

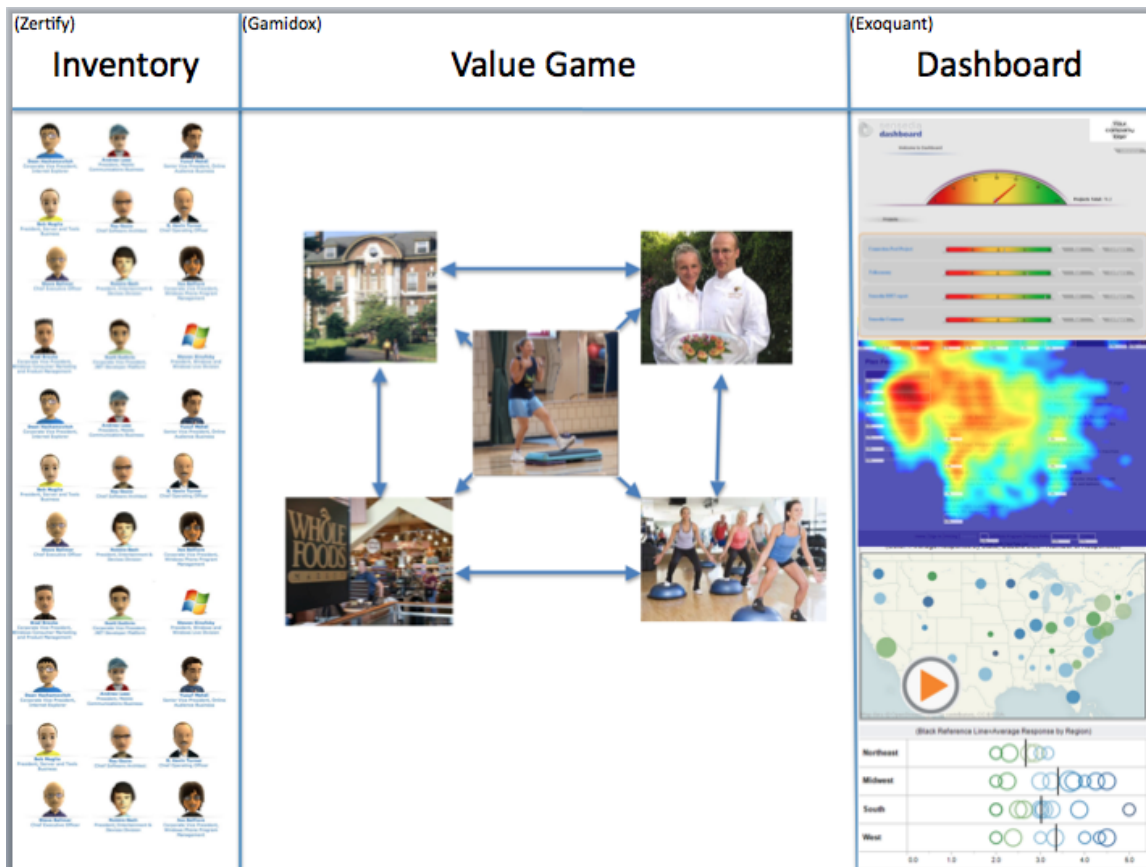
## Specifications: Building Value Games

The Value Game is the next application that follows Zertify. The Value Game will receive input from Zertify and provide input to Exoquant.

The data is provided by each persona when creating their Zertify Personal Knowledge Inventory (PKI). These data packets are inseparable in TVG once they leave Zertify, although changes in Zertify will update TVG

The User Interface below envisions a “drag and drop” feature where members can drag the PKI of any anonymous persona and drop it into the Value Game at the any position.

Exoquant is the third and likely the most important element of the Value Game. Exoquant allows the player to visualize a predictive dashboard that represents the value of the scenario that they are testing.



## **TVG User Interface: Player opens The Value Game Application**

On the right hand side will be the Zertify inventory

Each Avatar in the Inventory is defined by the Zertify dataset  
Inventory is searchable by ontology, location, players, assets, etc.  
Each Avatar is anonymous until point of transaction

In the middle screen will be a blank "Game Board"

Each corner represents a player  
Each player can contain one or more Avatars  
Middle box is reserved for the asset  
Each asset box can contain only one asset

On the left hand side of the screen will be the Exoquant dashboard

Exoquant dashboard will display in real time metrics for the proposed game

### **The Game Board**

Four corner boxes attached to each other and a central asset:

- The central asset provides context for the game
- Player 1 represents an institution such as a school, company, affinity group, or community association
- Player 2 represents individual members of the institution
- Player 3 represents partnering institutions
- Player 4 represents the wider non-member community

Game Dynamics:

- Player drags and drops Avatars from Inventory into respective boxes
- Exoquant panel displays metrics
- Favorable enterprise correspond to specific Exoquant Targets

## **Building A Value Game:**

In general:

- Asset definition will create context for the game
- Avatars that are in the closer ranges of separation (tags) will perform well in all player slots
- Avatars that are closer in the Teacher/Student continuum for a given asset will go well in the same player box.
- Avatars that are distant in the teacher/student continuum for a given asset will perform better in different player boxes
- Avatars that are substantially different in degrees of separation of their tags with little or no intentions to engage in the tag domain will be marked as degrees of irrelevance

## **Keeping Score**

- Exoquant dashboard will display in real time metrics for the proposed game
- The first calculation for exoquant is to measure degrees of separation between avatar tags and:
  - Assign a value relative to the asset
  - Assign Value relative to the player group
  - Assign values relative to the adjoining Player Groups
- The second Calculation for exoquant is to measure degrees of separation in player intentions and assign a value
  - Assign a value relative to the asset
  - Assign Value relative to the player group
  - Assign values relative to the adjoining Player Groups
- Third Calculation will be to assign net proximity to the location of the asset
  - Assign a value relative to the asset
  - Assign Value relative to the player group
  - Assign values relative to the adjoining Player Groups

- The Exoquant Algorithm will use these “Values” to derive proxies for knowledge, innovation, and wisdom.
- The Exoquant Algorithm will use these “Values” to derive probabilities for asset sustainability (preservations vs. consumption)
- Exoquant will allow the users to insert “constants of proportionality” that represent empiracle data, weighted attributes, and allowances for customization and formation of trade secrets, i.e., the “secret sauce”.

(\*note; exoquant does not make a judgment call, it is up to the players to “judge” how well they play the game. For example; A value game that destroys an asset may in fact result in the creation of a great deal of wisdom. Likewise, a value game that adequately preserves the asset may not create any new value over a pre-game market condition, etc)

### **Selecting Players and Assets**

In General: All players must have a vested interest in the preservation of the asset [Asset]. The following example is not exhaustive:

- The Asset is any noun, tangible or intangible, represented by the Zertify format
- Player 1 represents an [institution] such as a school, company, affinity group, or community association
- Player 2 represents individual [members] of the institution
- Player 3 represents [partner] institutions
- Player 4 represents the wider non-member [community]

### **The role of the Entrepreneur: ask 20 pattern questions**

Important: These questions define who are the players and check the validity of the asset. All must be answered in the affirmative for highest efficiency and value creation)

- 1>A: The [institution] has in their best interest to act in the best interest of the [Asset]
- 1>2: The [institution] has in their best interest to act in the best interest of the [members]

- 1>3: The [institution] has in their best interest to act in the best interest of the [partner]
  - 1>4: The [institution] has in their best interest to act in the best interest of the [community].
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- 2>A: The [members] has in their best interest to act in the best interest of the [Asset]
  - 2>1: The [members] has in their best interest to act in the best interest of the [institution]
  - 2>3: The [members] has in their best interest to act in the best interest of the [partner]
  - 2>3: The [members] has in their best interest to act in the best interest of the [community]
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- 3>A: The [partner] has in their best interest to act in the best interest of the [Asset]
  - 3>1: The [partner] has in their best interest to act in the best interest of the [institution]
  - 3>2: The [partner] has in their best interest to act in the best interest of the [members]
  - 3>4: The [partner] has in their best interest to act in the best interest of the [community]
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- 4>A: The [community] has in their best interest to act in the best interest of the student
  - 4>1: The [community] has in their best interest to act in the best interest of the [institution]
  - 4>2: The [community] has in their best interest to act in the best interest of the [members]
  - 4>3: The [community] has in their best interest to act in the best interest of the [partner]
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- A>1: The [Asset] has in it's best interest to act in the best interest of the [institution]
  - A>2: The [Asset] has in it's best interest to act in the best interest of the [members]
  - A>3: The [Asset] has in it's best interest to act in the best interest of the [partner]
  - A>4: The [Asset] has in it's best interest to act in the best interest of the [community]

## **Solving The Puzzle**

Entrepreneurs will continuously shift inventory in and out of the game to improve theoretical values.

Exoquant may provide suggestions about what personas to add for increased value

When a high potential Value Game is discovered, individual personas will be notified (according to their preferences)

Individual personas will be able to view all game data

If a persona accepts compensation structure, they may elect to accept a proposal

A new game is iterated based on who accepts; substitutions are made as needed.

Persona may choose to reveal themselves on line or in person to all of the other players.