High Potential Initiatives Profiles

Accelerator

CreatiFI

Project and Organization

PetSpot
Lume Games Oy

Country

Finland

Abstract

Lume Games develops free to play mobile Real-World Aware games, that is, the games always have a link to some real world information. Location, weather, lightness and many other things change all the time even if the player is stationary and does not change his or her daily routines. This is the fundamental principle of Lume Games – our games adapt to the players and not vice versa.

Supported by Creatifi, Lume Games has developed Everherd (project name Pet Spot), a Real-World Aware mobile game aimed at the female audience aged 20 – 40 years. Everherd is a weather and location based game, where players try to find all the animals from the Real World. Some animals appear when it is day, some when it is night and yet others when it is raining. All the animals players find move to their home village, that the player needs to upgrade to house all the animals. Finally, all real world locations have a world wonder that is upgraded jointly by the players. As the players build more and more floors to the world wonder, rarer and rarer animals appear on the location.

The game has really simple goals for the players:
1. Find and friend all the animals that appear in different weather conditions
2. Build world wonders together with other players who are in the same location.
3. EverherUpgrade your village

Everherd is built around strong viral loops. The wonders the players are building can be upgraded jointly with other players. If the player does not have certain animals that are required for the location, player may ask for help from friends, so the wonder completes. With adding a strong local element to the viral loop, we believe there is a stronger reponse to the help requests thus creating a strong new player recruitment tool.

Everherd is built with FIWARE enablers: Orion and Keyrock. Orion is the context-aware backend that allows us to keep track of all the context information, and Keyrock is the authentication service that allows the orchestrators of the system to keep the system running. With these components, Everherd can offer unique experiences to the players.

Sector

Consumer leisure/gaming

Target Market

B2C

Business Model

Freemium model

SMART CITY SOLUTION	NO
CLOUD SOLUTION	NO
SOCIAL MEDIA SOLUTION	NO
MOBILE SOLUTION	YES
BIG DATA/ANALYTICS SOLUTION	NO
IOT	NO

Website

http://www.lumegames.com