

TRANSFORMATIONAL GAME PITCH

CERTIFIED

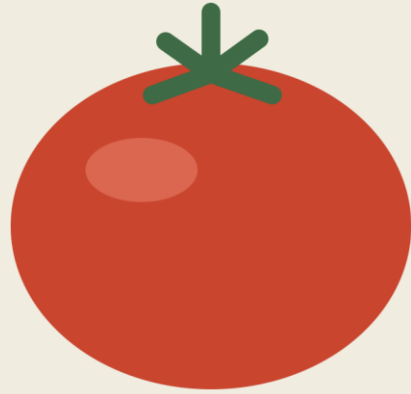
A food inspection game where appearances lie and only the evidence decides.

[Gabriele Ilacqua – Enzo Cruz]

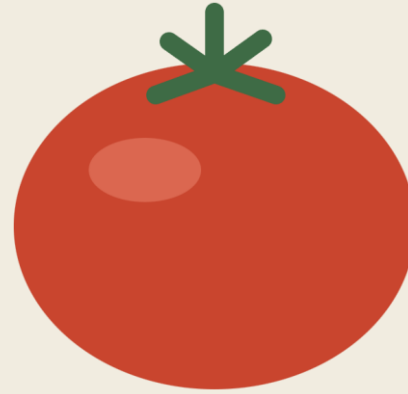


START WITH A QUESTION

WHICH TOMATO IS GENETICALLY MODIFIED?



A

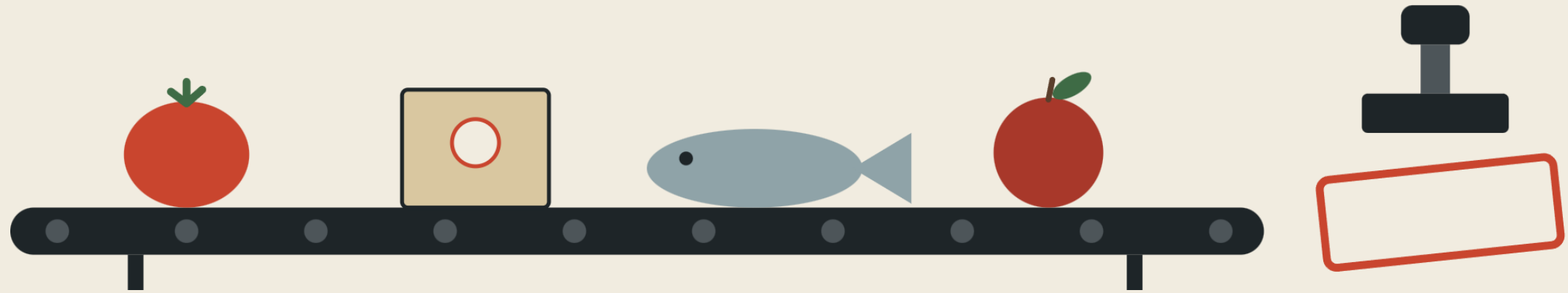


B

Trick question: you can't tell by looking.

THE PITCH

PAPERS, PLEASE, FOR YOUR GROCERIES



Food rolls in. You turn it over, check it against today's rules, and stamp it. The catch: everything looks the same.

3D first-person inspection sim

Solo · PC

20-30 minute games

TWO CHANGES IN EVERY PLAYER



KNOWLEDGE

They know what a food label actually promises

Certified Organic, Non-GMO, or no claim at all.



BEHAVIOUR

They check the seal before trusting the claim

In real life, not just in the game.

THREE RULES BEHIND EVERY DECISION



Evidence over appearance

Items look identical. Only seals, papers and tests tell the truth.



One new rule a day

Complexity grows shift by shift, like Papers, Please.



Hands-on inspection

Grab, rotate and stamp every item in 3D.

WHAT THE LABELS REALLY PROMISE



Certified farming rules. GM ingredients are not allowed.



About genetic engineering only. It doesn't mean organic.



Could be conventional or GM. Canada doesn't require GM labels.

WHO WE'RE DESIGNING FOR

16–24

Students buying their own groceries for the first time

First apartment, residence, a part-time grocery job.

TODAY

Treat organic, natural and non-GMO as one thing. Read the price, not the label.

PLAYS

Puzzle and management games with pressure. Papers, Please fans.

CONTEXT

Solo on PC, one 20–30 minute for a game. Not into competitive or action-packed titles.

WHY PLAYERS AREN'T ALREADY THERE

MISCONCEPTION

“I could spot a GM tomato.”

In game: every item looks identical. Only evidence tells.

UNFAMILIARITY

“Labels are jargon.”

In game: the rulebook adds one claim per shift, with an example.

MISCONCEPTION

“Farm pictures mean natural.”

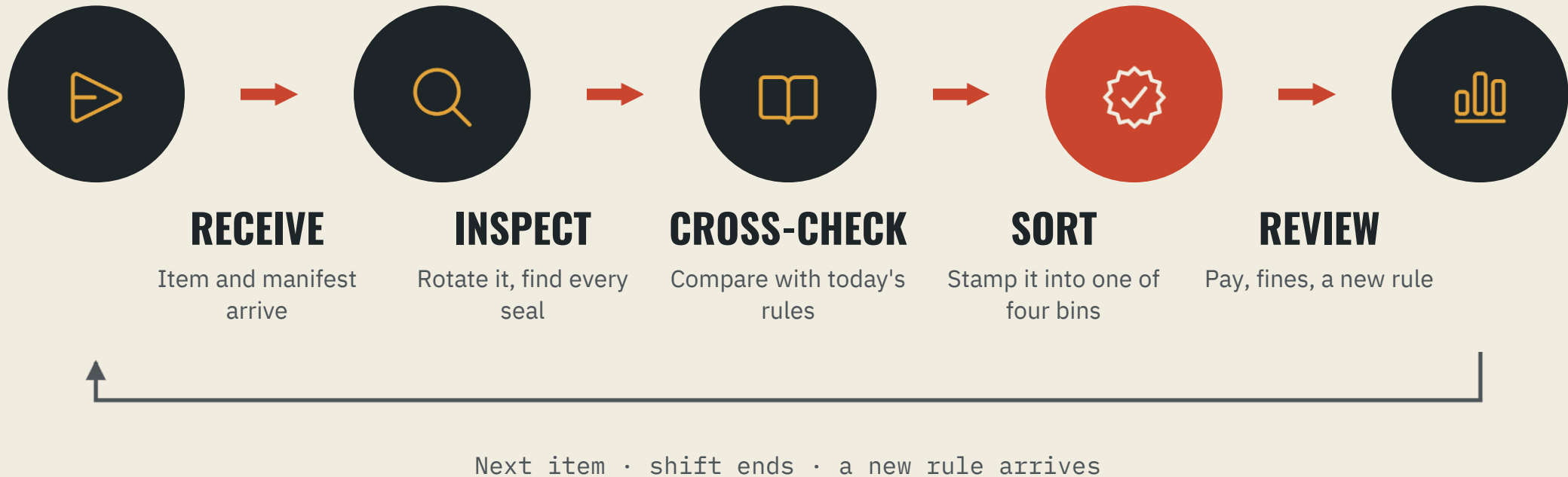
In game: decoy packages have farm art but no seal.

HABIT

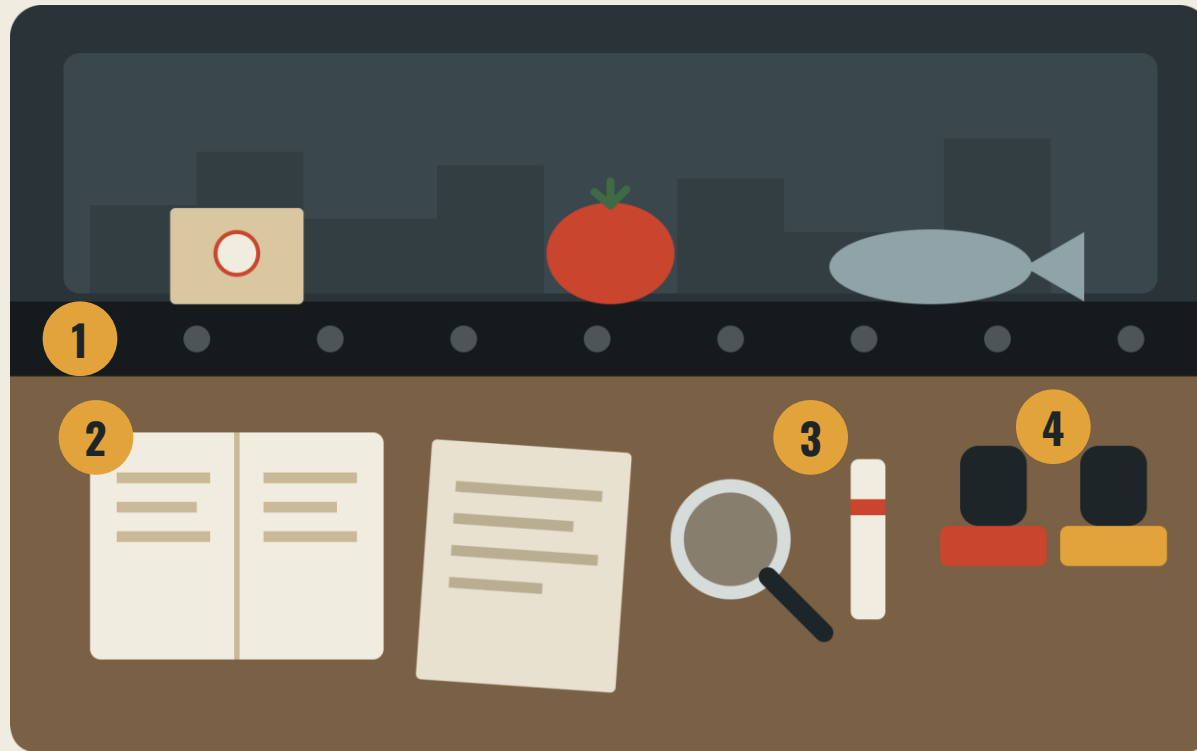
“No time to read labels.”

In game: time pressure, then fines show the cost of guessing.

ONE ITEM, FIVE BEATS



INSIDE THE BOOTH



- 1 CONVEYOR**
Brings the items to the booth.
- 2 RULEBOOK**
Gains one new rule per day.
- 3 TOOLS**
Magnifier, manifest lookup, lab strip test.
- 4 STAMPS**
Organic • Conventional • GM • Reject

SPEED VS. ACCURACY



GUESS

Fast, but every wrong stamp costs a fine.



LAB TEST

Always right, but slow and paid from your wages.



READ THE EVIDENCE

Fast and right, the skill we are trying to teach.

Winning means doing what a careful shopper should do: **read before you trust.**

EACH SHIFT ADDS ONE RULE



PRACTICE IN THE GAME, USE IT IN REAL LIFE

IN THE BOOTH

Find the seal on an item

Check the claim against the rulebook

Reject the farm-art decoy

AT THE STORE



Look for the certified-organic mark



Read what the label actually promises



Trust evidence, not packaging



CERTIFIED • A FOOD INSPECTION GAME

QUESTIONS?

Appearances lie. The evidence decides.

REFERENCES

INSPIRATION AND SOURCES

GAMES

Papers, Please

Document checks under rules that change daily

Quarantine Zone: The Last Check

Inspection with tools

Keep Talking and Nobody Explodes

Reading a manual under pressure

Machine Party

Conveyor bringing the items to the player

SOURCES

Health Canada. *Novel foods: Labelling genetically modified foods.*

[canada.ca](https://www.canada.ca)

Health Canada (2022). *Question Period Note: Genetically modified foods, labelling and safety.*

open.canada.ca
