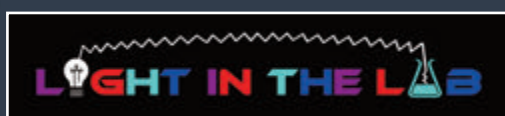


# Who Knows?


The trivia game you can win without knowing the answers!

In “Who Knows?”, you don’t just try to get the answers right – you try to guess what other players will answer too! They choose from a selection of interesting topics, such as “Swords”, “Left-handedness” and “Fictional Bears”. You guess whether they’ll get each multiple-choice question right or wrong, or even which answer you think they’ll pick! You can win without getting a single question right, if you know the other players well enough!



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- Everyone is involved all the time – no waiting for your turn to come around.
- Players of all ages and abilities can play together. Risk-taking mechanics challenge skillful players while allowing less capable players to compete.
- Groups of 3 questions speed up play, give players more control over the sorts of questions they'll face, and clue others in to how much the active player knows about the topic.
- Double-sided card design allows the player reading a question to play in that round – no single player can see the correct answer on a card.



# LIGHT IN THE LAB



## Dr. Adam Symonds

Dr Adam Symonds has always been a massive gaming nerd. He designed his first recorded game at the age of 2 - although, with hindsight, the endgame could have used some improvement. Growing up, he played as many different games as he could get his hands on - board games, card games, video games, role-playing games, even sports!

Throughout his time at Durham University, he was active in various of student societies, all of which revolved around some sort of gaming. He designed and ran a large number of diverse games, for groups ranging from a handful of dedicated gamers, to dozens of newbies, to 70 players who travelled to Durham from across the UK.

In addition to more traditional games with boards and cards, he continued to broaden his gaming expertise even further, designing live-action games, convention games, legal games, murder mysteries, pub games, and more. One of his personal favourites is Nomic, an extremely complicated written game about changing rules to change the rules of the game!

In 2015, he was awarded a PhD from Durham University for his thesis on 'Graphical Games with Mobility'. Drawing on advances in game theory, graph theory, mechanism design, decision theory, and psychology, this cross-disciplinary work proposed a new model for understanding how players approach games and their interactions within them. By looking closely at every decision- including subtle things like whether or not to play a game at all- and viewing these as a separate, but closely linked model, greater insight and accuracy into the reasoning behind every decision can be gained.

Since then, Dr Adam Symonds has been hard at work as half of Light In The Lab. His unique style and approach to design allows him to iterate and refine new concepts extremely quickly, recently achieving a personal goal of designing 20 complete games in as many months. His unique background allows him to make connections between disparate genres, and easily apply his expertise to family games, games for experts, strategy games, social games, and everything in between.

- Awarded a PhD from Durham University for his thesis on 'Graphical Games with Mobility'.
- Designed a new model for understanding how players approach games and their interactions within them.
- Over 25 years experience designing and playing games.
- Brings together expertise in game theory, graph theory, mechanism design, decision theory, and game psychology with great experience in game design.
- Rapid development and assessment of game designs.



## Jim Symonds

Jim Symonds has 40+ years' experience in business. As a qualified national and international logistics manager, he was running autonomous businesses by the age of 21. After returning to university to study production planning and control (where he was awarded Business Student of the Year) he moved into manufacturing management for ten very successful years before joining an IT company who specialised in ERP manufacturing software. Starting as a service desk advisor, over the next 18 years he rose to become Commercial Director then Managing Director.

His passion for delivering exceptional customer service led to the company growing still further and winning a number of awards. He led a management buyout and after more highly effective years leading the company to be a significant global presence, sold his majority shareholding and left to create Light In The Lab.

Jim was awarded Chartered Director status in 2005, recognising both his knowledge in company management and its practical application in running a successful business. His talks to MBA students and business leaders in the north-east of England have always been popular and inspiring, and he has served on the board of several local charities. As well as playing games and fishing in his spare time, he has completed the gruelling Land's End to John O'Groats historic car rally ("LeJog") in a 1975 Saab 96, is an active member of the Irish vintage VW campervan club ("Type 2 Ireland") and has performed stand-up comedy on stage at the Edinburgh Fringe festival.

- Chartered Director since 2005.
- 40 years management experience.
- Passionate about delivering exceptional customer service.
- Professional approach to games design and production.


### Light In The Lab

is a unique games design company which marries together relevant academic knowledge, extensive game design experience and best business practice, making us the ideal partner for a games publisher. We are friendly, knowledgeable and professional and can take games from first concept through rapid prototyping and development to testing and final delivery to you, the publisher. We have the ability to design a game to any specification, as well as the insight and imagination to create successful games with novel mechanics and engrossing gameplay.

### About the company ...

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