



Gamification

Free to Play is a Gamification and behavioral design startup that provides customized and distinctive solutions. We won the Excellence in E-learning or Web-based Gamification Design and the Overall Outstanding Use of Gamification for Learning at the GamiCon Awards 2019 sponsored by Training Magazine, USA. Some of our clients are Bancolombia, Sura Asset Management, Grupo Bolívar, Telefónica, Totto, Universidad de Los Andes, Accenture, Terpel Oracle, among others.



Methodology and BEM Framework

BEM is our framework and methodology of human understanding and intervention. It centers its attention in motivational needs, and how to translate them to information systems and semantic design within language context and game rules, creating systems capable of taking advantage of intrinsic needs through meaningful feedback and ludic interfaces.



Customized Gamification

We design and develop gamified systems adjusted to real contexts. Therefore, we create customized solutions according to the needs and pains of public and private organizations. We have developed digital and analog tools to innovative in recruitment and selection processes, marketing, loyalty programs, cultural transformation, human development and education.



Human Development Projects

We have built systems that allow us to diagnose and develop different sets of knowledges, competences, abilities and skills. Which give us what we need to understand the dynamic and state of those sets in organizations and individuals in a short period of time, and to implement through gaming and feedback precise and effective actions to improve them.



Pocket Apps

We have designed easy and friendly to use apps to solve specific needs. All of them aimed to be practical tools to be implemented using proven game mechanics and simple but effective graphic interfaces.



ARG's & Gamified Experiences

We have created ARG's (Alternate Reality Games), Escape Rooms, gamified workshops, among others. These games that can last from few hours to years led people to relate in a different way not only with their organization but with their context and own realities creating meaningful experiences.



Gamification Training

We deliver conceptual and practical tools that allow organizations to understand what Gamification is, what is for and how to use it better. We have trained more than 1000 people in basic concepts of Gamification both theoretical and practical. In this sense, we have worked in the private sector in different categories (consuming, services, bank, consultancy, technology, communications, etc)



Gamification Engine

This is an in-house development of F2P. This engine's API allows to incorporate gamification mechanics and game logic. It has an administrative panel easy to use to control your gamified projects and retrieve data.

Algunos de nuestros Clientes



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