



Games for Change  
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## GAME DESIGN CHALLENGE: HELP SPACEIL LAND ON THE MOON!

### QUICK FACTS

<b>Eligibility</b>	All designers, independent developers, students, design studios
<b>Deadline</b>	03/14/14
<b>Submission Process</b>	Online submissions only. Submit entries <a href="#">here</a> .
<b>Prize</b>	\$25,000

### KEY DATES

FEB 18      Competition Announced  
MARCH 14      Submissions Due  
MARCH 21      Finalists Selected and Notified  
APRIL 23      Festival: Finalists Present Designs / Live Jury

### THE COMPETITION

Games for Change (G4C) will award a prize of up to \$25,000 to create a prototype of an interactive space exploration game for SpaceIL. The game will be developed for and in collaboration with SpaceIL and is sponsored by the Schusterman Family Foundation.

The game contest invites designers and developers to envision an interactive experience that encourages players to learn about space exploration and, at the same time, captures comprehensive real-world data that will inform the mission of SpaceIL.

The most crucial part in designing a spacecraft is the fuel used to transport the small rocket to the Moon. The game will allow the SpaceIL team to learn about potential new designs and orbits from online players that were able to land a virtual spaceship in the game.

Three finalists will be selected to present their ideas on stage the 11th Annual Games for Change Festival (April 22-24 & 26), with the full attention of attendees, potential funders, and a juried panel. The winning concept will then be announced at the Festival in front of a live audience and shared with the media.

## COMPETITION BACKGROUND

SpacEL is a nonprofit organization, working to land the first Israeli spacecraft on the Moon. SpacEL is the only Israeli team competing in the Google Lunar X Prize: a global race to the Moon (offering a \$20M reward for the first team to land an unmanned spacecraft on the Moon, move 500 meters across the lunar surface, and send high definition pictures and video back to Earth). SpacEL is working to land its unmanned spacecraft on the Moon by the end of 2015.

By winning the Google Lunar X Prize, SpacEL aspires to create a new “Apollo effect”: inspiring the next generation in Israel and around the world to think differently about science, engineering, technology, and math (STEM).

Read more about SpacEL here: <http://www.SpacEL.com/>

This competition is made possible by the Schusterman Family Foundation (Schusterman). Schusterman is a global enterprise that supports and creates innovative initiatives for the purpose of igniting the passion and unleashing the power in young people to create positive change for themselves, the Jewish community, and the broader world.

## THE IMAGINED GAME

SpacEL is seeking to create a crowd-sourced simulation generator that invites players to land a spacecraft on the Moon, producing comprehensive data that will enable them to optimize the real-world spacecraft design.

The game would allow players to have a first-person experience in navigating an unmanned spacecraft. Through customizing their spacecraft and navigating to the Moon, they will actually help SpacEL optimize their real spacecraft and mission design. SpacEL will gather data about the different orbits, paths, and maneuvers players choose and see how much fuel was burned to find more fuel-efficient orbits and optimize their trajectory design software—saving both fuel and money in the process.

## IMPACT OBJECTIVES

- Generate real-world impact on the SpacEL spacecraft engineering design
- Raise awareness to SpacEL, their journey to the Moon, and the Google Lunar X Prize at large
- Promote basic skills and scientific thinking as it relates to space exploration

## TARGET AUDIENCE

- Ages: 15-25
- Language: English

## TARGET PLATFORM

- PC and Mac
- Web app: Based on HTML5 or similar technology
- Should work on common browsers: Chrome, Safari, Firefox, IE

## FAQs

### Who is sponsoring this competition?

The Schusterman Family Foundation in partnership with G4C

### I am a student, can I enter a design?

Yes, competition is open to teams of all professional status

### What is the deadline for proposals?

March 14, 2014

### What if I need to submit my proposal via mail?

Please contact Emily Treat, VP Production Services, at G4C:  
emily [at] gamesforchange.org

### Who can I contact if I have questions about this competition?

Please contact Emily Treat, VP Production Services, at G4C:  
emily [at] gamesforchange.org

## RULES AND TERMS

### Competition will consist of the following components:

- 3 Finalists will be selected to:
  - Receive two (2) complimentary passes to the G4C Festival (April 22-24 & 26)
  - Meet with SpacEL to further refine design ideas prior to final presentation
  - Present design in formal presentation at the G4C Festival
  - Participate in live jury Q&A session
  - Be eligible for \$25,000 grand prize

- 1 Winner will be selected to:
  - Receive \$25,000 grand prize towards the development of a design prototype in collaboration with Spacell, the Schusterman Family Foundation, and G4C
  - Receive press recognition
  - Receive support from G4C as needed, throughout the pre-production and prototype development process

**Eligibility** – All design studios, independent designers, student teams, and commercial game studios are eligible to participate.

**Submissions** – Limited to 1 entry per team. All submissions must be in English and submitted via online form [here](#).

**Right of Rejection** – G4C reserves the right to accept or reject any or all responses to this competition.

**Rights of Use** – Any participants in this competition waive the right to seek legal action regarding this competition's contents, process and/or award. With written permission of all finalists, G4C would like to document and archive the entire project as a "Case Study," including: video from the session, finalist concept presentations made during the G4C Festival, additional materials, and the playable prototype. The materials will also be made available to the Schusterman Family Foundation for its own outlets, should it choose to use them in this manner.

We believe that a well-documented project is a tremendously useful resource centralizing best practice models for other stakeholders exploring games and game thinking to advance their missions, and for other developers who participate in similar initiatives.

**Prize** – Cash prize will be delivered in U.S. dollars from the Schusterman Family Foundation to selected winner. Winning team will be responsible for delivering prototype and related materials as agreed upon by team and Spacell.

**GOOD LUCK!**