GameLayers
Justin Hall
Chief Executive Officer

• Education: B.A. Swarthmore College, M.A. USC

• Director, Evangelist, Editor at Internet Startups:
  • HotWired, electric minds, ZDTV, gamers.com

• Japan: covering mobile entertainment

• NYTimes: “Founding Father of Personal Blogging”
Chief Creative Officer

• Education: B.A. USC

• Bad Robot Productions

• Presented at Social Computing Symposium, ETech, SXSW

• Featured in March 2008 Wired Digital as an up and coming game designer
the passively multiplayer online game

JAH: we're building PMOG – what we call a "passively multiplayer online game"
PMOG is:
an MMO you play simply by surfing the web

JAH: PMOG is an MMO you play simply by surfing the web
PMOG is:

muş a game in a Firefox toolbar
PMOG is: 

Google

player-created game events embedded on URLs

©2008 Google

JAH: players leave game events for other players
here is a crate the player can discover and open on google.
PMOG is:

Wired Magazine, March 2008

TechCrunch, February 2008

Play A Multiplayer Online Game While Surfing The Web: PMOG

JAH: play on the internet - a fundamental shift in perceiving the internet

PMOG is a playful, social transformation of the internet.
PMOG is:

- an MMO you play simply by surfing the web
- a game world viewable through a Firefox toolbar
- player-created game events embedded on URLs
- a playful, social transformation of the internet

JAH: PMOG is an important confluence of circumstances creating a new type of game, a new way to see and share the internet making the internet multiplayer.
JAH: PMOG was built by GameLayers, a company based in the Bay Area.
JAH: in a closed private beta now
signups went from from 4000 to 19,500 in six weeks since early february
how we plan to grow:
people use PMOG to lay claim to the web, and then tell their friends. that's contagious.
a tight relationship with Mozilla, aiming for recommended add-ons
at least 3k signups a day and more if we can scratch the games & entertainment itch for FF users

playing Pmog, deployed a crate of goodies on orbitingstudio.com but you have to play Pmog to see it!
03:28 PM March 10, 2008 from web
we want a Series A partner who will help us grow PMOG to be the first big MMO in the browser. and then help us find the business models and partners for our framework and our data.
the passively multiplayer online game
JAH: our firefox extension gives you a game toolbar
earn currency as you surf
JAH: watch your level go up
M: use PMOG tools to playfully annotate sites
M: PMOG events appear on sites as you surf
created by other players
only see PMOG content if you have our extension installed
M: leave a mine for your friend on their photos on flickr
tell a story
M: discover a crate full of datapoints on a weblog
tell a story
Missions
To sit and rot? Or to live, and fly again!

Generate Your Own Mission!

Top-Rated Missions

A True Wikipedian by wired
Created about 1 month ago
619 players have taken this mission

A more realistic start at PMOG by gmpfree
Created 19 days ago
550 players have taken this mission

M: take a user generated mission, guided paths through the web
Mission: NCLB: The Politics of Education in the USA
created by vivaciouswoman, 4 days ago.

Edit Mission

Mission Description
Part of a planned series of (what I hope will be) informative missions about the state of Education in the United States. Unbiased? No. Informed? Yes. As you'll see from the last stop, I have a professional stake in what is happening. I'll try to take you to a wide variety of locations and provide some semblance of balance. Enjoy!

Made a favorite 5 times
This mission is already in your favorites...

Mission Lightposts
Since you've taken this mission, you are able to see the lightposts that formed it!

You have already taken this mission. Taking it again will not earn you any further rewards.

M: start the mission "No Child Left Behind"
M: visit destinations on a guided tour created by another player
M: after at least four URLs complete the mission
Who Is No Child Left Behind Leaving Behind?

Posted on: Friday, 15 February 2008, 02:00 CST

By Smyth, Thoconi Scoubis

Abstract: More than six years after the election of our current president, the nation is analyzing the effects of the No Child Left Behind (NCLB) federal legislation. Educators are discovering that the plan is flawed, developmentally inappropriate, ill-funded, and leaves too many students, teachers, and schools behind than ever before. In this article, the author offers a brief history of educational legislation and delves into the debate of testing and accountability. The article analyzes the side effects of NCLB, specifically students from low socioeconomic backgrounds, minorities, students with special needs, and second-language learners. Keywords: assessment, No Child Left Behind, policy, public school

Every four years, presidential hopefuls stand on their soapboxes and profess to cure the world’s ills. Apparently, U.S. presidential candidates can cut taxes, create world peace, rid our streets of crime, and of course, fairly educate every child in America in the short years. One presidential hopeful claimed that he would develop the most influential education plan in our nation’s history. However, guaranteed every child in America would read on grade level and compute high-level mathematical problems, every teacher would be highly qualified to educate our students, and every school would make adequate yearly progress (AYP) to prove these outcomes. These goals were legitimate. These goals are laudable and thus we elected a president. This was the foundation of President Bush’s No Child Left Behind (NCLB) educational plan.

More than seven years after the president’s election, the nation is analyzing the effects of NCLB. Educators have discovered that the
You Completed **NCLB: The Politics of Education in the USA**!

**Made a favorite 5 times**
This mission is already in your favorites...

**Flag NCLB: The Politics of Education in the USA as NSFW**
Should you feel that this mission is NSFW but isn't indicated as such, click the flag to throw your vote into the hat! 📢

**Mission Lightposts**
*Since you've taken this mission, you are able to see the lightposts that formed it!*

- [http://www.msnbc.msn.com/id/7713931](http://www.msnbc.msn.com/id/7713931)
Badges

M: earn badges just for surfing here are some examples

**Bounce Bounce**
For players who read Boing Boing every day they're logged on, for 7 contiguous days

**Snowglobe**
For players who visit less than 10 sites in 7 days (but who ARE online during each of those 7 days)

**VC**
For players who read Tech Crunch every day they're logged on, for 7 contiguous days

**Science, It Works Bitches**
For players who read xkcd.com once a week for 4 contiguous weeks

**Achiever**
For players who visit xbox360achievements.org and / or live.xbox.com more than twice a week for 4 contiguous weeks

**All About Mii**
For players who visit nintendo.com more than twice a week for 4 contiguous weeks

**Fellow Traveller**
For players who complete more than 8 missions.

**Little Sister**
For players who use more than 250 St. Nick
Bounce Bounce

For players who read Boing Boing every day they're logged on, for 7 contiguous days

M: bounce bounce badge for regular visits to BoingBoing
M: badges, tool use, missions, friends

your surfing and play completes a profile, on PMOG.com
our light social network
AT WHAT POINT ARE WE GOING TO MENTION ASSOCIATIONS?
PMOG can be hidden at any time, so you can continue to earn points but the game is not in your face. (mines and crates will still invite you to click)
GameLayers

JAH: who made PMOG?
Team

M
Chief Creative

Duncan Gough
Chief Technical

Christopher “Cap” Watkins
Web Designer

Marc Adams
Lead Engineer

Justin Hall
Chief Executive

Joe Wagner
Customer Service

JAH: Team
virtual office
pulling in around the bay area
Duncan Gough
Chief Technical Officer

• UK-Based, US-Bound
• History of building social networks and casual online games
• “Massively Casual Online Games”
we took a seed round in september 2007
$500k from a fund and two angels

Seed Round

$500k in September 2007

Bryce Roberts
Co-Founder, OATV
O'Reilly AlphaTech Ventures

Joichi Ito
Early investor in Last.FM,
Flickr, SixApart

Richard Wolpert
Formerly of Disney Online,
CSO at RealNetworks
Sign Up for the Beta!

Email:  

Beta Me!

PMOG is the Passively Multiplayer Online Game. To play, you’ll need to Get Firefox and Add Our Extension.

This unconventional massively multiplayer online game merges your web life with an alternate, hidden reality. The mundane takes on a layer of fantastic achievement. Player behavior generates characters and alliances, triggers interactions in the environment and earns the player points to spend online beefing up their inventory. Suddenly the Internet is not a series of untouchable exhibits, but rather a hackable, rewarding environment!
JAH: signups went from 4000 to 19,500 in six weeks
25% of the people we invite sign up and play
JAH: we are targeting 500,000 players by June 2009
this projection is based on our social growth strategies:
PMOG like twitter “small bits of play distributed around the net”
we give people tools that allow them to perform on the web for their friends
we see evidence that this works with just a few thousand players and our first public game
M: we provide in-game rewards for inviting other players
players can invite other players to play pmog
and win badges and datapoints
Houses in PMOG

M: we will offer web surfing guilds called “houses”
players group together – “bring your guild” from another MMO
to share resources, protect or attack web sites
play in a loose group of friends while you web surf
real-time online

versus battles

over web sites

M: we will allow people to undertake real-time team battles on web sites
Chris Beard in Conversation at South by Southwest:

“there’s a huge untapped market for entertainment and gaming extensions in Firefox”

JAH: Firefox: missing entertainment / games category of plug-ins
we’re an early leader in this area
tapping the college kids with firefox, with a social game
Product Manager
@ Mozilla, Inc.

holding up a PMOG Poster
he asked GameLayers to sign
February 2008

JAH: months building a relationship with Mozilla,
from the CEO to VPs, product managers, tech support
aiming for PMOG as a recommended add-on
conservatively 3–10k signups a day
Firefox Projections

for recommended addons:

- 3-10k signups per-day (Garrett Camp, StumbleUpon)
- 10-25k signups per-day (Mitch Kapor, FoxMarks)

Conservative PMOG Estimate:

- 3k per-day signups
- 90k per month
- 500k in 6 months
JAH: Reaction so far has been positive
PMOG has a strong word of mouth buzz
people seemed charmed by the concept and inspired by the execution
JAH: favorable coverage in TechCrunch
Passive Aggression

A new type of game turns Web surfing into all-out information warfare.

Can’t devote 30 hours a week to World of Warcraft? Try racking up experience points and slaying enemies in the course of your mundane daily browsing instead. That’s the thinking behind PMOGs—passively multiplayer online games. Blogfather Justin Hall came up with the concept as part of his master’s thesis. Downloaded as a browser plug-in, a PMOG adds an extra layer of data and interactivity to the sites you visit. “We’re giving people tools to wrangle information and routing war online,” Hall says. “A framework for them to battle and bury treasure on Web pages.” Does planting booby traps or tackling missions on Web pages sound like the exact opposite of fun? Think of all those Facebookers happily trading SuperPoke, wired asked Hall to describe a potential PMOG experience.—MARY JANE IRWIN

MONDAY 9 A.M.
A user installs the PMOG plug-in and is awarded 200 data points and an assortment of tools for in-game use. He picks the overuse Web plug-ins, a new layer added to his browser’s toolbar that tracks his stats and inventory as he surfs the Web.

TUESDAY 9 A.M.
Web_play is notified that Show, Boot, and Guts have found a new data mine on MTV.com and lost two data points. Ah, revenge is sweet. In case Show, Boot returns, Web_play installs a new plug-in around MTV.com that will withstand several rocketeers.

THURSDAY 8 A.M.
Web_play is contacted by Luffy, who has been increasingly sending him updates on his recent adventures in the PMOG world. Luffy claims he has been collecting valuable items and has managed to acquire a rare item that could be useful in the upcoming battle.

FRIDAY 5 P.M.
In the middle of a dull meeting, Web_play designs a mission for other PMOGers—a puzzle around his favorite episode of Arrested Development. He places it in one of the less frequently visited corners of the portal, hoping it will draw some new players and keep them engaged. Web_play is pleased with the response and decides to continue adding new missions and challenges to the PMOG world.
JAH: GameLayers presented at three conferences in February – March 2008
a chance to establish ourselves as major new entrants in browser-based gaming
demonstrating our new approach
Round 2:

JAH: raising a series A
Round 2:

- $3-5 Million
- Team: from 6 to 16
- 500,000 users by June 2009
- learn to eat online data, make gameplay

JAH: raising 3–5 million
learning to eat the data of the web and make gameplay out of it
Round 2: Roadmap

JAH: here’s what we’ll be doing in the next year, with our next round of funding:
Features

- Houses: player groupings
- Real-Time Battles over URLs
- API ties to other web sites and web services
- Advanced Tools

M: these first two points from the social growth slides
pmog wants to plug into the web and be the meta game
Evolve with Mozilla

- better, subtler browser integration
- Maintain position as “leading MMO in Firefox”

JAH: Pioneer with Firefox
- experimental users
- first big social game in Firefox
Then Expand

Internet Explorer
Opera, WebKit
Mobile Internet?

Garrett Camp from StumbleUpon – “develop your product in FF, then launch to IE”
JAH: first, we scale to 500,000 players, balance our game, and experiment with revenue models.
Round 2: Revenue Models
Sponsored Missions

- Sponsors create a “Sponsored Mission” showcasing a product, service, or web site.
- Sponsors can ask users to answer questions or solve a puzzle.
- Sponsors pay to reward players with DataPoints. IE, $1 gives 100 datapoints to each player who finishes.
- Players earn a token or record from the Sponsor on their profile.

JAH: instead we can use our current architecture to present sponsorship opportunities.
Sponsored missions: guided tours of products or sponsor presence online.
Sponsors pay to reward players for taking their mission plus a minimum fee for appearing in the sponsored mission list.
Sponsored Badges

- Sponsors pick a criteria for site visits
- Players earn the Sponsor’s Custom Badge through routine visits or other behavior Sponsor wishes to reward
- This Badge shows up on player profiles

M: Sponsored Badges is another business model based on our current architecture. Sponsors pay to have the badge and gameplay made within PMOG and then pay per user for users who are effectively labeling themselves with the sponsors brand within our game.
Sample Sponsors

Inquiries from several companies, mostly media (books, movies, online video)

Advisor:

Bryan Burk
from Bad Robot Productions

M: based on the interest we’ve heard to date, our initial sponsors will be media companies this includes working through our relationship with Bryan Burk/Bad Robot/Paramount
DataPoints per Domain

Currently, each top-level domain (wsj.com) yields 2 DataPoints each day

Sites could pay to raise the # of DataPoints their TLD gives each day

ie, pay 1¢ per user to award 10 DataPoints per daily visit to your URL

JAH: the landscape of PMOG itself could invite some more experimental sponsorships and business models. Here is a rough example; we expect to find many more opportunities for opt-in advertising where sponsors can reward or create play around their presence online.
brokering people’s attention with games
always opt-in, the player is in control
PMOG is rewarding fun without a big commitment
we’re building the first popular ambient game of the internet.