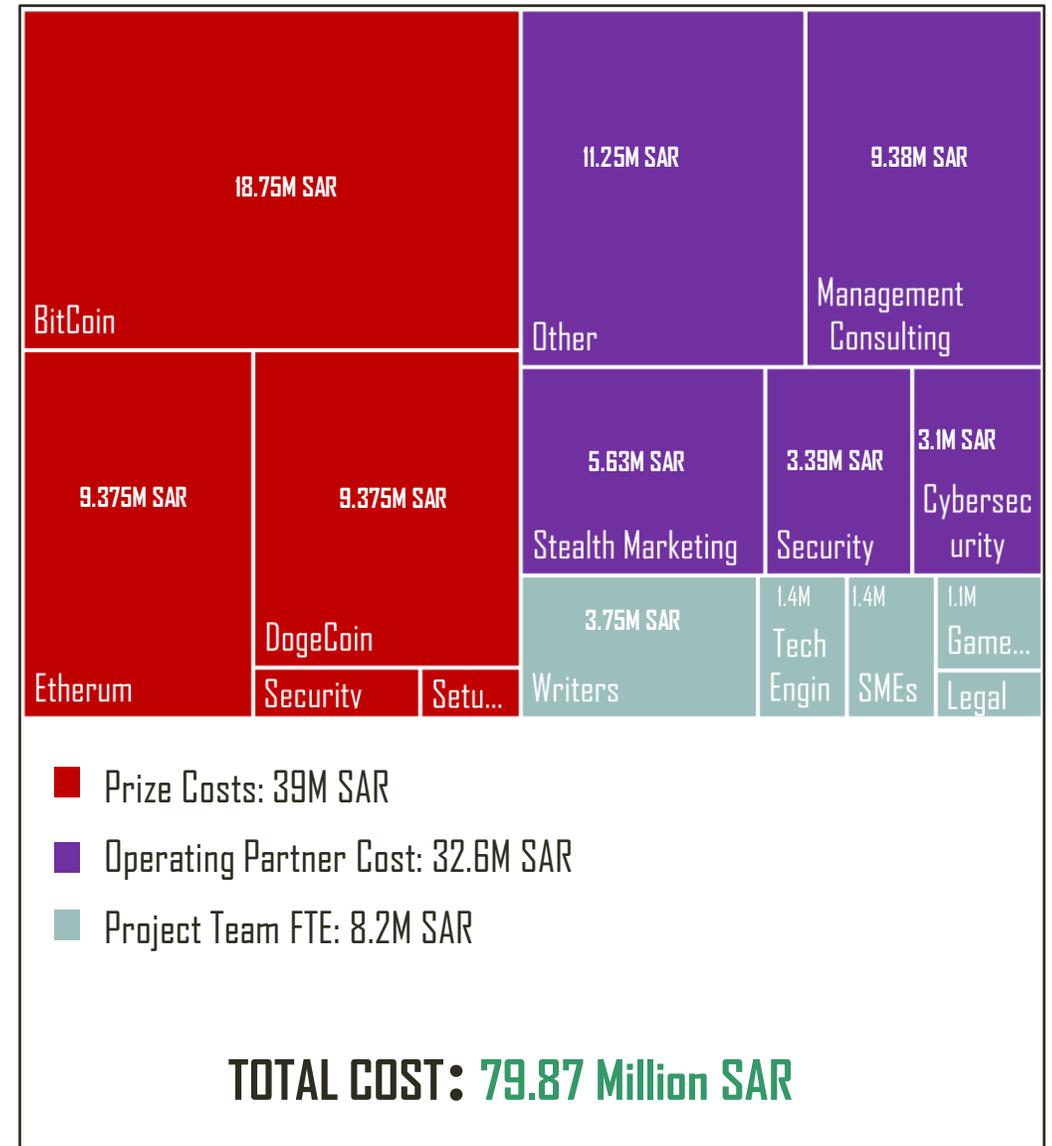
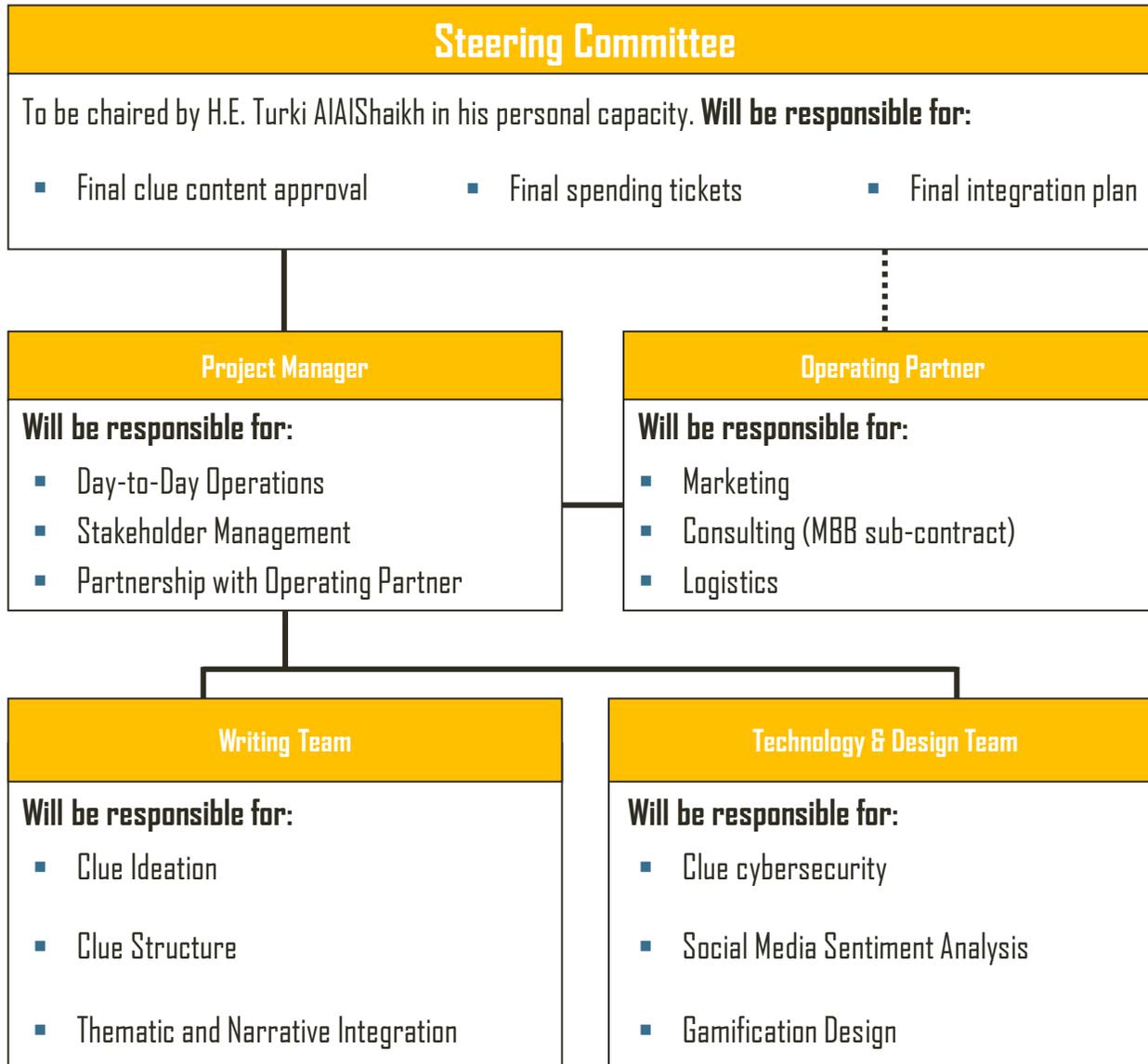
Saudi Technology: Startups and NEOM

*Tentative geographical spread

EVENT PLANNING

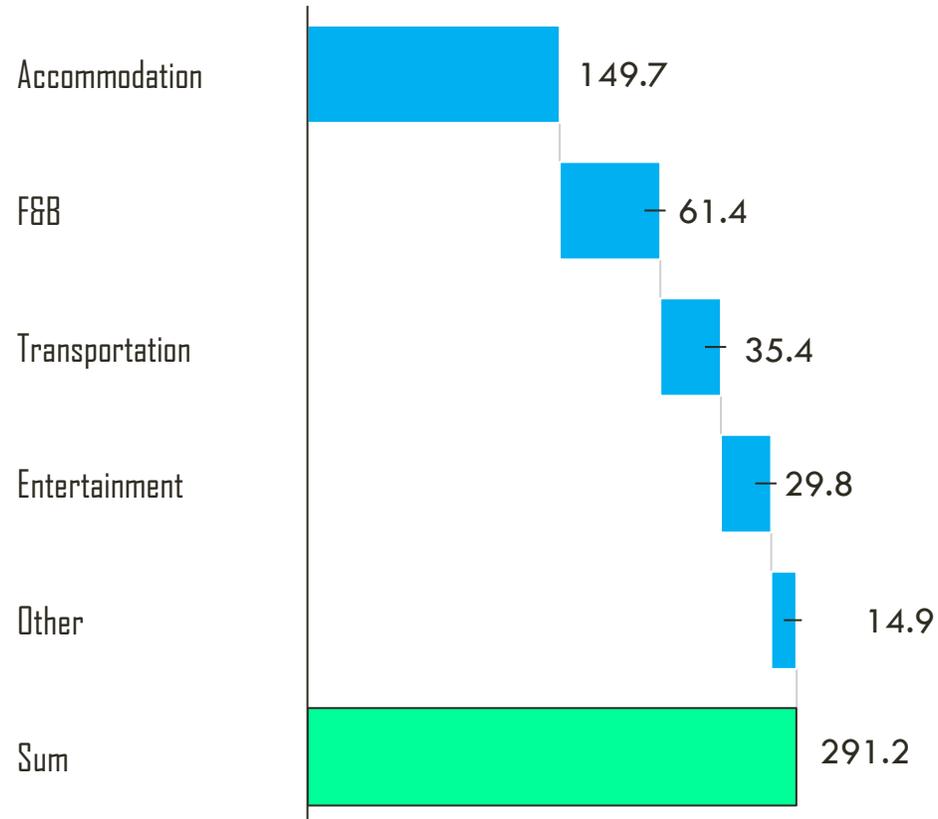


EVENT PLANNING: ORG & COSTS



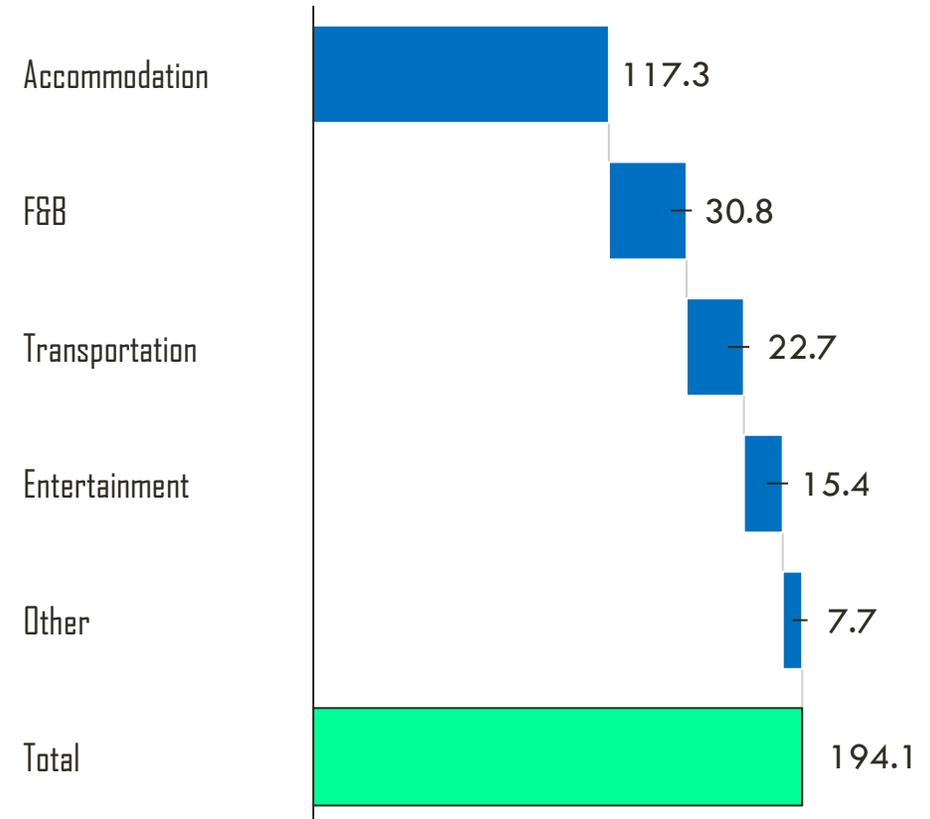
EVENT PLANNING: RETURN ON INVESTMENT & ECONOMIC IMPACT

Expected tourist spend*, Million SAR



TOTAL ROI: 364.2%

GDP Impact*, Million SAR



TOTAL ECONOMIC MULTIPLIER : 2.42x

THE END

