7 billion people
5.6 billion live on < $10 a day
2.6 billion live on < $2 a day
THANK YOU

72 Days
$17.9M Rev.
$2M Ring
The majority of world’s designers focus on products & services for the richest 10%
With Great Power Comes Great Responsibility
Turning Oppression into Opportunity for Women Worldwide
HALF THE SKY
TURNING OPPRESSION INTO OPPORTUNITY FOR WOMEN WORLDWIDE

Raise global awareness for key areas addressed in *Half the Sky* among new audiences (millions of players) that may not be reached by the book or television platforms.

Convert awareness to digital engagement through immersive gameplay.

Convert digital engagement to real-world engagement through donations and other activism.
Since March 2013...

Total installs: 1,250,000

Total in donations: $470,000

Free books given: 250,000

Free life-changing surgeries worth: $180,000
I saw the report on the "Today Show" on the day this was launched. I had never heard of the game, or the movement. I thought well, I HAVE GOT TO CHECK IT OUT! I did, I am hooked. Love the entire idea on this whole movement. Wonderfully done, This is an awesome movement, and GAME. wonderful way to get the knowledge out of all the things facing women around the world! Thank you for all you do. Thank you for reaching across the globe and into our living rooms, (and where–ever others keep their computers). CUDOS!
Key to Success #1: Partnerships
Key to Success #2: Commercial Level
Key to Success #3: Marketing
Proud to support the launch of @halfthegame. Play here: bit.ly/WrgFxQ
USAID Funded Evaluation in India:

Pregnant women and their spouses in India made positive shifts in knowledge, attitudes, and behavioral intentions toward promoted safe pregnancy and delivery.
Thank You!

@aburak