

Concept Abstract

Submit the one-page abstract with your concept video. Abstract submission is required before concepts are posted online.

In a few words, describe the general idea of your concept (game/social media/signs/book, etc.)

We've developed a prototype for a board game, called Mine Dash. In the game, players will learn the importance of mining in their lives, as well as highlight several mines around the world by matching the elements produced from those mines to the technologies that rely on those elements.

In a brief paragraph, describe your concept and how it will change the public's perception of mining.

Mine Dash will feature artwork and facts highlighting different mining methods, global mines, and technologies dependent on mining. But that is just the beginning. Many of today's popular board games use mining as a central mechanism. For example Catan, the top selling game since 1995, has mining of brick and ore. We could encourage mining board game play in schools, at conferences, and at work team-building functions. However, most of the games with mining themes only focus on the limited resource mechanic, but there are many interesting challenges in each part of the mining cycle that could make for fun board game designs.

In a few words, describe your intended audience.

The intended audience for the game is schools and families. Mine Dash is a Candyland-style race to the finish, but with objective points scored for matching mined resources to the technologies that require them.

How far reaching do you envision your concept, that is, how many people and at what age ranges do you think your concept will reach?

The game is based on our "Move Mining" featured book series "The Mineral Maniacs and the Magic Hardhat". The target age range for Mine Dash is the same as The Mineral Maniacs of roughly 8-12 years old or 3rd-5th grade. We are focusing on this age group because it is the primary levels that kids learn about the Rock Cycle and the use of scarce resources in many-used school curriculums. Board games, however, reach all ages. It remains one of the few activities that are truly inter-generational. We've got more ideas for other board game designs with mining themes targeting broader age groups, if this first concept proves to be successful.

Please show a general breakdown and total projected cost of your project, if it were to be noticed or sponsored.

Estimated total project budget: US\$20,000

Play testing events: US\$250 (Each prototype game costs about \$50)

Professional Artwork: US\$1,500

Marketing: US\$250

Estimated Cost of Manufacturing Run of 1,500 games: US\$18,000 (could be raised via Kickstarter, with more marketing costs)

Briefly please include any additional information you would like judges to know about your concept.

Board games are a booming trend, involving inter-generational players. Board game conventions are massively attended events around the globe. Gen Con, the largest in North America, had over 60,000 people in attendance at their annual four-day show in Indianapolis in August. Tabletop games are a billion dollar industry, and the mining industry could promote the creation of exciting games with mining themes that could greatly improve the perception of our industry. Stay tuned for updates on the development of our Mine Dash game at www.TheMineralManiacs.com and on our social media pages.
