

# Italian Development Studio offers a cybersecurity awareness video game course

## Summary

Profile type

**Business Offer**

Company's country

**Italy**

POD reference

**BOIT20250328019**

Profile status

**PUBLISHED**

Type of partnership

**Commercial agreement**

Targeted countries

**• World**

Contact Person

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Term of validity

**28 Mar 2025****28 Mar 2026**

Last update

**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 offering is a game-based cybersecurity training course for corporate employees, providing an effective, engaging, and measurable way to train staff.

### 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.

Its flagship product is Password1234, a video game designed to provide comprehensive cybersecurity awareness training. This solution, accessible through a dedicated online platform or easily integrable into corporate e-learning systems, enables users to quickly and effectively learn about the main cyber threats and the prevention techniques required to address them. Game-based learning fosters deep engagement and concentration, making knowledge easier to absorb.

Moreover, Password1234 provides monitoring tools to track playtime, progress rates, and success rates for each user, making the solution not only effective but also fully measurable. Training can be accessed from both desktop and tablet, ensuring maximum flexibility.

The company leverages gamification to encourage participation, motivation, and learning by transforming routine tasks into interactive and engaging experiences. By incorporating principles of game thinking—such as game-inspired design, gamification, applied games, simulations, and advergames—GameThinkers 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. Password1234 goes beyond traditional training methods in cybersecurity. The video game immerses users in realistic scenarios where every action translates into tangible, measurable outcomes (playing time, progress rates, and success rates). This level of detailed progress tracking facilitates the assessment of training effectiveness—an aspect rarely provided by competing platforms. Additionally, the option to integrate Password1234 with major corporate e-learning systems (thanks to well-established technical standards) and make it accessible on both desktop and tablet ensures flexibility and scalability.

#### 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 seeking client companies interested in integrating game thinking into their processes, particularly in areas where active participation is crucial, such as training, marketing, and software development.

#### Type of partnership

#### Type and size of the partner

**Commercial agreement**

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

## Dissemination

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## Technology keywords

- **11002 - Education and Training**
- **01003009 - Data Protection, Storage, Cryptography, Security**
- **01006005 - Network Technology, Network Security**
- **01005002 - E-Learning**

## Targeted countries

- **World**

## Market keywords

- **02007010 - Education software**
- **07005004 - Education and educational products and materials**

## Sector groups involved