Monkey See Monkey Do: Virtual Reality Education is nearly here. Get on board!

Canada Victoria, Canada

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Year Founded: 2014
Organization type: hybrid
Project Stage: Idea
Budget: $100,000 - $250,000

- Design
- Education
- Income generation
- Play

Project Summary

Elevator Pitch

Concise Summary: Help us pitch this solution! Provide an explanation within 3-4 short sentences.

Kids love games, currently it is mainly gaming consoles. New consoles are about to arrive that are Virtual Reality. Virtual Reality based console games for these systems have incredible potential for education. Immersion, perspective and experience/practice are available in a way like never before.

About Project

Problem: What problem is this project trying to address?

The world is changing quickly, in fact its changing at an accelerating rate. Education systems are challenged at keeping programs relevant. Kids are more interested in play than learning. Hobbies typically include electronic devices such as gaming consoles. No games for these consoles are based on teaching.

Solution: What is the proposed solution? Please be specific!

Develop games for upcoming consoles that are based mainly on Education rather than entertainment. Since humans learn by observation, imitation and trial (feedback) the new virtual reality systems offer an unprecedented opportunity. Structuring some new console "games" around education would be like giving future kids a learning environment similar to "The matrix". Immersion in environments ideally suited for learning has near unlimited potential. A child roaming the streets of virtual Paris has a better chance of learning french. Studying the solar system from a virtual spaceship, studying plants from the virtual perspective of a bee. The possibilities are endless. It is the future, do you see it?

Impact: How does it Work

Example: Walk us through a specific example(s) of how this solution makes a difference; include its primary activities.

You are a kid. You put on your new VR helmet/goggles. You boot up a new "game". Its called Monkey See Monkey Do. You enter your age and
choose one of the learning environments. The various environments can be based on current education curriculum. The "game" immerses you into a unique perspective of the subject matter, making it more tangible, visual and simpler to dissect. Scale of environment can be changed an example would be to travel through the human body as a cell. (biology) stacking bricks into pyramids (math), History, Language, navigation and interaction in immerse environments. for parents its Magic school bus meets the matrix. for gamers Instead of EA SPORTS think EA Education. (EA is electronics arts, a game company)

**Impact: What is the impact of the work to date? Also describe the projected future impact for the coming years.**

So far The work to date has been theoretical. Sketches on paper of a few teaching programs for VR. The future projected impact is challenging to define. The results of exposure to learning environments during the learning process has not been sampled to date. This program can be applied at school as well. One day each student will be in VR with the teacher, and by then this concept will be more commonly practiced. So being at the forefront of this technology comes with uncertainty and risk. Current revenues driven by gaming encourages the attempt to steer some games towards education, especially with the upcoming Virtual Reality systems. Companies maximizing the potential of VR systems are viable. The profits generated from gaming systems is globally measured: In 2011, video and computer game spending in the United States amounted to 16.6 billion U.S. dollars BILLION with a B

**Spread Strategies: Moving forward, what are the main strategies for scaling impact?**

Moving forward, many competitors will duplicate the style. In fact it is in development somewhere I bet. Increasing projects of this time will have a lasting long term impact on skill sets and experience. One day, logged Virtual experience at a task will count towards experience on a resume. Practicing tasks in virtual reality is currently employed by military with quite a bit of success. 5-10 years from now, learning new skills could take a third the time and half the effort and be fun in the process. This will change the world.

**Financial Sustainability Plan: What is this solution’s plan to ensure financial sustainability?**

The financial sustainability plan is to secure resources to develop the first in a series of games for virtual reality consoles that are focused on education. The sale of the games to parents and possibly teachers would generate its own income, and would require investment only in the developmental stages.

**Marketplace: Who else is addressing the problem outlined here? How does the proposed project differ from these approaches?**

There are a large collection of games based on learning, even a few console games. Nothing as yet within the VR system. What differs from competitors is an early adoption of VR systems for use in education. A firm grasp of the visual learning system enables this program to best maximize the use of the upcoming systems. Learning through immersion and observation is the primary method of learning in primates, this is currently not exploited yet, since Virtual Reality systems were not available yet.

**Founding Story**

I’m an innovator, who loves to learn. I also play console games. Anxiously anticipating the new consoles based on virtual reality I can foresee a future where the system is used to practice and learn in a fun new way. Current examples are only available in movies such as the matrix and are not really developed examples. This is the future of gaming, play and learning. since it offers new opportunities.

**Team**

The current team has two part-time members: An Innovator with a degree in communications. Writer, Industrial Designer. A big kid himself. Who embraces play, creativity and fun and understands learning mechanisms. Second team member A video game designer and game programmer. Experienced game tester Future members of team Social Media Director, a software developer, Brand Manager, legal representation.

**About You**

Organization:
freelance

- **First Name**
  Jason
- **Last Name**
  MacNaughton
- **Twitter URL**
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  http://www.facebook.com/jason.macnaughton.3

**About Your Project**

Organization Name
freelance

How long has your organization been operating?
Project
Organization Country
, BC, Victoria

Country where this project is creating social impact
What awards or honors has the project received?
Funding: How is your project financial supported?
Businesses, Other.

Supplemental
Awards
Primary Target Age Group
3 - 5, 6 - 12, 13 - 17.

Your role in Education
Other.

Please specify which of the following best applies:
Other.

The type of school(s) your solution is affiliated with (if applicable)
None.

Intervention Focus
Extracurricular, Professional Development, Online Learning, Products or Services, Financing, other.

Does your project utilize any of the innovative design principles below?
Actively Designing Space & Culture as Essential Elements for Learning: Creating cost-effective methods to infuse a school with habits, language, and materials needed for learning through play.

Is your project targeted at solving any of the following key barriers?
Trapped Between Competing Pressures: Educators face a lack of capacity to re-imagine and restructure educational settings.

Need
Offer
What key learning outcomes does your work seek to improve?
Learning outcomes would be to accelerate the learning processes. Through observation, practice immersion and perspective. Feedback mechanisms, trial and error.
The goal would be to promote education "within" games, using the latest gaming consoles: virtual reality

Secondary Form

PROGRAM DESIGN CLARITY: We are hungry to know more about what exactly your model consists of. Please succinctly list a) what main activities are you doing with your beneficiaries, b) where you carry out the activities? c) how often? d) for how many hours? e) who delivers the services? and f) any other brief details
INSPIRATION: What do you consider the most important trends or evidence that inspire you to believe the world is ready to Re-imagine Learning? Please elaborate.
LEARNING THROUGH PLAY: What does “learning through play” mean to you and why it is a must-have, instead of a nice to have?
SUSTAINABILITY: Please list a quick breakdown of your funding, indicating the percentage that comes from each source.
MODEL: How does your mission relate to your business model (i.e. Non-profit, for-profit or hybrid)?
FUNDING PRIORITIES: If your organization were given $20K in unrestricted funding today, how would you use it? Why?
PARTNERSHIPS: Tell us about your partnerships that enhance your approach.
COLLABORATIONS: Have you considered or initiated partnerships with any of the other Challenge Pacesetters? If so, please share.
VISION: If you had unlimited funding, and you could fast forward 15 years to when your program has been able to achieve wild success - what will it have achieved?
IMPACT - KEY METRICS: Please list the key data points that you would cite as evidence that you are able to achieve lasting learning outcomes. Please also share one data point for which you most hope to see better results over time
IMPACT - REPORTING SAMPLE: Please attach any examples of your impact reporting. [optional]:
RESEARCH AND EVIDENCE: Please link or attach any research or evidence resource you are open to sharing more widely [optional]. Building research and evidence is a key aim of this initiative, and the resources you share may be chosen for listing in the Center for Education Innovations library:
SOURCE: If applicable - who created the research or evidence you are choosing to share? :
IMPACT - REACH: How many people did your project directly engage in programmatic activities in the last year?

STUDY: Has an external evaluation or study been conducted of your organization?
Other (please specify)
Number of Employees:

Number of Volunteers:

APPROACHES: Given the complexity of play, it is not surprising that there have been numerous research attempts to categorize the different types and approaches! Please indicate which of the following your project focuses on.

Other (please specify)

AFFILIATION: Please specify if your organization has any existing affiliations with the LEGO Group.

Source URL: https://www.changemakers.com/aprenderbrincando/entries/monkey-see-monkey-do