

# The Lamb of Wall Street



Mobile Game Developed by  
CorpOnline Team

<http://www.corponline.org/>

# The Problem

## Irrational Exuberance

Investment options are wider, more complicated, and global.

Unfortunately, they don't teach securities in Home Ec.

Electronic trading allows the most unsophisticated trader  
market entry.

Where can young people learn to invest...

...without investing...

...without risk...

...and still have fun?



# The Answer



**The Lamb  
of  
Wall Street**

# The Story of a Little Lamb

Mary had a little lamb who... cut out of that small, farming town and moved to New York City.

She wanted what all lambs want: a golden fleece.

The first character she met was an old Wolf.

She followed him to work one day...



The Wolf trained new hires in his way “right off the farm”, so to speak. He gave her a job, daily tasks, and the skills to buy and sell. Over time, she learned the tricks, trounced the other farm animals, and found her true calling. She became....

# Characters

Danny Day was once a casual day trader who bought and sold stocks at home. At long last he finally decided to step out and get into an office. With his day trading experience, he starts his Wall Street adventure at Wolf Securities.



Sally is an outgoing peppy girl who seems to love trying new things. After seeing her friends getting into stocks, she decides to have a go at Wall Street. She applies to Wolf Securities and has no idea what to expect!

# Characters

Starting as a little fish in the sea, the Shark eventually grew a bigger appetite and decided to have a bigger bite out of the world. Desperately wanting to sink his teeth into a satisfying career, the Shark targets Wall Street! He starts his grand feast at Wolf Securities.



A quiet girl who studied hard, Patty chose working hard over having a social life. After Patty heard that Wall Street was an ideal place for hard workers with no time for friends, she did her research and decided to have a go at Wall Street through Wolf Securities.

# Characters

Born from a rich family background, the Prince had been exposed to a lifetime of family riches, that is, until his father lost his family fortune at an unfortunate downturn. The Prince decides he won't make the same mistake that his father had made and decides to build his fortune at Wall Street. The Prince decides to start at Wolf Securities.



# The Lamb of Wall Street

Mobile Game to teach buying and selling using:

- ❖ Colorful Cartoon graphics
- ❖ Familiar Game Play
- ❖ Real Terminologies
- ❖ Real Companies
- ❖ Real-Time Stock Prices
- ❖ Tangible Rewards
- ❖ Social Media



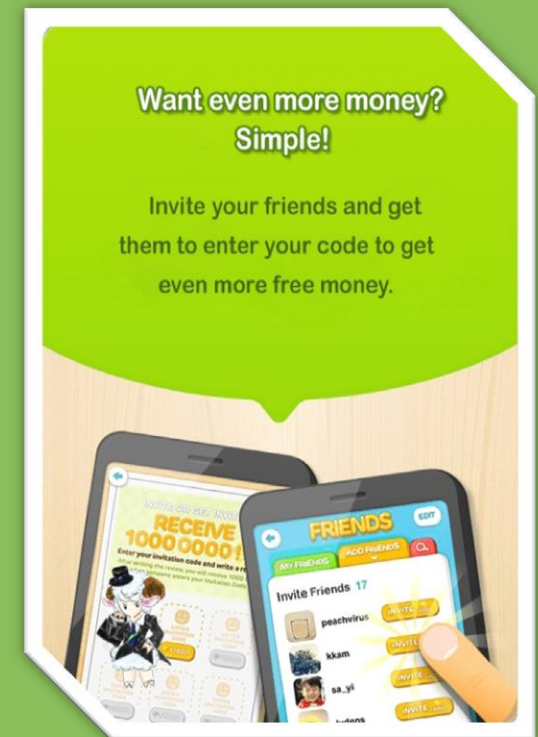
# Why Social Media?

## 62% of Gamers Play with Others

Tied to WeChat, Facebook, Line

Some tasks involve “selling” your friends to download the app, with in game rewards.

Become a “broker” and tell your friends what stocks they should be buying with a sharable performance chart.



# Game Play

- ❖ Choose one of the characters or customize
- ❖ Complete tasks to earn in-game money
  - Tasks might include cold calling, researching stocks, meeting clients, checking emails, or reading the news
  - Simplified for short attention spans
  - Each task is completed by touch screen usage
- ❖ Change in-game money and spend that money on stocks
- ❖ Accumulate in-game money to get a promotion
- ❖ Buy and sell stocks to make a profit
- ❖ Use profits to enjoy a Wall Street life



# Game Features

## Portfolio map

- ✓ It's me, the Shark! Here's a little tip:
- ✓ When you purchase stocks of a particular company, you will own a building in your portfolio.
- ✓ The more stocks you purchase from a particular company, the taller that building gets!



# Game Features

## Opportunity Card

- ✓ Hello, I'm Patient Patty. Glad to make your acquaintance.
- ✓ Opportunity cards will change your gameplay experience in both positive and negative ways.
- ✓ Positive Cards: Give you money, chances to get free stocks.
- ✓ Negative: You lose money, you lose stocks.



# Game Features

## Reward difference

- ✓ Hey there! I'm Sally! Nice to meet you!
- ✓ For every character, there will be different separate rewards for each character!
- ✓ For example, since I'm so sociable, I'll achieve better rewards at social events!



# Game Appearance



Welcome to the  
Lamb of the Wall Street,  
the Cool Investment World!

Hello, new friend!  
You just got a job with  
Wolf Securities.



# Game Appearance

Start by choosing your VERY OWN avatar!



Get to know the back stories of  
the avatars!  
Select your favorite one!

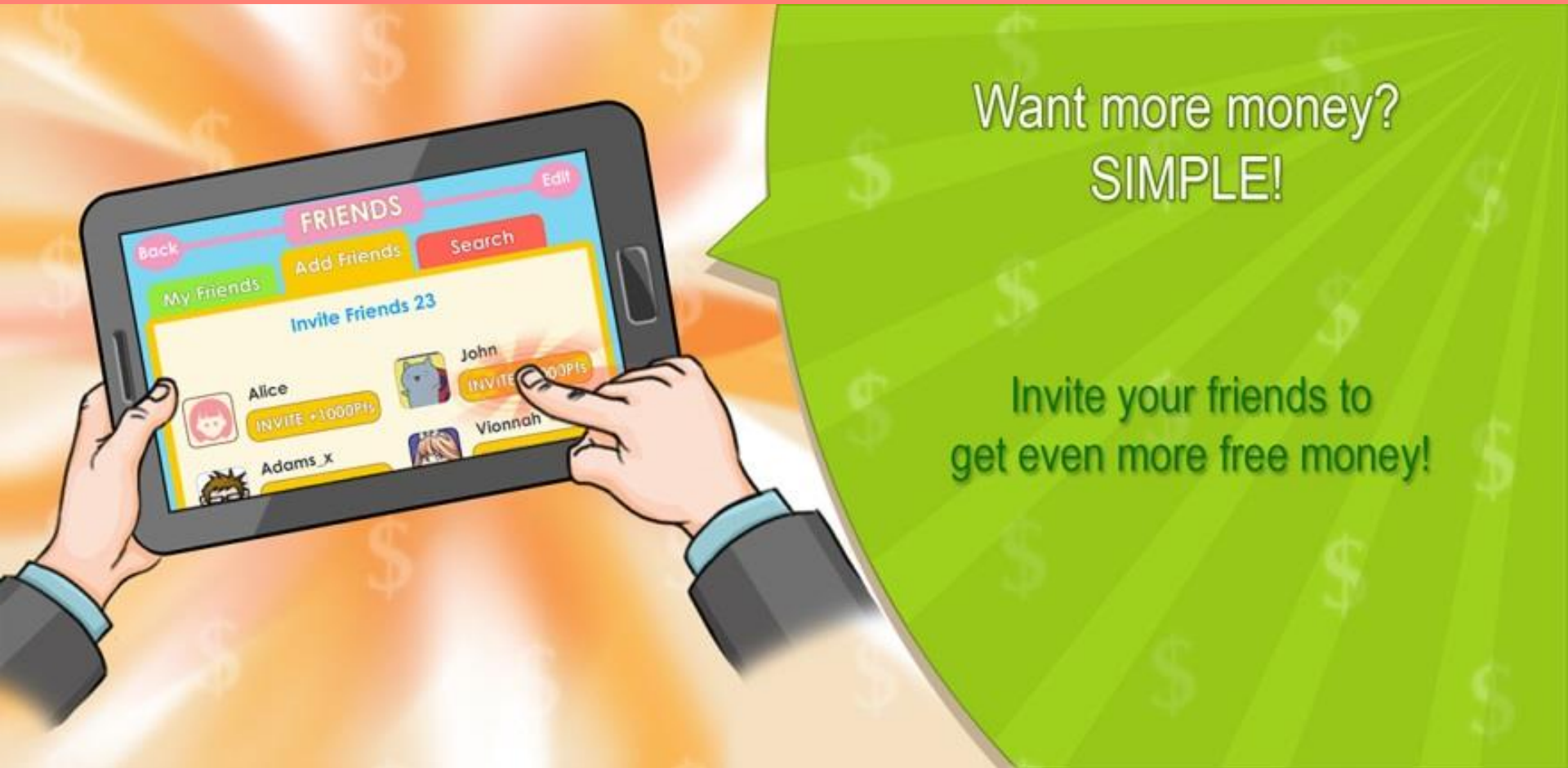
# Game Appearance

Complete tasks to EARN MONEY!

Cold calls, news reading,  
stock screening & research, and  
meeting clients to get your paycheck!



# Game Appearance



Want more money?  
SIMPLE!

Invite your friends to  
get even more free money!

# Game Appearance

Make NEW FRIENDS and communicate with them!

Share your portfolios and statistics with friends and see how well they are doing.



# Media Attention

## ❖ Social Networking

- ❖ The Lamb of Wall Street can be publicized through blogs, emails, and other social networking sites. There is already a Facebook page for the game as well.
- ❖ Players can post their personal experiences with the game
- ❖ Game enthusiasts can post their input onto forum sites for publicity



# Monetization

It's a free app? How can you make money?

- ❖ Corporate sponsorship
  - To build brand recognition and brand value
  - Existing customer base of over 1000 sponsoring companies
  - Will eventually translate into actual stock purchases
- ❖ Report Placement
  - Tasks will include reading reports. Companies pay to be featured.
- ❖ Advertising
  - Purchased stock allows corporations branding and in-game advertising
  - Transition screen advertising of other games, products
- ❖ In-Game Purchase
  - Daily accessories, outfits, office upgrades, etc. purchased with real money.



# Mitigating Risk

## Risks

- ❖ Getting lost in a sea of apps – currently one million

## Risk Mitigation

- ❖ Similarities to proven games: Sim City, Pet Society, Line Play, and The Simpsons Tapped Out
- ❖ Only game to use real time stocks
- ❖ Media attention expected
- ❖ Dual Language Release – English, Chinese



# Team

- ✓ Our very own “Patient Patty”
- ✓ Hardworking and diligent
- ✓ Collected Wall Street background content provided in the game



Xuan Luo

- ✓ “The Little Prince”
- ✓ Smart, Focused, Writer
- ✓ Creator of the witty character dialogues
- ✓ Opportunity Card Making Machine
- ✓ Creative contributor



Shao Bo Fang

- ✓ Social butterfly
- ✓ Our very own “Sally”
- ✓ The project manager of the game
- ✓ His tastes give a big contribution



Liang Li

- ✓ Our very own Lamb of the company
- ✓ Task completing master
- ✓ Main contributor
- ✓ For anything that needs completion, she will be there



Xiaochen Gao

# Team

- ✓ (CEO) Our Gentle Lady Wolf
- ✓ Managing Director of Dragon Gate Investment Partners
- ✓ The Chief Creator of the Lamb of Wall Street



Lijie Zhu

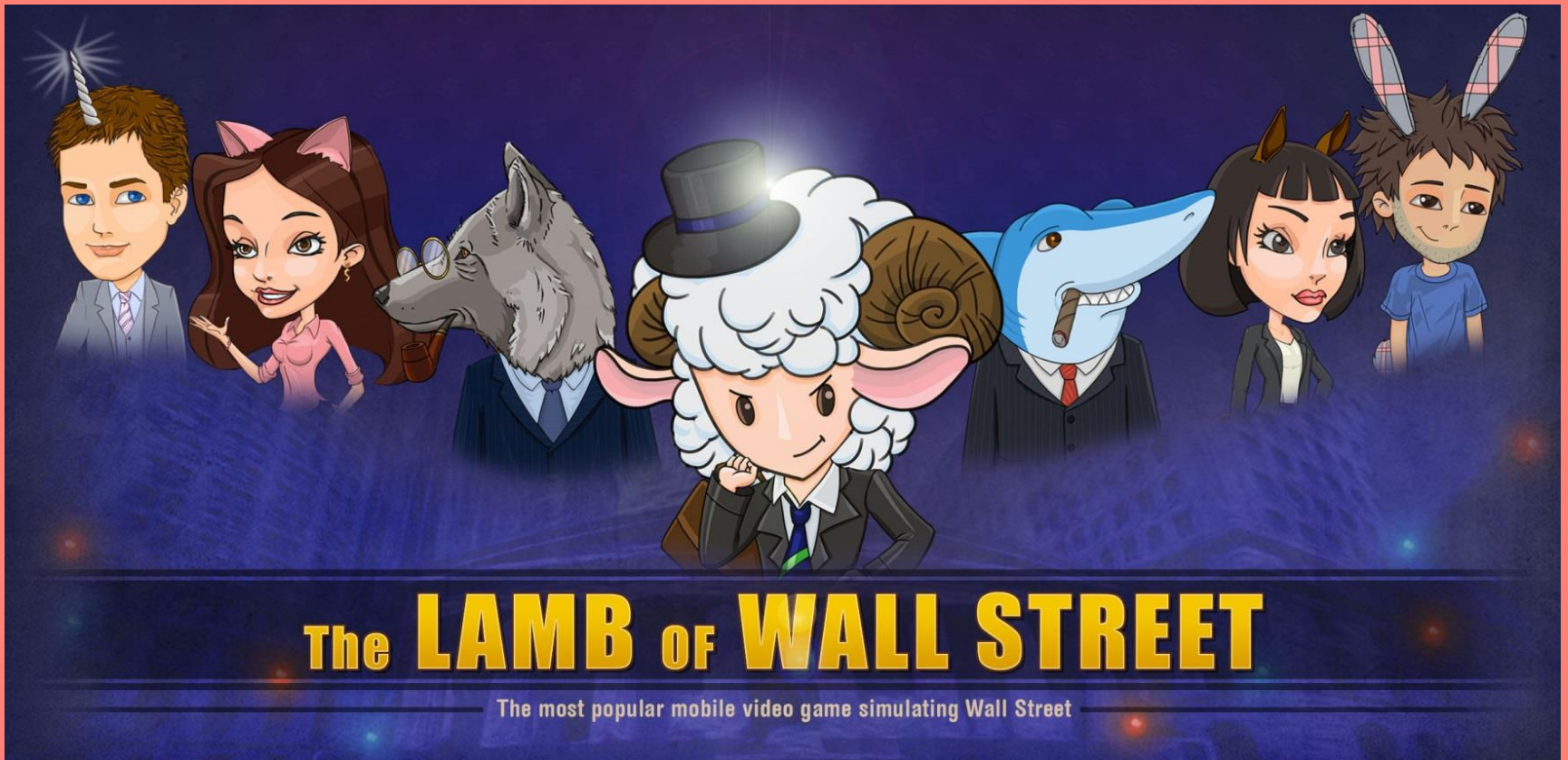


- ✓ Middle Aged Mr. Shark, a great big fish in the ocean
- ✓ Game Script Writer
- ✓ Financial Journal Contributor
- ✓ Game Story Writer



Seth Scott

# The Lamb of Wall Street



Thank You!