

Today we are experiencing the most disruptive epoch in Academic Publishing since Gutenberg began cranking out scholarly works in 1439. But today's commercial landscape is alas littered with Darwinian corpses. Content management systems lead this pack-of-the-doomed because education cares more about content than fleeting technology. Every topic and level of education is concerned with facts (including ideas and philosophies) and the organization of tidbits into vibrant knowledge architectures. Less attention is paid to the neural engines under the educational hood, but how worldly items come to be represented in our brains, and how these items are connected with and influence other representations, is the foundation of human intelligence.

Top 3 Things Every Publisher Should Know about MazeFire Games

MazeFire games are just one tool in the Digital Publisher's arsenal. However, they are one uniquely valuable spear touching teachers, professors and students like no other digital medium. Here is why.

#1. Digital Maze games are forever. It may seem curious to assert that a game is an enduring knowledge architecture, but unlike trivia games, each Maze collects a body of valuable information about a particular topic, and each Semester Pak (10 mazes), samples the most essential elements of a typical college course.

#2. MazeFire games boost cognitive advancement. Innate motivation to solve maze puzzles is amplified by extrinsic rewards (exam previews, extra-credit, badges). Combine this motivation with thought provoking questions, TIPS, images and resources and you have just created a *Perfect Storm of Cognitive Advancement*. [see Mason Report]

#3. MazeFire games make EVERY learning venue better. This quality, in conjunction with exclusive (US Patent) rights, offers our partners a unique advantage over all other competitors in the truly tumultuous EdTech jungles of the 21st Century.

Partnerships

Our goal at MazeFire.com is to make your Digital Content, Print and Communities better. Better for students. Better for teachers. Better for professors. We can *ADD FUN* to your online offerings, while secretly leading players to think more deeply about what they do and do not know. Despite our >100 maze games on line and 6 valuable HigherEd Semester Paks, we are a quite lean start-up and eager to work with partners who can ink a most favorable deal at this juncture. Working with a quality content-partner who can share our games with teachers and professors should markedly boost excitement and the impact of this novel in-class and homework/review/tutoring tool. Our immediate goal is to gamify the freshman year of college.

Our Successes

EVERY professor who has used our games has asked for more. This is because their students ALWAYS ask for more games. To our knowledge, there is no better textbook supplement on the market. And what you see at www.mazefire.com right now is just a glimmer of what this game will become: lean programming resources are currently limiting, but this game will become steadily more compelling and MORE successful with students and professors. And our newest game (patent pending) will soon rock the K12 space.

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