



Serious Game: What is it really?

Definition:

A game that combines the transmission of **information** with **serious intent** by means of playful mechanisms.

Context:

- A global serious games market of approximately **€14.7 billion** in 2025
- Annual growth of **20%**
- Projected to reach **€38,7 billion** by 2031

Our solution: WATOM game engine

What client objectives can it address?

- **Train** employees
- Convey a **message**
- Transfer **knowledge**
- Raise **awareness** about a cause



Game Mode: Story telling

- Immerse yourself in a heroic story to **captivate** the player
- Learning in a story, facilitating **information retention**
- Active **engagement**, the player becomes an actor in the story.



Existing Mechanics: Ranking

- The player must place events in **chronological order**
- Immediate **correction**
- Personalized **feedback** based on the score achieved

Remplacez les étapes dans l'ordre chronologique :

Le code du travail de la Nouvelle-Calédonie régissant les relations entre employeurs et salariés est institué. Il comprend le Livre V consacré à la formation professionnelle tout au long de la vie.

La délibération 171 CP crée l'environnement juridique de la FPC avec l'obligation de participation des employeurs du privé. Le texte évolue pour fixer le taux à 0.7% de la masse salariale des entreprises de plus de 10 salariés.

Les partenaires sociaux calédoniens se réunissent autour d'un projet commun de financement et de promotion de la montée en compétences des salariés permettant à toutes les entreprises du privé d'accéder à la formation professionnelle.

1

2

3

Existing Mechanics: Definition

- The player must **link definitions** to their parent elements
- Immediate **correction**
- Personalized **feedback** based on the score achieved

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Créer un ticket

Remplacez les formateurs face à leur action de formation pour que celles-ci soient éligibles

Points à gagner : 5

Éléments de formation	Formateur éligible
Dates de formation du 01/04/2023 au 04/04/2023	1
Domaine de formation : Développement personnel	2
Dates de formation du 10/05/2023 au 25/08/2023	3
Domaines de formation Secrétariat, Bureautique	4

Formateur dont l'agrément est valable jusqu'en septembre 2024

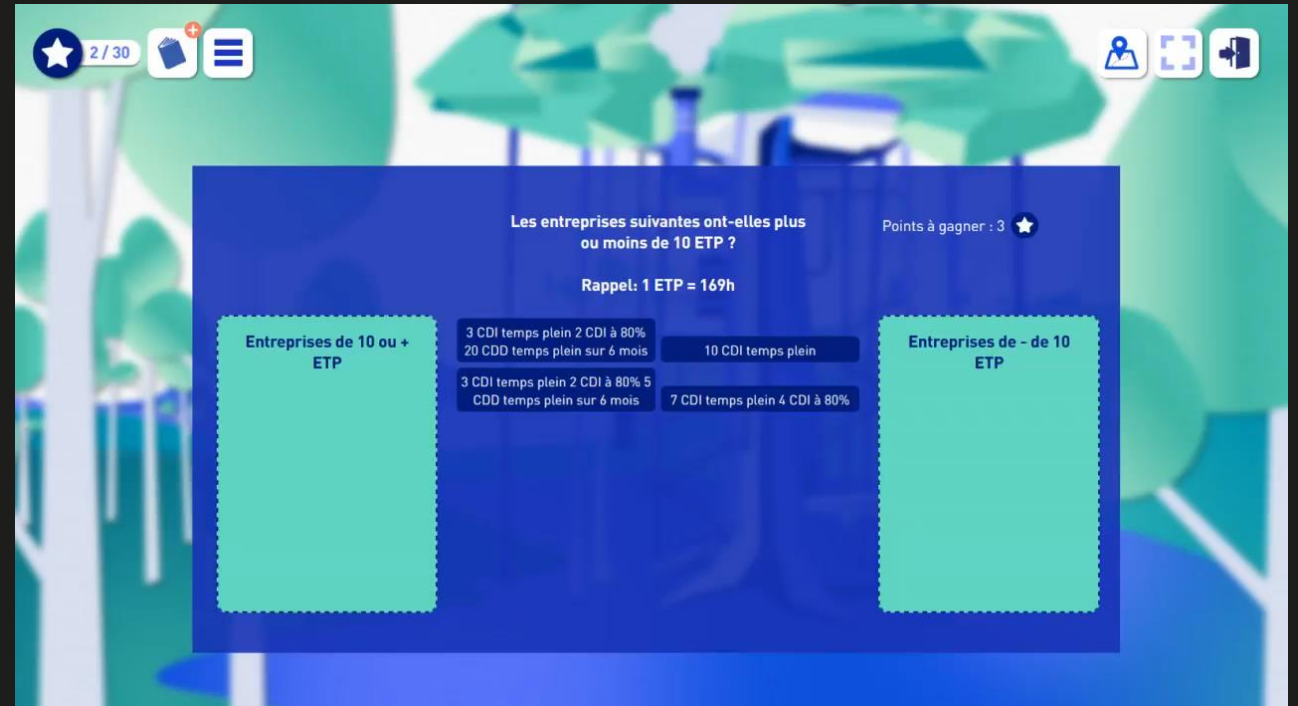
Formateur domaines 413 et 312

Formateur avec un agrément valide jusqu'en mai 2023

Formateur domaines 324 et 413

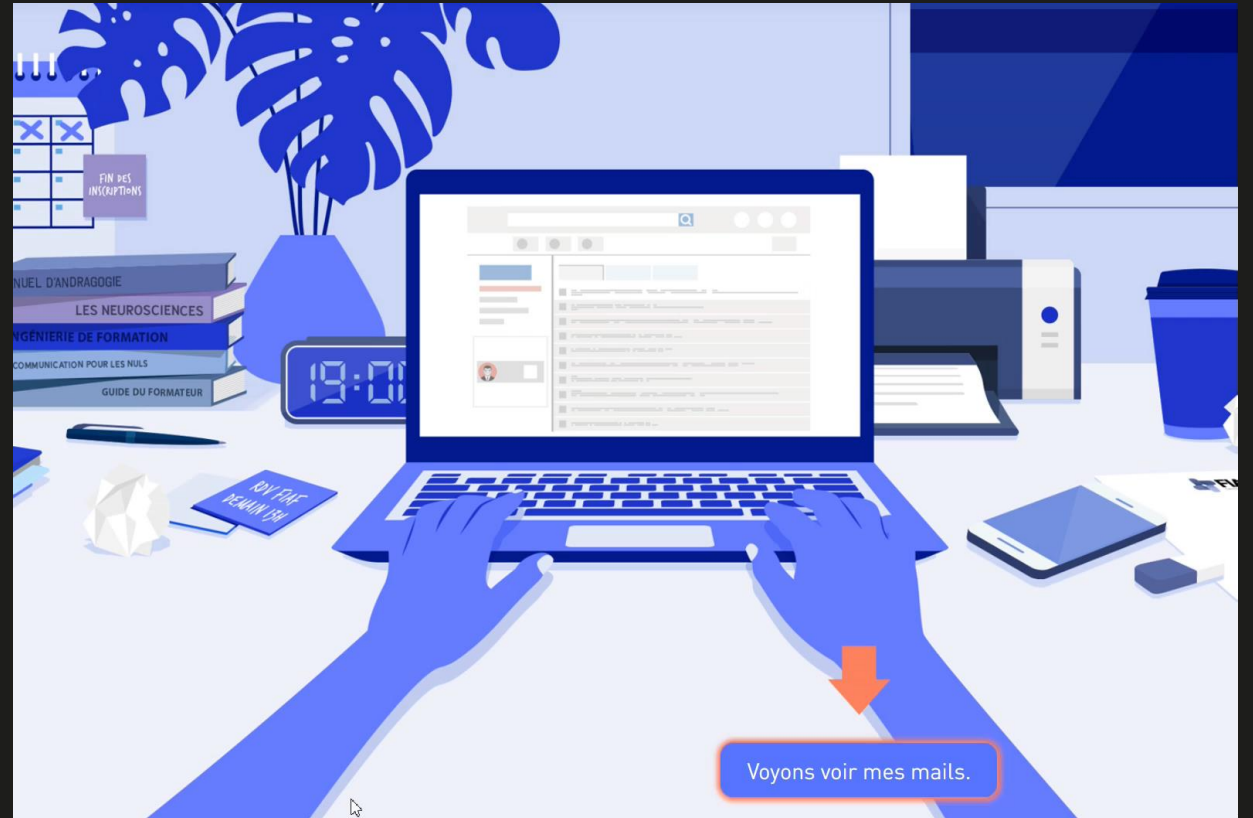
Existing mechanics: Sorting (categorization)

- The player must **sort the elements** in the correct column
- Immediate **correction**
- Personalized **feedback** based on the score achieved



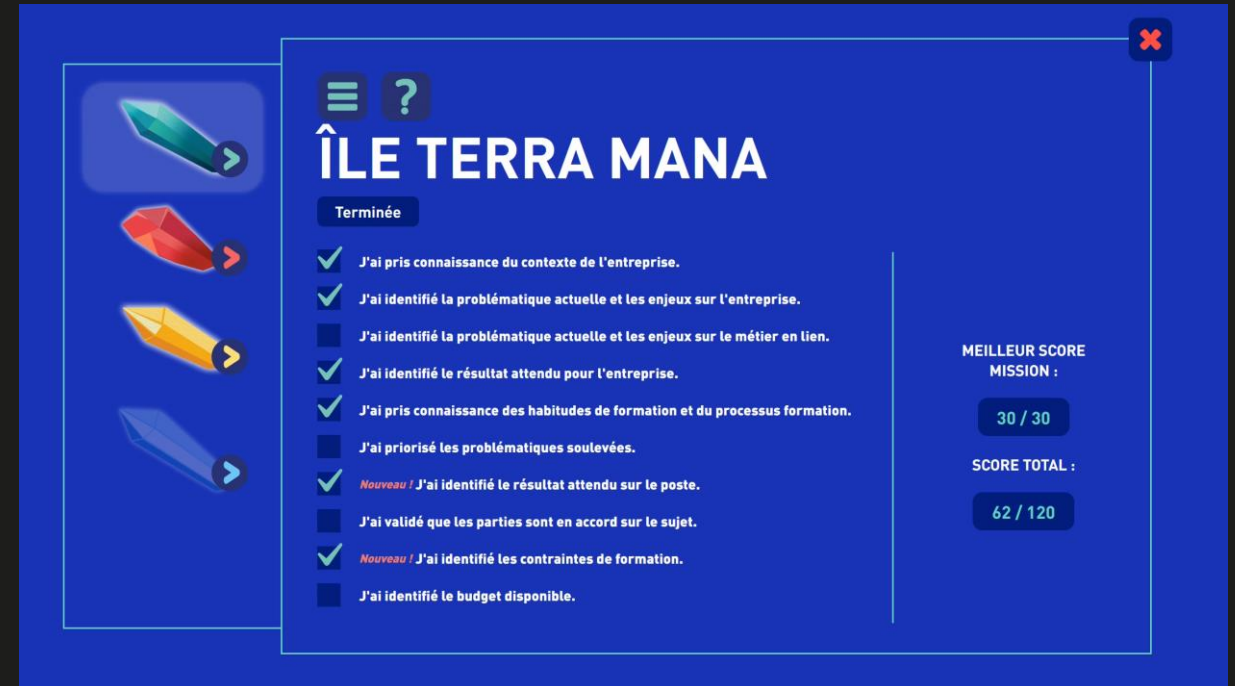
Existing mechanics: Point & click

- The player can **interact** with the elements of the environment (visible or not)
- **Pop-up system** to display personalized messages



Scores and objectives

- Progress **tracking** via customizable scores
- Acquisition and monitoring of educational **objectives**
- **Badge** / Reward Earning
- End-of-mission **assessment** based on results



Animations

- Existing **animation** sets:
 - Appearance of the text letter by letter
 - Animating Buttons
 - Fade Scenes Transition
 - Animating Scores
- Possibilities for **personalized animations** on request



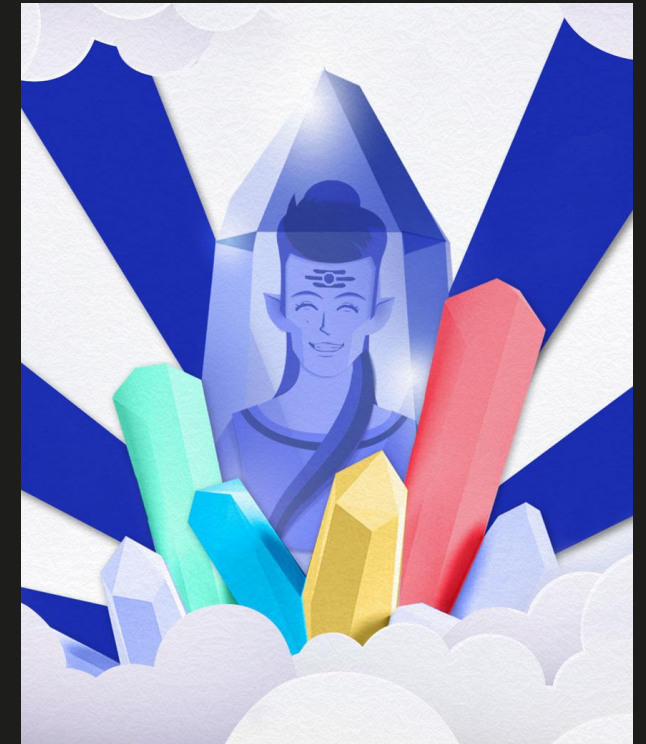
Statistiques board

- Real-time skills tracking
- View of achievements and points to be strengthened
- Player Performance Analysis
- Fully customizable



Player benefits

- +40 to 90% **information retention**
- **Satisfaction rate** of 83% compared to 50% for traditional training
- The player can evolve at his **own pace**
- **Accessible** 24/7



Customer benefits

- Existing and **proven** game engine (+10,000 players)
- **Customizable** and **scalable**
- **Measurable** results (statistics page / LMS connexion / SSO)
- **Available** on PC / Tablet / Smartphone
- **Fast** deploy



Our references



<https://origines.fiaf.nc>

Educational game for 500 OF/trainers in New-Caledonia

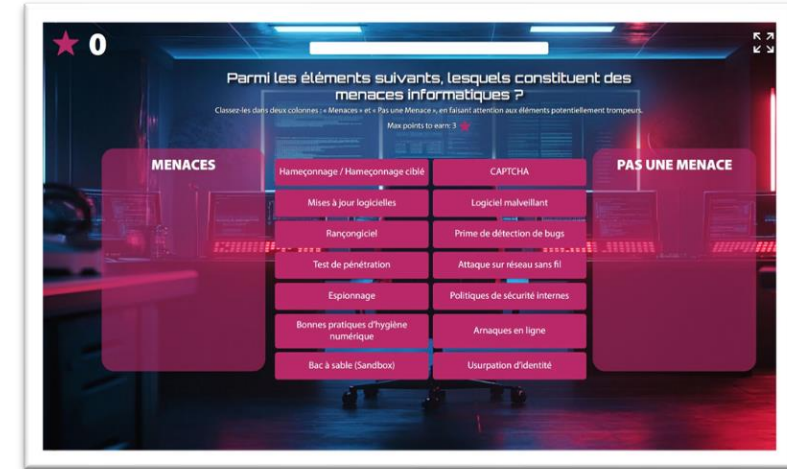
- 5 missions in different environments
- +20 Objectives, 100 Scenes, 300 Dialogues
- PC / Tablet



<https://jeu-engie.helium.nc>

Eco-responsible game created for the Engie France group

- Set for 10,000 players/month
- + 70 scenes
- Multi-branch scenario
- PC / Tablet / Smartphone

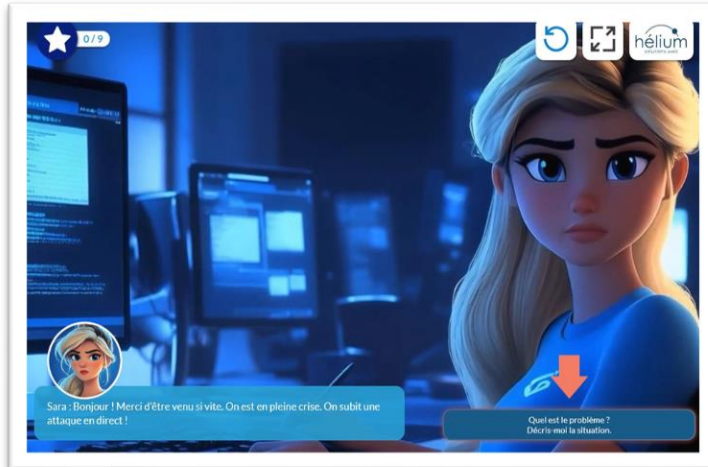


<https://cyberpacifika.helium.nc/>

Certification training carried out for the French Army

- Delivered in less than a month
- Played by 5 Pacific countries
- Rated 4.75/5 by its players

Our references



<https://jeu-cyber.helium.nc>

Watom's White Label Feature Demo Game

- Animated character with voice
- + 1000 testers
- PC / Tablet / Store App



CENTRE D'INITIATION À L'ENVIRONNEMENT

<https://jeu.cie.nc>

Game against food waste, produced for the CIE

- Distributed to all schools in New Caledonia
- + 1000 players
- PC / Tablet / Smartphone



Awareness-raising game on the digital regulations of the City of Nouméa

- + 1300 agents
- SSO Professional Login
- PC / Tablet / Smartphone

Contacts

Joram RIVATON
CEO Helium

(+687) 84.22.17

joram@helium.nc

<https://helium.nc>

