F2P: Free to Program

Enhancing programming languages with loot-boxes and microtransactions
Act 1 Starter Bundle

Get a head start as you walk into Mordor with powerful Gear and a boost to your XP.

- 3 Gold Loot Chests
- 1 Gold War Chest
- 2 Two-Hour XP Boosts

QTY 1

Cost 425

Starter Bundle Discount 50%

Current 0

Subtotal 425

Remaining -425

Purchase  Back
PC/Console revenue split trend based on service or product

<table>
<thead>
<tr>
<th>Year</th>
<th>PC free-to-play</th>
<th>PC and console additional content</th>
<th>PC and console full game</th>
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Service-based monetization: +146%
Product-based monetization: +120%
Introducing C$$

• A new free-to-program language

• C$$ starts with a basic set of language features*
  • variables (int, float, string)
  • if-statements
  • foreach loops
  • functions (call-by-value and call-by-reference)
  • vector, map

*Additional features unlocked via loot-boxes
• Write or edit 50 lines of code!

**Reward: 4 Bits**

• Complete the `int` tutorial!

**Reward: long**

• Complete all other daily quests!

**Reward: 4 Bytes**

Purchase more bits and bytes!
goto
lib boost
while
Benefits of C$$

• Restricts new programmers to a safer, easier to learn language
  • Quests help them build familiarity before learning new features

• $$$$$$$$$$$$$$$
  • Money to support dedicated language/compiler developers and support staff

• Research opportunities
  • Placing a monetary value on language features would provide interesting feedback on which features programmers truly value