

GAMIFICATION

Gamification is a progressive methodology that enhances engagement that encourages sustained behavior. It increases user engagement across an array of workplaces/businesses and platforms. Gamification uses the elements that makes games fun and irresistible and applies these elements in a measurable way into non-game contexts like the Wealth Migrate platform and the WealthE™ Coin.

Why is Wealth Migrate using it?

As part of the Wealth Migrate platform strategy we know that the more we engage our community members within our online platform – the quicker our members will improve its investment skills and knowledge that will enable them to continue experience success and build wealth. This will also enable our community members to effectively outreach to the whole world.

How is Wealth Migrate going to do this?

Wealth Migrate is building an exciting engagement and behavior tracking initiative using Gamification. With members' permissions, Wealth Migrate will engage its members through the use of gamification elements and will track each member's user experience, and then use the intelligence of the Wealth Migrate platform to help its members to better understand:

- a. **Member Strengths:** and where each member can best utilise these strengths in becoming a stronger investor;
- b. **Member Areas for Growth:** and how each member can improve.

Wealth Migrate's gamification advisors have successfully applied Gamification across many projects in different industries and are helping the company with its platform gamification implementation. Wealth Migrate has realized, before many others, that Gamification is strategic and will help significantly increase the use of the Wealth Platform and significantly increase the value of the WealthE™ Coin.

Wealth Migrate has partnered with Darren Van Den berg to help with the strategy of gamification. See Darryn's biography below.

Biography of Darryn Van Den berg

Darryn is the Visionary MD of Passion4Performance Group and Chief Play Maker of Gamification Crafters Guild. He has been pioneering alternative learning and development solutions for over 17 years – developing solid Return on Investment methodologies and disrupting the current learning landscapes. He lives his brand of passion and thrives on innovating and effecting positive change in both business and personal life.

Darryn is regarded as a thought leader in Assessment and recognition of prior learning and a local maverick in Gamification. ([Darryn TedTalk](#)) He specialises in building and applying frameworks that help to demystify the 'grey' in complex systems – to maximum user

engagement and sustainable solutions. And through creativity, fun and focus continues to grow his portfolio of successful projects and happy clients.

Darryn continues to seek innovative ways ([Entrepreneur Interview](#)) redefine complicated processes and initiatives to help people to enjoy what they do – and ultimately convert productivity to business results. He uses the power of technology, augmented reality and progressive systems to enable his ideas.

Darryn has built his name on the conference circuit in #Gamification ([CNBC AFRICA](#)) and Learning and Development, contributed to the book “Accelerated Learning” with Debbie Craig, and is pioneering online assessment in recognition of prior learning for Africa.

BRANDS:

Vodacom, Rosebank college, Smarklink ICT, SABC, Sententia Gamification, Vonrick Digital, Capitec bank, FNB, EntrepreNOW!, SAAB, CNBC, Masethuthuka Holdings, Emergence Learning Academy, UFS, NWU Mafikeng.