

IS WORK A GAME?

JOSH HART
CTO OF YULIFE

PREPARED FOR REBA INNOVATION DAY

Are you entertained?



We've had a busy decade...

The Netflix logo, featuring the word "NETFLIX" in white, bold, sans-serif capital letters with a black outline, set against a solid red rectangular background.The Amazon Kindle logo, featuring the word "amazon" in black with a curved orange arrow underneath it, followed by the word "kindle" in orange.The Disney+ logo, featuring the word "Disney" in its signature script font, followed by a plus sign, all in white on a dark blue background with a light blue arc above the text.

Podcasts

The Audible logo, featuring the word "audible" in a bold, black, sans-serif font, with an orange icon of an open book with sound waves above it. Below the word is the text "an amazon company" in a smaller, black, sans-serif font.



Entertainment is changing

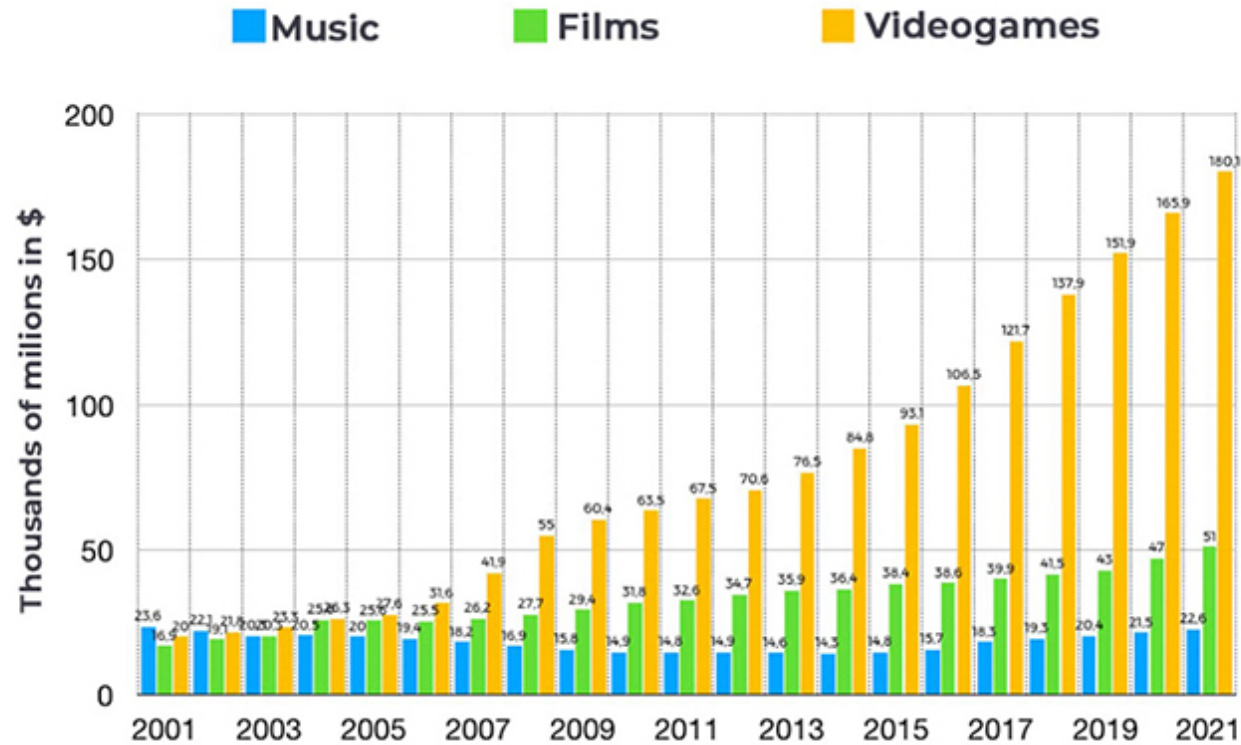
- **32 MILLION**

- **£3 BILLION**

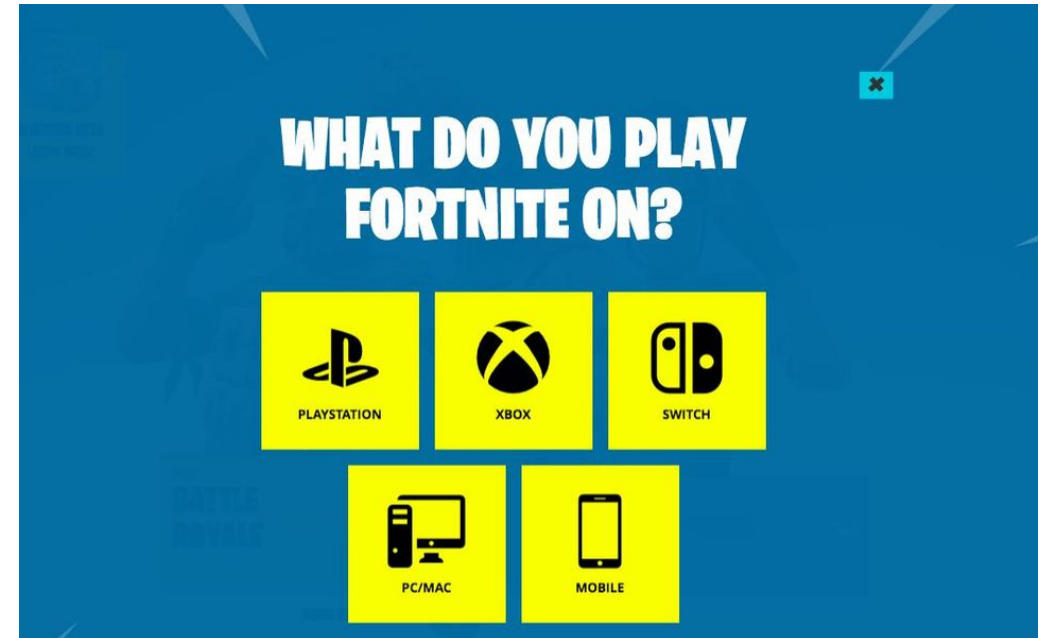
- **5TH**

- **GENDER SPLIT... WHAT GENDER SPLIT?**

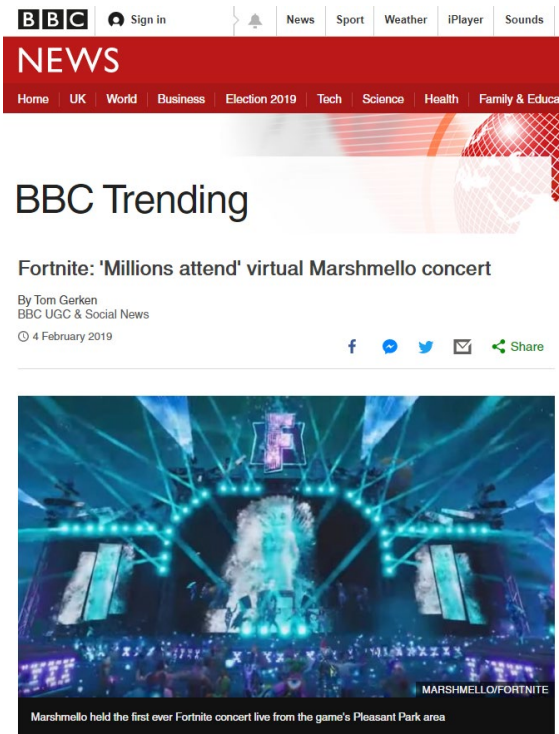
Entertainment has changed



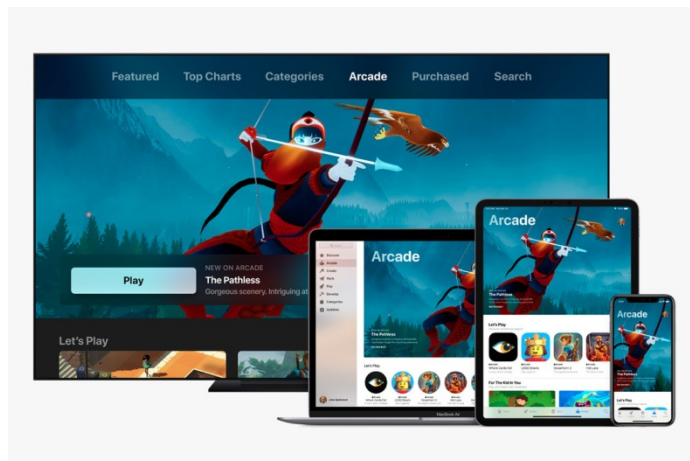
This gave birth to something interesting



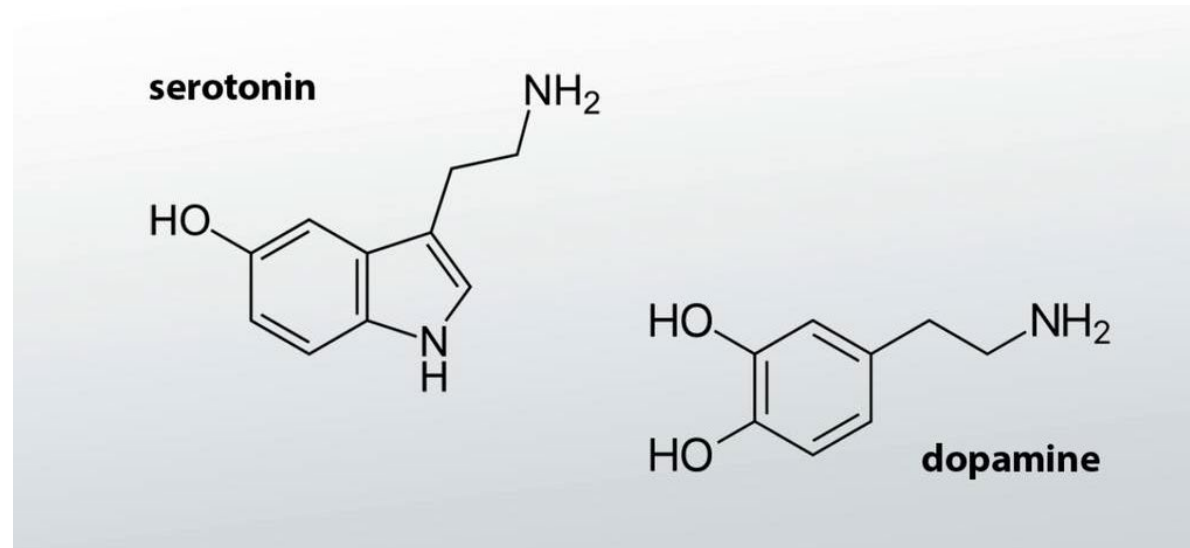
It's more than a game



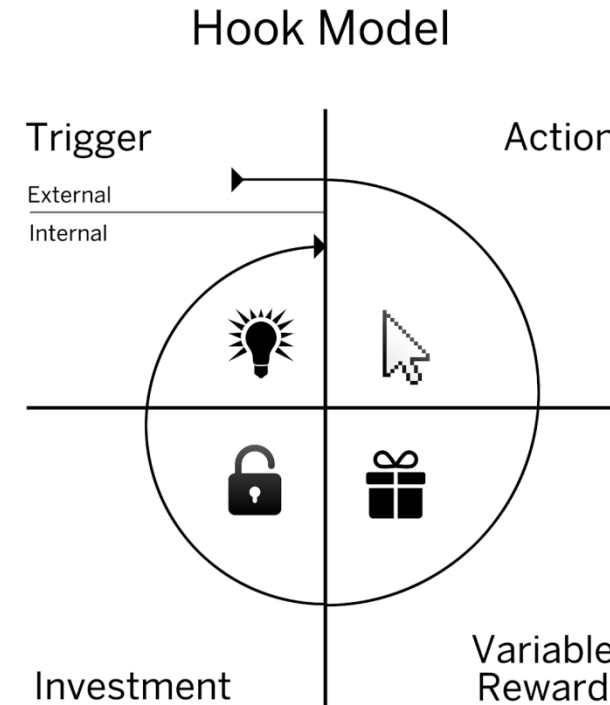
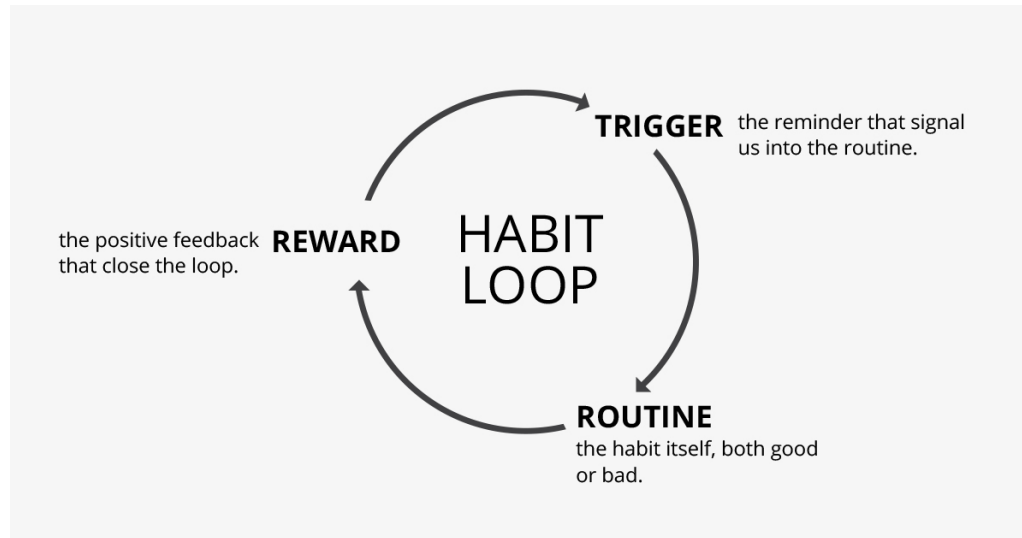
Battle for the eyeballs begins



Games vs. traditional entertainment



And now we understand it...

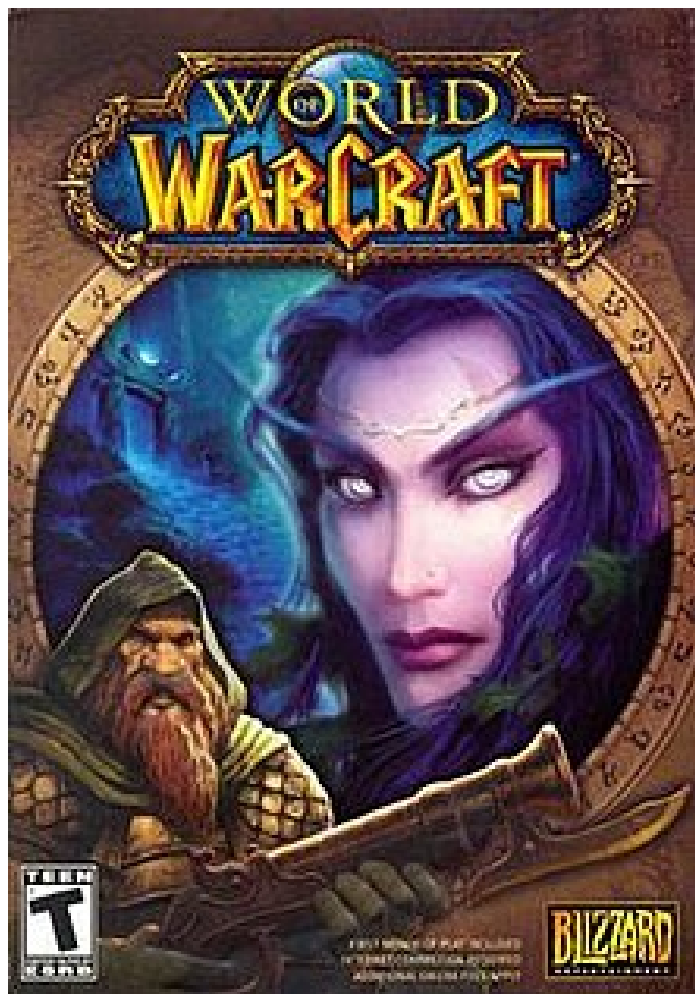


People
❤️
Computer
Games

15
years ago



23rd November 2004



Dictionary

Enter a word, e.g. 'pie'



MMORPG

noun

an online role-playing video game in which a very large number of people participate simultaneously.



Translations, word origin and more definitions



Alliance

Faction

The Alliance consists of four races - the noble humans, the adventurous dwarves, the enigmatic night elves, and the ingenious gnomes. Bound by generations of blood and honor, these races seek to bring order to the ravaged kingdoms of the war-torn world.

Race

Humans are a young, yet highly versatile race - able to master the arts of combat, craftsmanship and magic with stunning efficiency. In the past, the humans' courage and unwavering optimism led them to build some of the world's greatest kingdoms. But now, after generations of war and loss, humanity seeks to rekindle its former glory and forge a shining new future for its heirs.

- Bonus skill points

Class

Warriors are hardy individuals who strive for perfection in the skills of armed combat. They come from all walks of life, from every nation of the world and are united by their singular commitment to engage in glorious battle. Many warriors serve as mercenary soldiers, while others have become adventurers and danger-seeking fortune hunters. Warriors are typically strong, tough and exceptionally violent.

Choose your race:

- | | |
|---|---------------------------------|
| <input checked="" type="checkbox"/> Human | <input type="checkbox"/> Orc |
| <input type="checkbox"/> Dwarf | <input type="checkbox"/> Undead |
| <input type="checkbox"/> Night Elf | <input type="checkbox"/> Tauren |
| <input type="checkbox"/> Gnome | <input type="checkbox"/> Troll |

Choose your class:

- | | |
|---|----------------------------------|
| <input checked="" type="checkbox"/> Warrior | <input type="checkbox"/> Paladin |
| <input type="checkbox"/> Rogue | <input type="checkbox"/> Priest |
| <input type="checkbox"/> Mage | <input type="checkbox"/> Warlock |

Choose your gender:

- | | |
|--|---------------------------------|
| <input checked="" type="checkbox"/> Male | <input type="checkbox"/> Female |
|--|---------------------------------|

Customize character:

- | | | |
|---|-------------|---|
| ◀ | Skin color | ▶ |
| ◀ | Face | ▶ |
| ◀ | Hair style | ▶ |
| ◀ | Hair color | ▶ |
| ◀ | Facial hair | ▶ |

Randomize

Character Name



V



Accept

Back







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XP: 11,257,280









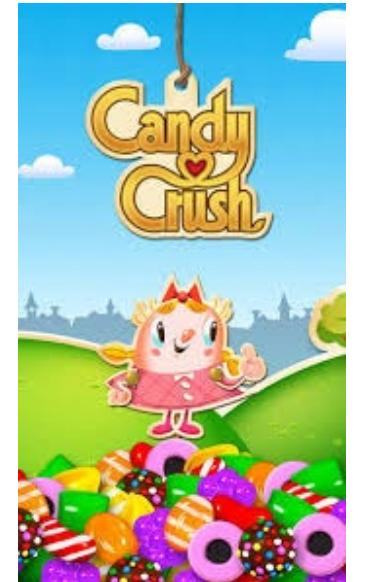
23rd November 2010





2019

Games became cool!



HALF WAY POINT

What does
this mean
for the
world of
work?

□ ARE PEOPLE PASSIONATE ABOUT THEIR JOBS?

□ ♂ □ HOW DO WE MEASURE PERFORMANCE?

□ □ WHAT DRIVES PRODUCTIVITY?

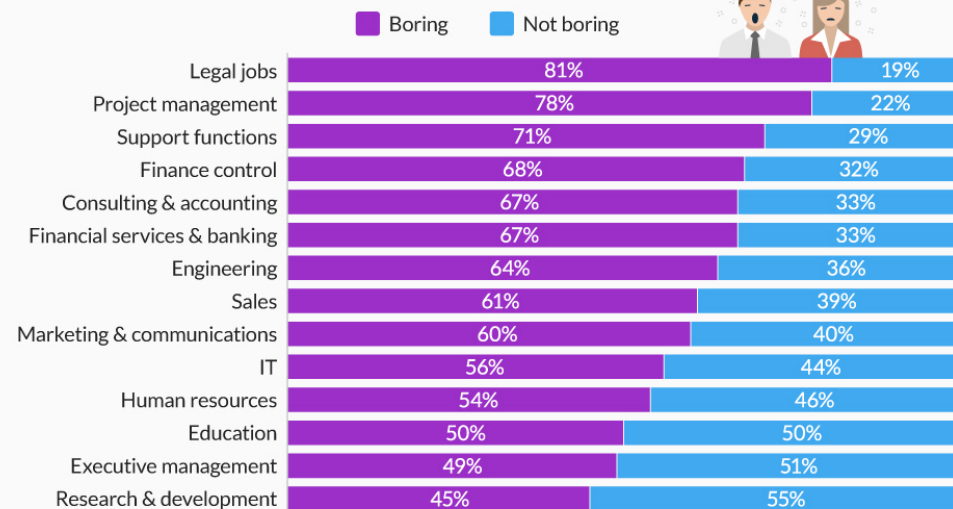
□ IS IT ALL ABOUT MONEY?

□ ARE JOBS BORING?

Are jobs boring?

The world's most boring jobs

% of people who find their job boring or not



@StatistaCharts Source: Emolument

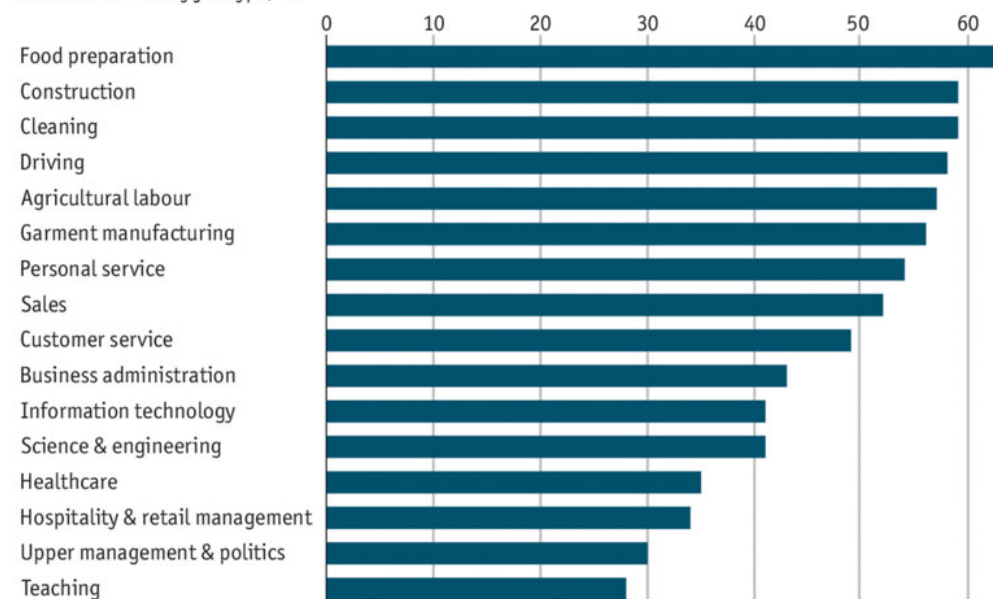
indy100

from
The INDEPENDENT

statista

Automated for the people

Automation risk by job type, %



Source: OECD

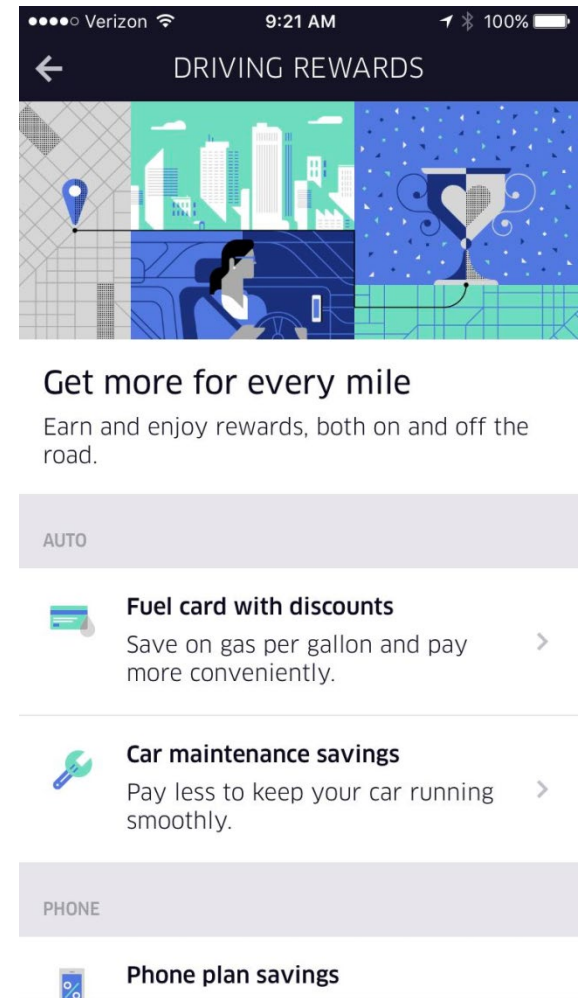
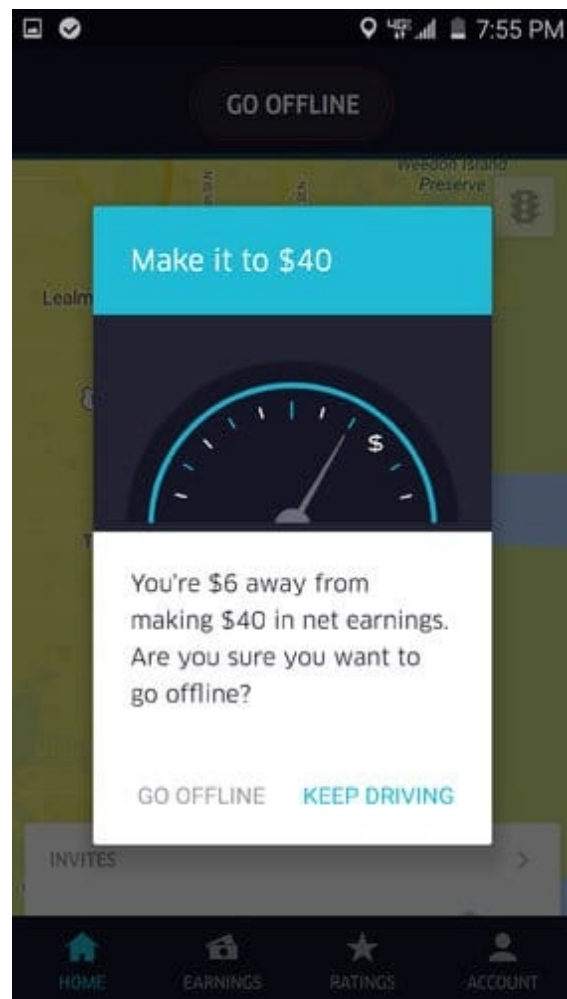
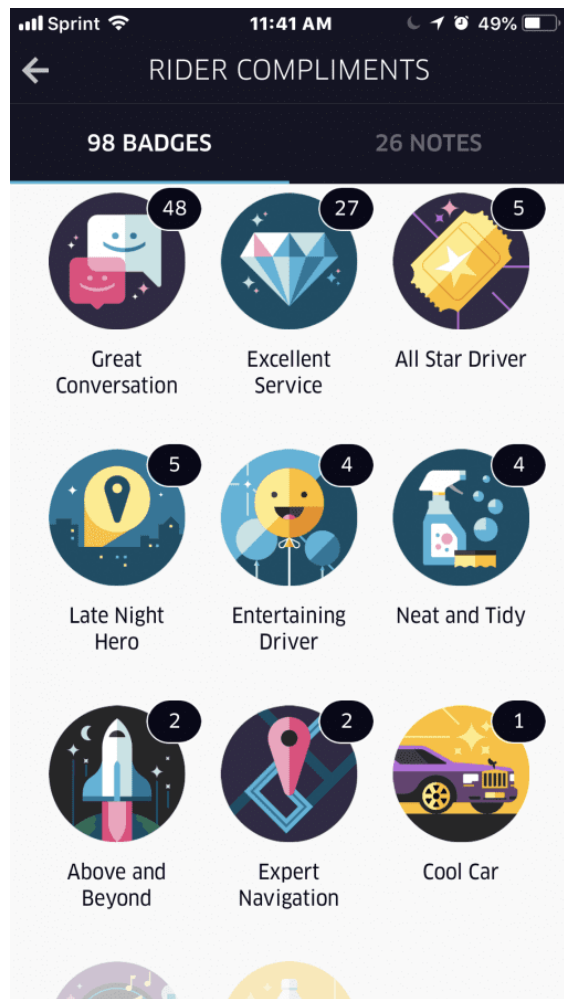


Maslow's hierarchy of needs

An example...



Uber

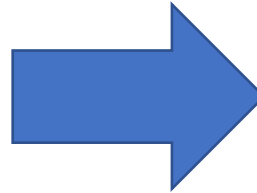


What about
the future?



Elements of a game definition

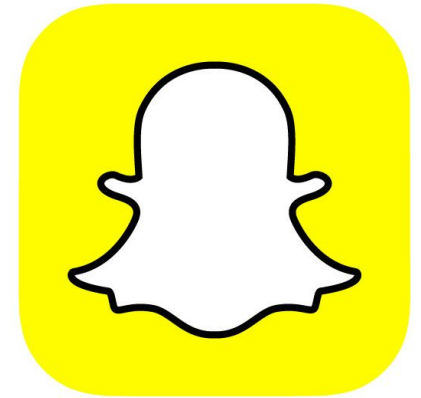
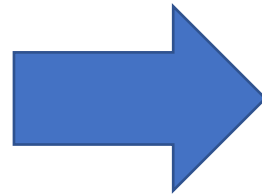
Proceeds according to rules that limit players
Conflict or contest
Goal-oriented/outcome-oriented
Activity, process, or event
Involves decision-making
Not serious and absorbing
Never associated with material gain
Artificial/Safe/Outside ordinary life
Creates special social groups
Voluntary
Uncertain
Make-believe/Representational
Inefficient
System of parts/Resources and tokens
A form of art

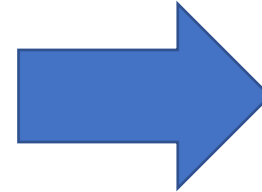


CONTROL / RULES



ESCAPE / DISTRACT







LIFE INSURANCE THAT INSPIRES LIFE



love being yu

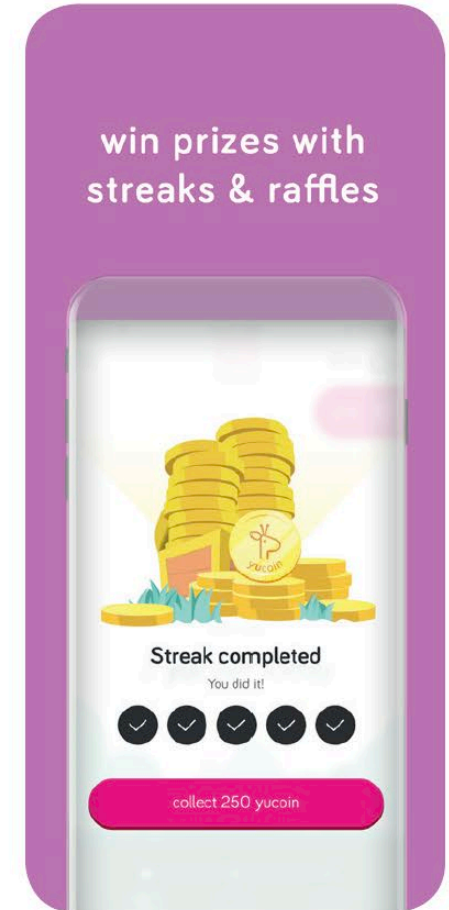
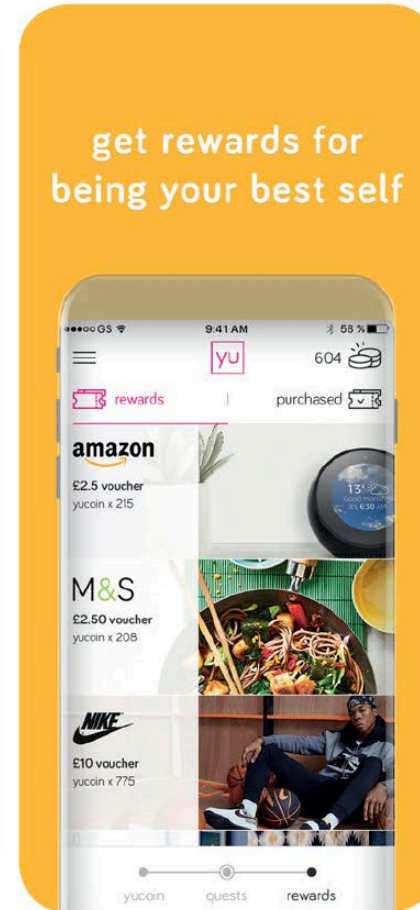
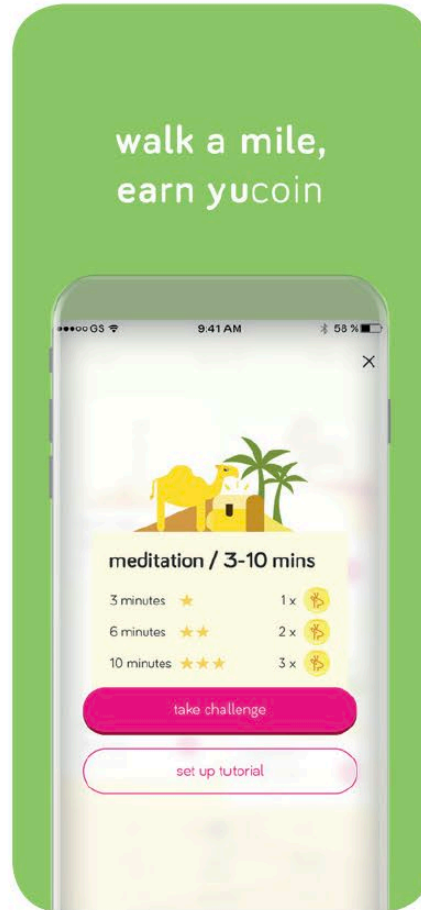
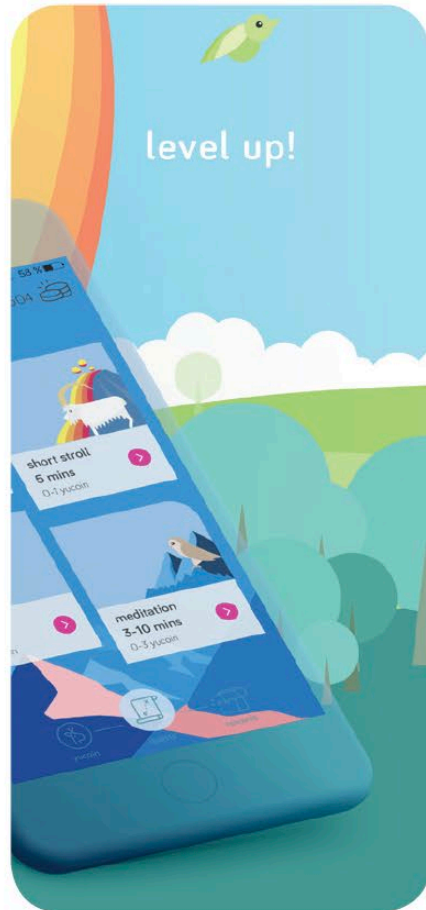
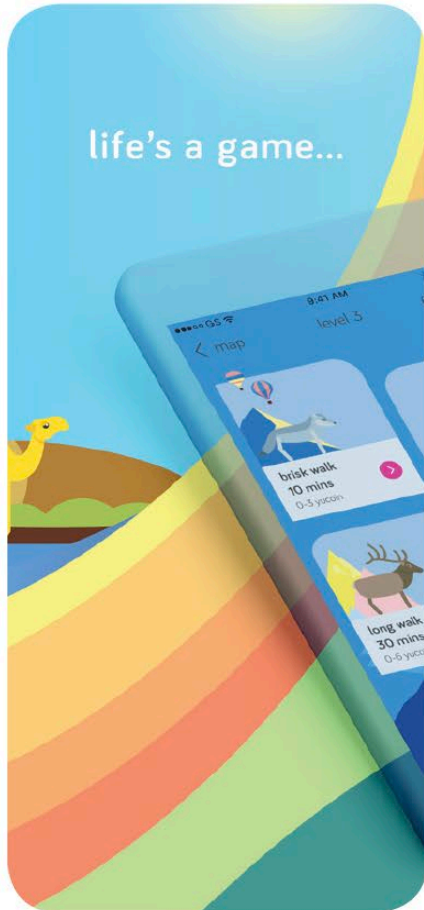
our mission is to inspire people to live their
best lives every day

we believe in using financial services as
a force for good

we deliver this by offering meaningful insurance
products integrated with game based wellbeing services
to catalyse real behaviour change



the yuniverse



reward and wellbeing partners

earn vouchers and redeem rewards

amazon



ASOS
discover fashion online



M&S



Argos

NOW TV

Apple iTunes

access exclusive discounts and offers

Calm

GARMIN

URBANMASSAGE

Farewill

moneyhub

Farmdrop

HUSSLE

BLOOM
& WILD

thrive

the game of wellbeing

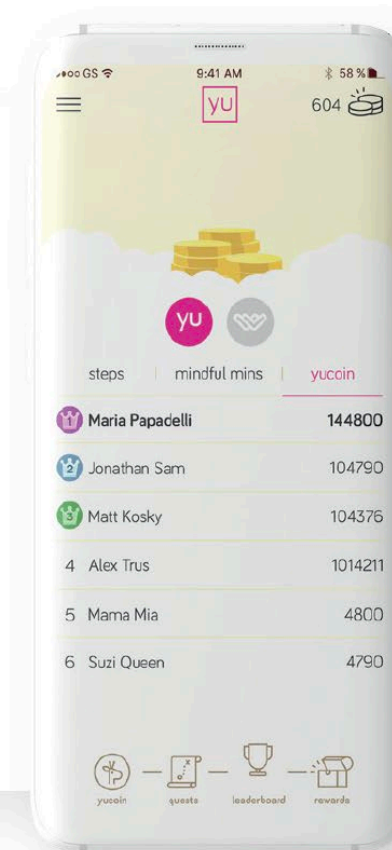
app engagement

In a recent survey, 67% of our users agreed that they now live a healthier lifestyle having used yulife*

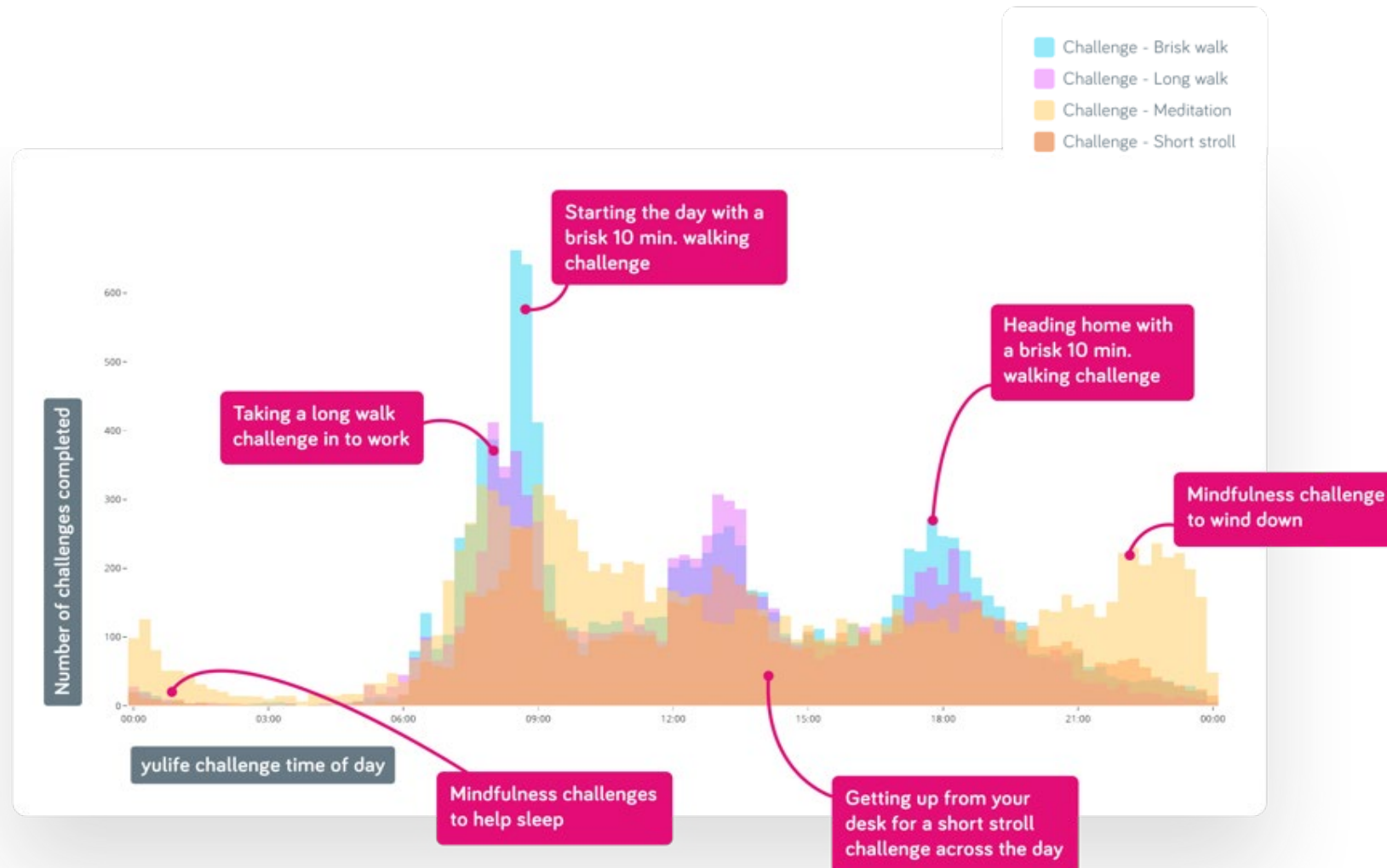
yulife members walk 2x the UK average (7,507 v.s. 3,100)**

Members who meditate take an average of 50 mins of mindfulness challenges per week**

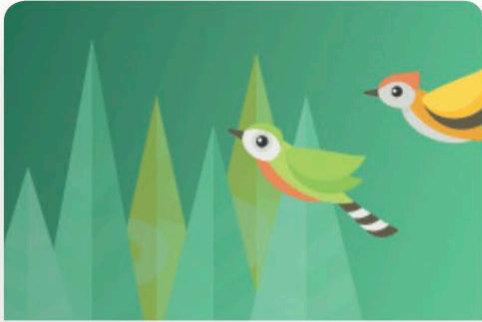
Source: *Internal survey Oct 18, **Internal data July 2019



positive behavioural change



yulife insurance products



group life insurance (death in service)

Provides a tax-free lump sum following a death to the employee's beneficiaries.



group income protection (sick pay)

Provides a monthly benefit to support an employee if they are unable to work due to long-term illness or injury.



group critical illness

Provides a tax-free lump sum to an employee if they, their child or (if covered) their partner suffer one of the defined medical conditions



yulife policies are FCA regulated and underwritten by AIG

our customers agree



Excellent



9.1 out of 10 based on 85 reviews

