



Français au verso

## GAMIFYING THE FINANCIAL SECTOR

### OVERVIEW

By Mark Sibthorpe and Radha-Prema McAllister

**What?** A programming challenge to create games simulating competition in the financial service industry

**When?** International Games day at your Library: November 20 & 21, 2015

**Where?** Pointe-Claire public library

**Who?** Offered for Pointe-Claire library members aged 12 to 17

**How?** Pointe-Claire library's Game Developers' Club, Fierce Tartan, in collaboration with BankNews.TV and various business partners, will organize a programming challenge using BankNews.TV's application programming interface (API), as well as free and facultative APIs to form the basis of a developer toolkit.

**Why?** Motivating youth to acquire and apply programming skills they can use in the future in a variety of business sectors makes the gamification process worthwhile, not just a hobby to pass the time.

## INTRODUCTION

Mark Sibthorpe, a publisher and entrepreneur working in the financial service industry, would like to offer youth in Pointe-Claire the opportunity to participate in a gamification event November 20 & 21 in conjunction with International Games Day (IGD) 2015.<sup>1</sup>

For those who wonder what exactly International Games Day @ Your Library is - it is a chance to celebrate games, libraries and communities around the world.

Last year was very successful with over 1,200 libraries and 61,494 individuals, from around the world participating. IGD organizers are striving for even an even better year in 2015!

Mark Sibthorpe would like to bring his own special twist to the International Games Day event. This will not only encourage youth to play games, but, more importantly, will encourage them to use their interest in games to grow their programming skills.

## GAME DEVELOPERS' CLUB

Pointe-Claire public library has piloted a game developers' club facilitated by Mark Sibthorpe. The club has been active for the fall 2014 and winter 2015 library activity sessions and participants were and continue to be extremely satisfied with what the club has to offer.

## A PERFECT MATCH

Based on the experience participants have gained from the Game Developers' Club, and considering the opportunity presented by International Games Day this coming November, it was decided that we would like to match the two in order to support continued learning for our community's youth as well as gain more exposure for the concept of gamification.

"Game researchers Sebastien Deterding, Dan Dixon, Rilla Khaled, and Lennart Nacke describe 'gamification' as the 'idea of using game design elements in non-game contexts to motivate and increase user activity and retention.'" (Martens, Marianne. "Reading and 'Gamification.'" *Children & Libraries: the journal of the Association for Library Service to Children* 12, no. 4 (2014): 20.

## THE CODING CHALLENGE

Mark Sibthorpe will provide a game developers' package for participants who want to be truly challenged in building a game.

### Examples of similar events

The reason we reference these other events is because they are indicative of the direction industry is going. Competing globally requires skilled people, and giving youth programming skills they can use in the future makes the gamification worthwhile; not just something to pass the time



Wells Fargo has unveiled the three early-stage companies that have battled through a crowd of nearly 300 applicants to make it to the spring class of its start-up accelerator programme.

### Apps for Development

The World Bank launched its Open Data Initiative in April, 2010. This initiative made an array of data sets, including the World Development Indicators, Africa Development Indicators, and Millennium Development Goal Indicators – free for all. The Apps for Development Competition aims to bring together the best ideas from both the software developer and the development practitioner communities to create innovative apps using World Bank data.



HACKING FINANCE TECH @ is a fintech hackathon where programmers, designers and business people will be brought together to brainstorm and create software for fields such as retail banking, capital markets, payments and big data and will have access to the Open Bank Project API, as well other APIs, to bring their solutions to life.



The Leumi Hackathon is organised by Bank Leumi in partnership with Salesforce. Two days to build apps on the theme: "Inventing the bank of tomorrow." **A 36 hour straight marathon of code to build apps inventing the bank of tomorrow. NIS 145 000 cash prizes and more to win.**



Prizes: \$50 K  
Theme: how can data visualization empower consumers around money?

<sup>2</sup> <http://igd.ala.org/>

The game will offer the same appealing characteristics popular games have, but will have a real-world application, specifically in the financial services industry.

Mark Sibthorpe's company, BankNews.TV, will provide all of the required components, a "sandbox," that will make it possible for beginner and intermediate programmers to actually gamify financial applications and get results. The formula that will be used is based on financial industry standards.

## ELIGIBILITY

Pointe-Claire public library members aged 12 to 17 who have some experience in coding may enter the challenge.

Library membership is free for Pointe-Claire residents.

**Non-residents must be members of the Library and register in person at the Central Library.**

Teens attending high school in Pointe-Claire are eligible for free membership.

## HOW TO ENTER

**Library members residing in Pointe-Claire must register online.**

**Online registration:** Participants must have a Pointe-Claire client ID (LUDIK number) and make sure, before registration, that their phone number matches the phone number in our files. Go to [ludik.pointe-claire.ca](http://ludik.pointe-claire.ca) or follow the link for online registration on the City of Pointe-Claire website.

Once participants have registered with the library, they must complete their registration on [banknews.challengepost.com](http://banknews.challengepost.com).

**Registration must be complete prior to November 20, 2015.**

## SCHOOL PARTNERSHIPS

Schools looking to participate in this project can sign up via the online registration

Benefits to schools are as follows:

- Offers students and opportunity to learn coding in a safe supervised environment;
- Geared to each student's abilities;
- 5 pre-event sessions geared to prepare students for the challenge.

School and individual signup: [www.banknews.tv/signup.html](http://www.banknews.tv/signup.html)

### Contact details

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<http://biblio.pointe-claire.ca/>