Zero One Protocol - PENS Surabaya Competition

Built in Surabaya. Backed by Singapore. Debuting at PENS.

- Event date: 31 January 2025 | PENS Hall (700 capacity) | Timing: 09:00 - 18:30
- Objective: Maximize 1 USD ticket sales while staying operationally simple and profitable
- Key angle: Surabaya-made game, PENS talent, Singapore publisher on campus

Our Edge

1. Built in Indonesia, Surabaya by PENS students

2. On-campus debut with Singapore publisher presents a strong perception boost vs 'just a student project'

3. Low price (1 USD vs 5 USD normal price)

Objective

Primary objective:

- Maximize sales on event day with 1 USD entries

Secondary objectives:

- Generate content and social buzz
- Steam Live Stream - Untapped segment of steam, can help us build some friction there.

Constraint:

- Must be simple enough for Y2G, HG and 5 volunteers to run in one day

Event Overview

1. **Venue:** PENS Hall, capacity 700

2. **Format:** Individual speedrun challenge, 20-minute runs, top 10 leaderboard shown

3. **Ticket price:** 1 USD for game and competition access at event (discount from usual 5 USD store price)

4. **Guest segment**: Short founder/publisher talk (11:00–12:00) and Q&A with Singapore team

Game Rules

Objective:

- Complete as many levels as possible in 20 minutes; higher progress = better ranking

Grand prize condition:

- Optional: "Finish all levels under 12 minutes to qualify for mega prize"

Tie-breaking:

- Earliest completion timestamp wins if players tie on progress/time

Winners:

- Top 3 get goody bags worth $80 in total

Event Day Timeline

Time	Activity	Details	Capacity
09:00–16:30	Check in Opens	Assign batches	Rolling
09:30–11:00	Batches 1–3	20-min play & 10-min verify	100/batch
11:00–12:00	Founder/Publisher Talk and Q&A	No gameplay | All invited	700 cap
12:00–17:30	Batches 4–14	One batch every 30 min	100/batch
17:30–18:00	Final Verification	Lock leaderboard	N/A
18:00–18:30	Award Ceremony	Top 10 + photos	

Key Stats:

- 14 batches × 100 players = 1,400 slots
- Target: 1400 attendees
- Players come, play, go. Rotating basis
- Last check-in: 16:30
- Show Top 10 in Leaderboards

Operations and Team Structure

Check-In (2 Volunteers)

- Help with Payment Questions
- Help students Pay/App download through QR Code
- Assign next available batch slot
- Remind player: "Return 10 minutes before your time"

Floor Marshalls (2 Volunteers)

- Monitor gameplay & enforce rules
- Update leaderboard

Batch Rules

- Hard cap: 100 players per batch
- Once full - assign to next batch
- Cycle: 20 min play with 10 min to verify and students to move around
- Close check-in at 16:30 (no slots after)

Notes

- Online payment only (no cash)
- Leaderboard shows top 10 timings
- Founder/Publisher talk 11:00–12:00 (no gameplay)
- Expected concurrency: 300–500 inside hall at peak.

Revenue Scenarios

Cost breakdown:

- Goody bags (top 3 winners): $80
- 5 Volunteers Goody Bags Snacks/drinks: $50–$100
- Printing, posters, supplies: $30–$50
- Miscellaneous: $20–$40
- Total: ~$230 USD (hall is free)

Note:

- Above 700 attendees, incremental profit scales

Scenario	Attendance (paid)	Ticket price	Event revenue	Est. costs	Profit
Conservative	300	1 USD	300 USD	230 USD	**70 USD**
Realistic	500	1 USD	500 USD	230 USD	**270 USD**
Optimistic	700+	1 USD	700+ USD	230 USD	**470+ USD**

Registration and Flow

Google Form as primary registration and data capture

Landing page linked from:

- Social media posts
- University pages
- QR codes on posters and at the hall

Registration options:

- Pre-event: Students fill Google Form with option to buy online
- On-site: QR at entrance leads to same form

Data collected:

- Name, email, phone, university, preferred batch window

Payment & Download Flow

Flow on event day:

1. Student scans QR

2. Landing page explains event and 1 USD special price

3. Payment processed via standard online checkout

4. Post-payment screen shows:
    - Download link / store page

5. At check-in desk, volunteer assigns batches for competition

Marketing Channels

1. University official pages (PENS, ITS, UNESA)
2. Facebook communities (Surabaya Gamers / campus groups)
3. Heaven Grind cross-promo
4. Campus posters and QR codes
5. TikTok/Reels (3–5 short videos)
6. WhatsApp/LINE/Discord student groups
7. Student Volunteers
8. Local Surabaya influencers

Marketing Calendar

Week	Focus	Actions
Week 1	Setup	Confirm hall booking. Draft landing page and Google Form. Reach out to Universities regarding competition
Week 2	Launch	First wave of posts on PENS/ITS/UNESA pages. Find 5 volunteers.
Week 3	Expand	TikTok/Reels clips (2–3 videos). WhatsApp/Discord pushes. First posters and QR codes on campus.
Week 4	Remind	Reminder posts on university pages. Social media countdown starts.
Week 5 (Event)	Final	48-hour reminders everywhere. Clear instructions: time, price, what to bring (phone, charger, etc.).

Micro Ambassador Program

Ambassadors (3–5 from PENS)

Simple tasks:

- Share sign-up link in their class & faculty groups
- Help place posters on campus
- Help on event day

Rewards:

- Certificate of appreciation
- Special goody bag
- Zero One Protocol

Each ambassador targets: 80–100 sign-ups.