

Projects

Crowd-sourcing the future

Superstruct—crowd-sourcing the future of risk
A collaborative forecasting platform for predicting risk and 'superthreats.'

Sigtific Lab—crowd-sourcing science & technology

A collaborative web-based platform for identifying disruptive trends.

The new face of marketing

The Lost Ring—McDonald's and the 2008 Olympics
A global alternative reality game (ARG) sponsored by McDonald's to connect with younger audiences.

I Love Bees—Microsoft and Halo 2

A massive-participatory game designed to support the launch of the video game Halo 2.

Solving real-world problems

World Without Oil—global crisis in oil supply
The first ARG designed to solve a real-world problem.

Why Games?

At the Institute for the Future, Jane designs games as platforms for collaborative investigation of the future and its problems and possibilities. Highly social, collective and improvisational, games excel as investigative tools because they offer better opportunities for contribution, build better community, and harness a feeling of heroic purpose coupled with common experience.

Leigh Bureausm

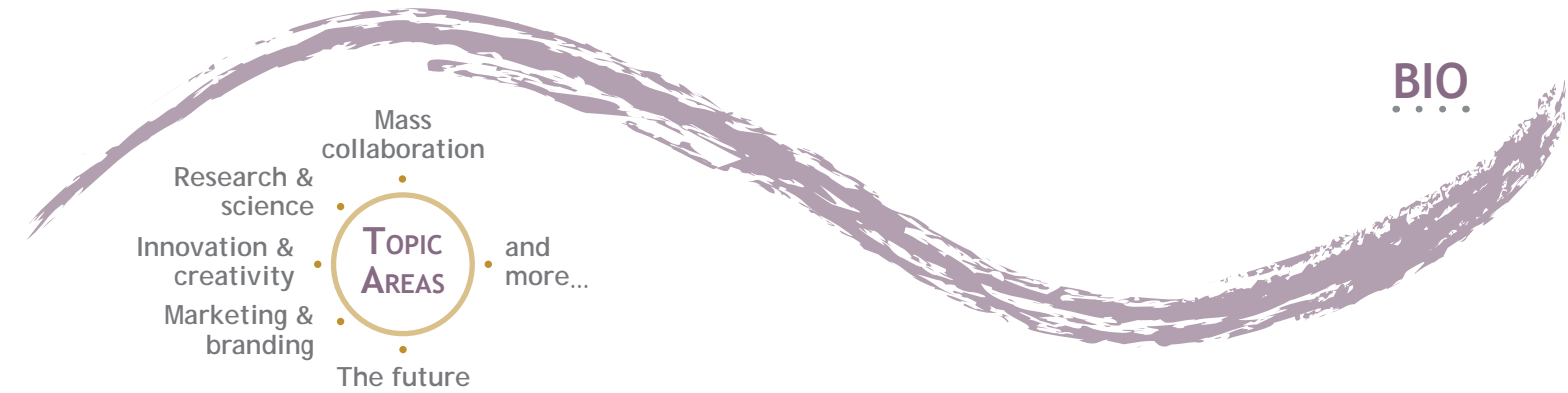
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Collective intelligence, by definition, is designed to aggregate and harness what is unique about everyone into a more powerful and diverse whole.



Jane McGonigal

□ *The leading innovator in the field of game design for future forecasting and problem solving.* □

World-renowned, award-winning game designer and futurist. Unique perspective on how to use mass collaboration to build communities, engage markets and shape a better world. Directed Superstruct, honored as the "Most Important Futures Work of 2008." Other projects include The Lost Ring for McDonalds and the 2008 Summer Olympics, and World Without Oil.

Director of Game Research and Development, Institute for the Future.

Ahead of the Curve

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Jane McGonigal

Director of Game Research and Development, Institute for the Future.

Highlights

World-renowned **game designer and futurist** Jane McGonigal takes play seriously. She is the leading edge of innovation in the field of game design for **future forecasting and problem solving**.

She is best known for creating games that inspire global-scale collaboration and collective intelligences. Most recently, she directed the world's first massively multiplayer forecasting game Superstruct, which brought together more than 7000 future forecasters from 90 countries to **tackle real-world problems** such as pandemics, food systems, and climate change. The Association of Professional Futurists honored Superstruct as the "Most Important Futures Work of 2008." Jane also directed The Lost Ring for McDonalds' and the Summer 2008 Olympic Games. Played by more than 2 million people on six continents, it was called the #1 Bright Idea of the Year by *Adweek*. Other major projects include the peak-oil forecasting game World Without Oil, the micro-forecasting platform Sigtific Labs, and the social network game CryptoZoo for the American Heart Association.

Jane McGonigal is the Director of Game Research and Development at the Institute for the Future in Palo Alto, California, where she earned *Harvard Business Review* honors for "Top 20 Breakthrough Ideas of 2008" for her work on the future of games.

Her research on games and extreme-scale collaboration has been featured in *The Economist*, *Wired*, and *The New York Times*; and on MTV, CNN, BBC, and NPR. In 2009, *BusinessWeek* called her one of the 10 most important innovators to watch; Gamasutra named her one of the 20 Most Important Women in Video-games; and *Fast Company* hailed **one of the 100 most creative people in business**. She has received awards from the International Game Developers Association, the International Academy of Digital Arts & Sciences, and was named one of the top 35 innovators changing the world (*MIT Technology Review*).

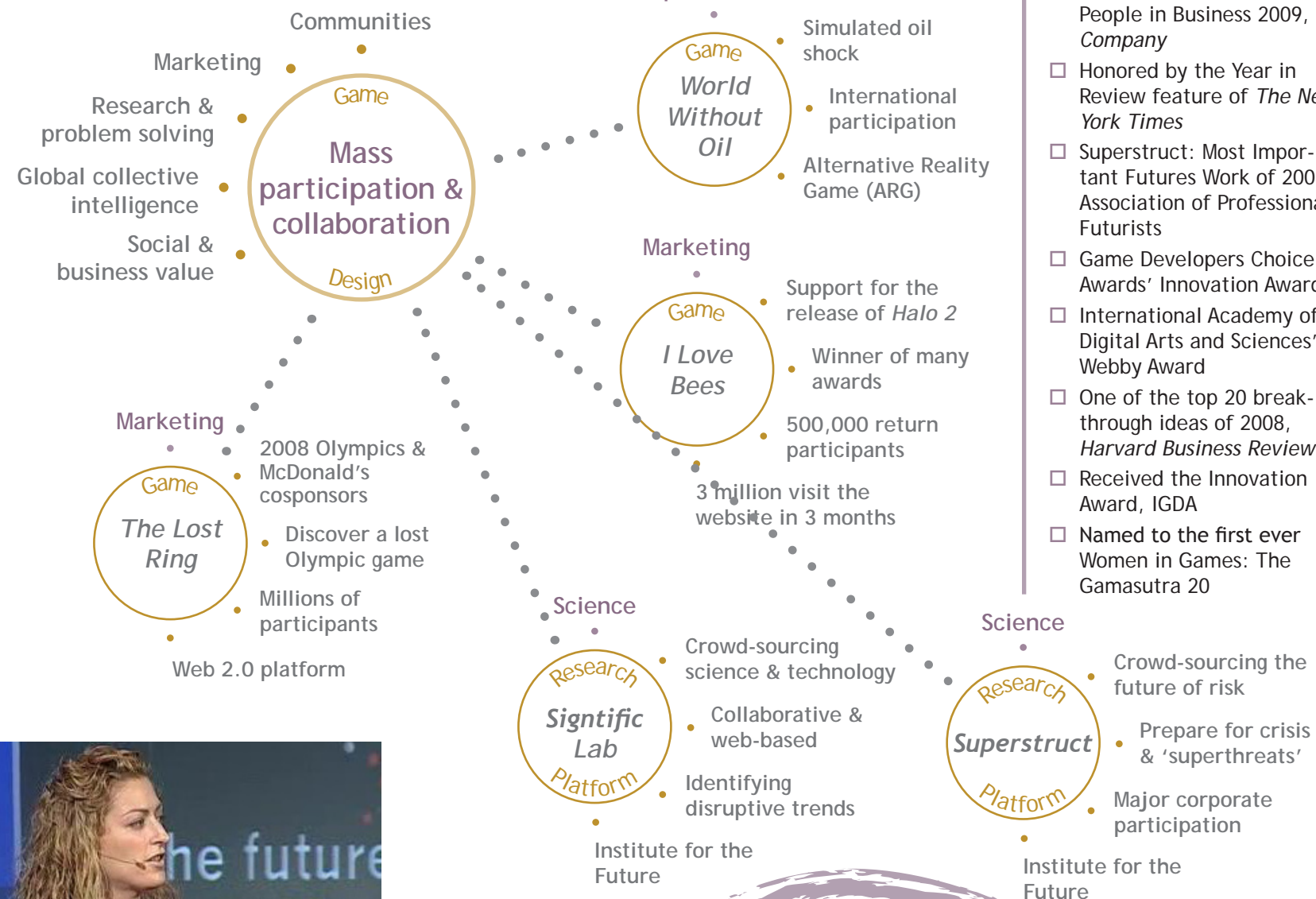
Jane is currently writing a book for Penguin Press: *Reality Is Broken: Why Games Make Us Happy and How They Can Change the World*.



▼ The Future

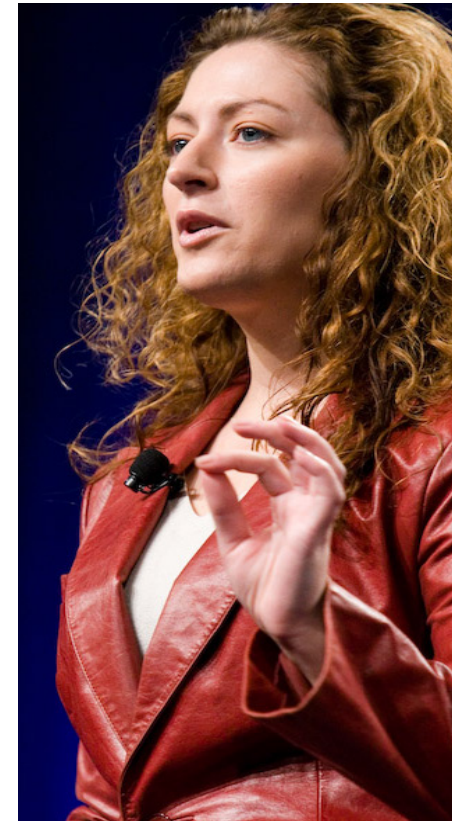
Jane has been the lead designer for several high-profile massively participatory Alternative Reality Games (ARGs) and is a pioneer in developing game platforms for scientific research.

The Power of Mass Collaboration



Awards

- One of the world's top 35 innovators—MIT *Technology Review*
- One of the 100 Most Creative People in Business 2009, *Fast Company*
- Honored by the Year in Review feature of *The New York Times*
- Superstruct: Most Important Futures Work of 2008, Association of Professional Futurists
- Game Developers Choice Awards' Innovation Award
- International Academy of Digital Arts and Sciences' Webby Award
- One of the top 20 breakthrough ideas of 2008, *Harvard Business Review*
- Received the Innovation Award, IGDA
- Named to the first ever Women in Games: The Gamasutra 20



Credentials

- Director of Game Research and Development, Institute for the Future
- One of top 20 Breakthrough Ideas of 2008 by *The Harvard Business Review*
- Former lead designer, 42 Entertainment
- Former resident game designer, Berkeley Institute of Design

Some Topic Areas

- the future & technology
- innovation & creativity
- marketing & branding
- research & science