# Italian Development Studio Transforming Business with a Gamebook Videogame Framework for Narrative Engagement.

## Summary

| Profile type | Company's country | POD reference |
|---|---|---|
| **Technology offer** | **Italy** | **TOIT20250328018** |

| Profile status | Type of partnership | Targeted countries |
|---|---|---|
| **PUBLISHED** | **Commercial agreement with technical assistance** | **• World** |

| Contact Person | Term of validity | Last update |
|---|---|---|
| **Enrico FRANZIN** | **28 Mar 2025** <br> **28 Mar 2026** | **28 Mar 2025** |

## General Information

#### Short summary

An Italian development studio specializing in video games and software has been delivering B2B solutions that leverage game-based approaches and gamification for over a decade. By innovating in game thinking, the company effectively engages target audiences. Its expertise offers immense potential for those seeking to enhance client engagement and interaction.

#### Full description

An Italian development studio based in Turin specialized in the gaming industry is willing to offer its technology and methodology to the target companies. Building on solid expertise, it has developed a proprietary framework for creating digital gamebooks and other interactive narrative experiences.
Its approach combines narrative segments with "point-and-click" gameplay, providing engaging content adaptable to various fields: from corporate training to education, from marketing to entertainment. This framework stems from the experience gained through its Omen Exitio series, proving both reliable and versatile for projects of any size.
The company offer two collaboration models: consultancy/service provision or co-production, depending on the partner's needs and skills. By incorporating principles of game thinking — such as game-inspired design, gamification, applied games, simulations, and advergames — the company creates memorable experiences that deeply engage users.

Advantages and innovations

The company is the first company in Italy to transfer game thinking into the B2B sector by integrating video game development and gamification expertise. Its unique framework, shaped by a decade of commercial game development experience, integrates a robust software architecture with dynamic storytelling and "point-and-click" gameplay elements. This approach surpasses generic templates, offering truly tailor-made and immersive experiences that facilitate deeper user engagement and learning retention. By leveraging both creative and technical expertise, it provide cutting-edge solutions that significantly reduce development time while maintaining a high level of customization and scalability, an advantage few competitors can match.

Technical specification or expertise sought

Stage of development

**Already on the market**

IPR Status

**IPR granted**

IPR Notes

Sustainable Development goals

• **Goal 9: Industry, Innovation and Infrastructure**

# Partner Sought

Expected role of the partner

The company is looking for partners from any sector and size who want to integrate videogame solutions into their processes, particularly in areas where active participation is crucial, such as training, marketing, and software development.
To implement gamebooks framework effectively, no prior expertise in gaming is required. The company provide specialized know-how by creating experiences that leave a lasting impression because they engage the user at a deeper level.
This approach applies to organizations of any sector and size, particularly where active participation is essential: corporate training, marketing, software application development, and any context where engagement, learning, creativity, and collaboration need to be enhanced.

Type of partnership

Type and size of the partner

**Commercial agreement with technical assistance**

- **SME 50 - 249**
- **SME 11-49**
- **Big company**
- **SME <=10**
- **Other**

## Dissemination

Technology keywords

- **11008 - Creative services**
- **01003006 - Computer Software**
- **01004014 - Serious Games**
- **01003004 - Computer Games**
- **11009 - Creative products**

Targeted countries

- **World**

Market keywords

- **07001007 - Other leisure and recreational products and services**
- **02007028 - Other software related**
- **02007007 - Applications software**
- **07001003 - Toys and electronic games**
- **02007010 - Education software**

Sector groups involved