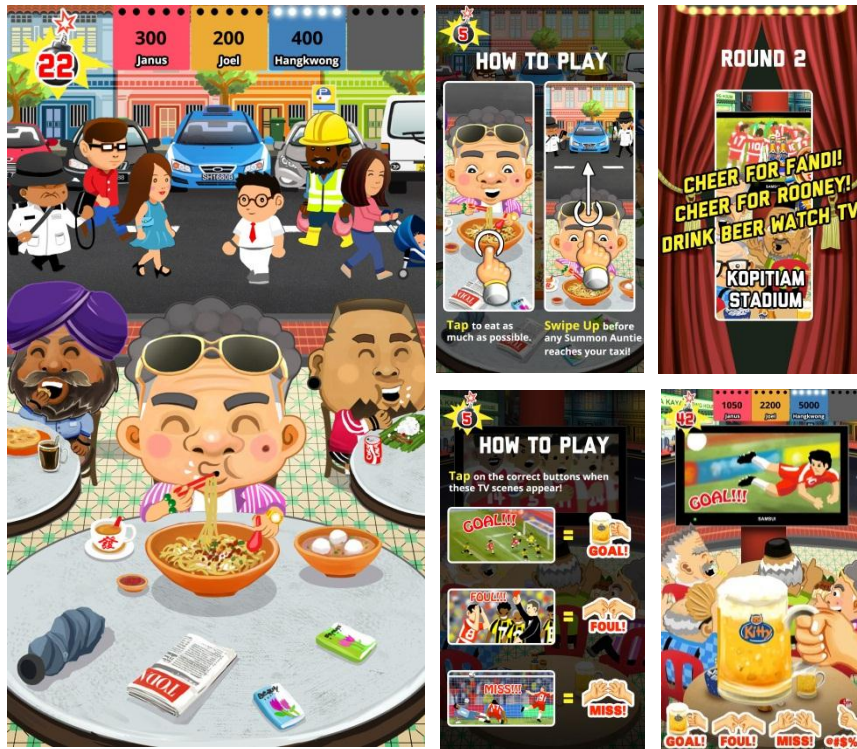


KAN-CHEONG! Kopitiam Saga by Mojocat



KAN-CHEONG! Kopitiam Saga is a fast-paced, wacky game that celebrates “uniquely Singaporean” quirks and eccentricities centered around two kopitiams – Huat Huat Kopitiam and Raja Kaya Eating House set in the quaint Joo Chiat Area.

The game consists of several mini-games inspired by different scenarios in the kopitiam. A player can challenge up to three other players through a round of 3 mini-games each time. Through these challenges, the player vies to be the best in their selected neighborhood; and also contribute to their neighborhood’s effort in becoming the best or most “kan-cheong” in Singapore! Players can also form *kaki* groups with their friends to take on other *kaki* groups.

3 Trivia about the game

1. Every player will have their own pink IC to be a part of the Republic of KAN-CHEONG!
2. The game consists of 9 mini games which revolve around the kopitiam setting. For instance, one mini-game is “Auntie Lai Liao”, where players have to spot the parking attendant ‘auntie’ amidst the crowd and avoid getting fined by the summon “auntie”.
3. The game features a comic gallery that will tell the story of "cultural quirks" in Singapore. The series of comic will explain the idea behind each mini-game; and will also explore the cultural quirks through the eyes of a white expat character.

Company Profile

MOJOCAT Mojocat crafts games and applications to deliver playful and meaningful experiences.

They believe in the power of playful experiences in better educating, engaging and entertaining people.

Mojocat crafts products of their own, and also consults for clients in experience design and software development. The creations for their valued clients have been applied in primary/secondary education, and corporate training among others.

Founded in late 2011 by Joel Chua and Pham Tuan Minh, the team has been continuously honing their skills in design and software development on web and mobile platforms. They respect the dedication and meticulous effort of traditional craftsmen in bringing the best out of their products with their humble tools. The team seeks to emulate this spirit in the digital realm that they function.

Profile of Team Lead



“We want players to experience Singapore’s *Kopitiam* culture in a fun way. Our team hopes that this feature of unique traits and behavior of Singaporeans at the *Kopitiam* can remind us of our common bond, and strengthen our sense of belonging. The support from MDA made it possible for us to make this idea a reality, and allowed this game to be shared amongst our fellow countrymen and beyond.”

- Joel Chua, Producer & Lead Designer

Joel is the co-founder of Mojocat. He plays the Producer and Lead Designer role for this game. Joel delights in creating playful & meaningful experiences for people. He believes that “playful” and “fun” will become hygiene factors in the design of future products.

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Building The Lion by Swag Soft



Building the Lion is a multiplayer casual 3D board game suitable for all ages to play. Players take turns to travel around a 3D game board shaped after Singapore and look out for cards to collect. These cards showcase great Singapore food, notable Singaporeans, historical events, and even allow Players to build iconic Singapore buildings, HDB flats or set up their own food restaurants. The game also features various mini games reminiscent of the past, such as gasing, chapteh and longkang fish.

Presented in colourful 3D graphics, *Building the Lion* is a fun and engaging game every Singaporean should play to commemorate Singapore's 50th birthday.

3 Trivia about the game

1. Players can learn how Singapore progressed through the centuries and develop a better understanding of the key historical events that helped shape Singapore.
2. Players will discover and learn about our local delicacies, iconic buildings from the past and present, and the notable people who made Singapore what it is today.
3. Through building Singapore's iconic architectures and getting involved in the historical events, it is akin participating in the nation building process. Players will gain a deeper insight of Singapore's history and appreciate our country's heritage and icons better.

Company Profile



Swag Soft was first established in 2010 after Aldric Chang met his partner, Ngo Chee Yong through a project they were working on together in 2007. Eventually, the company grew from a two men duo to a nine member team. They first started out solely creating mobile apps before eventually expanding their scope to creating mobile games. Now, Swag Soft focuses on 3 core areas: Mobile Apps Development, Mobile Games Development and Augmented Reality Development.

Swag Soft has helped several companies and organisations such as Rediffusion, Toyota, Caltex, Mr. Bean, Essilor and even the Singapore Air Force to build both apps and games. They have also built augmented reality apps for companies like BMW and Absolut Vodka to thrill and excite their customers. Having worked on many different projects, Building The Lion is the first project they have worked on that is related to Singapore's National Day.

Profile of Team Lead



"In designing *Building the Lion*, we were mindful in creating a game that is both entertaining and educational. We want players to be able to have fun in creating their own unique version of Singapore island and at the same time, learn about the Singaporeans and events that built our nation. We want Singaporeans to celebrate SG50 with a game that brings them into the spirit of what makes our country special, and we are grateful to MDA and its partners for supporting us to realize our vision for this project."

- Aldric Chang, co-founder of Swag Soft

Aldric Chang - a creative entrepreneur with over 15 years of experience in the media industry - has headed and overseen the production of more than two hundred creative projects to date. He is the founder of both Swag Soft and Media Freaks – Swag Soft a mobile app and games development agency and Media Freaks an animation and digital marketing firm. In Swag Soft, besides business development and marketing efforts, Aldric is also the creative brain behind many in-house games and apps and leads the creative team in producing fun and innovative products.

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My Singapore City by Ixora Studios



My Singapore City! is a combination of a fast paced memory game and a city builder. Players can earn some of Singapore's most iconic landmarks in an action packed, tile matching, memory game. After which, they will choose exactly how and where each newly discovered landmark is built, in your very own Singapore City!

Players can help their Facebook Friends by visiting "their" Singapore Cities, or challenge them on the weekly leader board for uniquely Singaporean rewards! Travel through the great (and not so great) times, from our pre-colonial days, World War II, through to our independence and beyond! Learn more about our rich history and cultural heritage, told in the perspective of Singapore's famous, and lesser known, landmarks.

3 Trivia about the game

1. *My Singapore City!* features over 80 of Singapore's favourite iconic heritage sites and buildings.
2. Each landmark built will give the player a unique ability in the memory game component, allowing them to design their "Singapore City" to their own liking.

3. Players can keep a look out for Easter Eggs that the developers have planned for the game!

Company Profile



Ixora Studios was created in 2012 by three game enthusiasts. The co-founders started out creating Facebook games, but soon evolved Ixora Studios into a mobile games company. Three years and several game titles later, Ixora Studios has grown into an agile, like-minded, team working on both commissioned games and their own intellectual property. Recently launched titles include *wRite Formula* (commissioned by MOE) and *Battle Spheres*, which is in the midst of publishing.

Profile of Team Lead



“Thanks for giving us the chance to bring our fellow Singaporeans an exciting game experience, in which we discover, or re-discover, parts of our heritage. As players “unlock” and “build” different iconic landmarks from Singapore’s short but colourful history, we hope to deepen the emotional bond between players and this land they call home!”

- Gareth Yeo, co-founder of Ixora Studios

Gareth Yeo is one of the three co-founders of Ixora Studios, whose key role is to develop and manage the company’s game servers as well as take care of Ixora Studios’ corporate image. A proud alumnus of NUS’s School of Computing, he has always been passionate about games and is always ready to try out new and interesting ideas. His entrepreneurial experience comes from both his family background as well as NUS Overseas College’s Silicon Valley Programme.

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Rickshaw Rush by Mojo Forest



Players play as a rickshaw taxi driver and their goal is to ferry all the different characters to their destination. Players will find plenty of characters from all walks of life appearing in the stages of the game. Transporting on a rickshaw, players will be able to visit unique key landmarks and attractions. Players will also learn more about iconic personalities and how each of them plays a part in building the nation.

The game allows players to traverse through different parts of Singapore, ferrying passengers to their desired drop-off points. Players can move by using simple swipe gestures. Players have to ensure not to carry too many passengers at once to avoid angry customers who will leave without paying.

3 Trivia about the game

1. The game incorporates the Electronic Road Pricing (ERP) which players will encounter along the game.
2. Players will be able to collect iconic and unique characters along the way. Some of the characters included are Zubir Said, Sir Stamford Raffles and Tan Tock Seng.
3. The game also shines light on lesser known icons and landmark, which have contributed in building the nation such as the man who invented the merlion symbol.

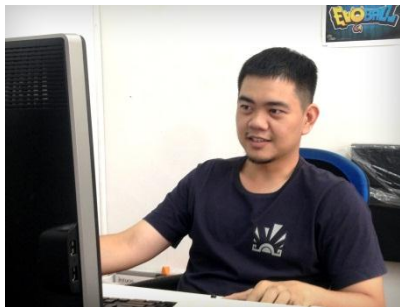
Company profile



Mojo Forest is an independent game studio founded on March 2011 by three friends who went to school together. Game development has always been an interest for the three founders before starting the company. Mojo Forest is a small tight-knitted team of like-minded individuals with similar endeavours and a collective passion to create fun and addictive games.

During its first year of running, Mojo Forest developed *Them Pigeons!*, *Clink HD*, *Gorilla Frenzy* and *2Fuse*. Mojo Forest has won two awards for its game *2Fuse*, which are Top 10 Award for Casual Connect's Indie Prize Award and Apple's App Store Best of 2013 under Indie Games in the Philippines. *2Fuse* proved to be a hit and paved the way for Mojo Forest to work with several publishers to release more titles such as *Magic Temple* and *Doki Stars*.

Profile of Team Lead



"We'd like to thank the Media Development Authority for giving us the opportunity to work on such a meaningful project to celebrate the Singapore identity. We sincerely hope that while playing the game as a rickshaw man, fellow Singaporeans would discover more about individuals who contributed to our country in different ways. The path to 50 years is not an easy one, but we've made it!"

- Morby Lin, Creative Director of Mojo Forest

Morby Lin is a founding member and creative director of Mojo Forest Game Studios and has been in the mobile games development industry for the past decade. Morby has always been passionate about bringing joy to people through meaningful ideas and illustrations.

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Satay Club by Afzainizam Zahari



Satay Club brings players back to 1940s-1960s in Singapore. The player is tasked to help Adi who has come to Singapore all the way from Java. Adi came straight after he received a letter from his cousin promising him of a lucrative business venture. Upon meeting his cousin, he was disappointed to learn that he was to help sell satay at Beach Road. The stall mimics the famous Satay Club located at Beach Road, which was very popular in Singapore back in the 1940s.

The player will have to help Adi make the best of his situation and grow this business into a very lucrative one. Prepare, grill and serve plates of satay to various types of customers that come by the stall. These customers are mostly film-goers from the nearby New Alhambra Theatre at Beach Road. Cook delicious satay and serve customers promptly to keep them happy. Help Adi make Satay Club well-known to pull in crowds from all over Singapore and beyond.

3 Trivia about the game

1. The artwork of the game is intentionally done in pixel art to mimic video games in the 1980s to enhance the “retro feel” of the game.
2. The game hopes to evoke a certain sense of nostalgia of a time in Singapore before video games ever existed.
3. The game also features interesting Singaporean characters who were popular in the 1940s-1960s, among which is the famous late artiste P. Ramlee.

Profile of game developer



“Most players do not know much about Singapore’s recent history before and right after independence; apart from the rare occasion that they happen to glance through old photographs of people, places and buildings most of which no longer exist. Satay Club seeks to recreate and reimagine these places and events in that era and enable players to indulge in activities (in this case grilling and serving satay) of those people and share in their feelings of hope and aspiration of a better life for themselves and the future generations of Singaporeans.”

- Afzainizam Zahari, creator of *Satay Club*

Afzainizam Zahari is an independent computer game programmer and designer. He is known for creating the game *Kopi Tiam* which was released in 2012 and received a warm response from players in Singapore, Malaysia, Indonesia and Brunei. The game is still well loved by players young and old.

Prior to his venture into games, he was a school teacher in Singapore and Japan. His interest in science, art, history and programming made him decide to strike out on his own and take the road less travelled. He now creates something worthwhile that is enjoyed by many people around the world.

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