

WHAT IS VERBOTOMY?

The create-a-word game built on a social networking platform

VERBOTOMY: THE CREATE-A-WORD GAME

Your creative brain exercise

Verbotomy is the create-a-word game. Every day we publish a new definition and comic. Players are challenged to create a word to match the definition, and then vote for the best. It's creative, satirical and quirky, so it's usually good for a laugh... And as a creative brain exercise, it's also good for you!

See: www.verbotomy.com

Syndicated, Cross-Platform Entertainment

Verbotomy is a cross-platform entertainment product. It is designed to pull readers, and advertisers, back and forth between print and online media. In print, we provide a comic and definition, in color or black and white, with or without the invented words. Online, our content is delivered through a virtual game-server, which means each publisher retains complete control over its readers and its advertising revenue. Available for syndication on a weekly or daily basis.

Verbotomy Buzzwords:

1. *Integrated Cross-Platform Entertainment:* Daily content for web, print and wireless.
2. *Hilarious User-Generated Content:* It's a showcase for reader creativity and cleverness. They love it!
3. *A Social Networking Game:* Voting, sharing, groups, and something to talk about every day.
4. *Right-Brain Exercise:* Verbotomy is good for you! It's the daily brain exercise that keeps your creative mind sharp -- like Sudoku for your imagination.
5. *Snack Culture:* Daily easy-to-digest content fix.

Verbotomy is Easy

- Easy-to-understand game concept (Invent-a-word to match the definition with a comic.)
- Easy to manage content and users (Daily content fix which encourages short, funny and focused, user-generated content.)
- Easy technical set-up (We can integrate the game into the publisher's site using the same technology as Google Gadgets.)

FEEDBACK FROM THE EXPERTS:

Verbotomy has earned lots of praise. It won a fellowship for the *Cross-Platform Mentorship Lab* at the **Banff Centre**. Dan Pink, best-selling author of *A Whole New Mind*, says it's "really cool" and works as an exercise for the "right-brain". Paul Toyne, inventor of the game **Balderdash** says it "reeks of success from a syndication stand-point".

VERBOTOMY™

The create-a-word game

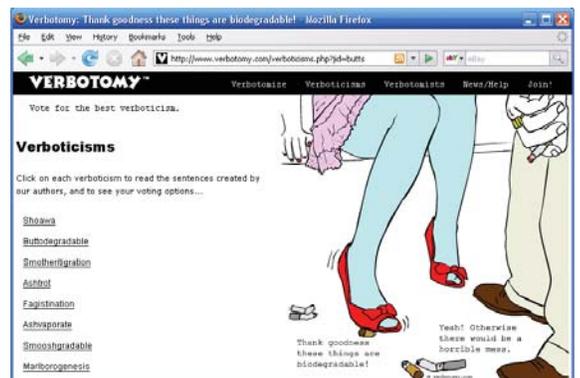


Dishagreement

Dishagreement: /dish-ah-gree-ment/ A discussion among family members, or room mates, which often turns into a full-blown yelling match, and which seems to occur every night whenever it's time to do the dishes. *Sentence:* What started out as a dishcussion, quickly escalated to a dishagreement, followed by a full-blown dawnnybrook. *Etymology:* dish, disagreement. *Created by:* purpleartichokes.

See today's Verbotomy challenge, create your own invented word, and vote for the winner at: www.verbotomy.com

WEB-PAPER INTEGRATION



Verbotomy is published on your website and in the paper so you can strengthen and expand your community of readers and advertisers across multiple platforms.

SEVEN REASONS WHY YOU NEED A VERBOTOMY

A unique opportunity to engage your local community

BENEFITS

1. User-Generated Content: Engage your Readers

Verbotomy is a platform for your readers to showcase their creativity and cleverness. It starts with a definition and comic, and then invites every reader to exercise their creativity by inventing a new word to fit the definition. Readers can also express their opinions by adding comments and voting for the best invented word. (And it's user-content that won't overwhelm your site, because each reader is only asked to invent one word a day.)

2. Unique Hybrid Puzzle/Comic/Blog: Easy Entertainment

Verbotomy is a bundle of topical humor, satire, and creative word-play. Your readers can take it as far as they want -- just read the cartoon and get a laugh, or jump right in and create the winning Verboticism. Fits on a Puzzle page, or as a featured item. Provides entertainment value for everyone from casual readers to dedicated game players.

3. Integrated Cross-Platform Content: Web/Paper/Wireless

Verbotomy works as a content vehicle to drive your readers, and advertisers, back and forth between your print, wireless and online editions.

4. A Social Networking Platform: Create your own Community

Daily winner for the best Verboticism (invented word of the day). Weekly winners for Top Verboticism and top Verbotomy Writer of the week. With the Verbotomy Game Server, you develop and control your own community.

5. Easy Set-up and Flexible Formatting: Fits your site

In print, your editors can choose single or double column formats, with or without the comic, which is available in color or black and white. Online content and game play is integrated into your existing webpages, so you retain complete control over your readers and advertisers while you build and expand your online community.

6. Creativity is the Future: Your Readers Will Make It a Habit

With the commoditization of analytical thinking, creativity is widely seen as the hottest new life and business skill required for the next decade. Give your readers a fun and challenging way to test and exercise their creativity, and they will make it a daily habit.

7. Supported by a Proven Team

Created and developed by James Gang (a.k.a. William James), Co-founder of The James Gang, an award winning, interactive design firm. See: www.jamesgang.com.

VERBOTOMY™

The create-a-word game



Phononymous

Phononymous: /foe-non-ee-mus/

A voice mail message, which does not include a name, a number, or any other relevant information which could be used to identify the caller. *Sentence:* He enjoyed the mystery of it, the tension... he could almost taste their need to know more...oh yes... he much preferred to remain phononymous.

Etymology: anonymous, phone.

Created By: rikbooyee.

See today's Verbotomy challenge, at: www.verbotomy.com

THE BOTTOM LINE:

Increase the Average Time on Site. Verbotomy visitors will spend an extra 4-5 minutes per day on your site. They will also create unique, entertaining, daily content to bring readers and advertisers from the web, to the paper, and back again.

THE MECHANICS OF VERBOTOMY

It isn't brain surgery...

THE GAME CONCEPT:

The game concept for Verbotomy is very simple -- the players are presented with a definition, and challenged to create a word to match it.

Of course, Verbotomy is really a game about creativity and expression. Look at the words and sentences that the Verbotomy players have invented at verbotomy.com, and you will see that it is a wonderful way for people to test, exercise and showcase their creativity.

HOW VERBOTOMY WORKS

1. Each day you publish a new definition and comic on your website.

The definition appears on the Verbotomy page of your website with the Verbotomy comic. The definition can also be delivered by SMS to subscribers who request that it be sent to their phones.

2. Players create words to match the definition.

Each player has the opportunity to create a word to match the definition and can submit their verboticisms (invented words) on your website. A complete list of words submitted by your registered players is published on your site.

3. Players vote for their favorite invented word.

All players and any visitors to your site can vote for their favorite words. Players cannot vote for their own word.

4. Word with the most votes wins.

At the end of the day the word with the most votes win. The winning Verboticism is calculated by the game system and sent automatically by RSS to your editing team.

5. Publish the winning word and comic.

Daily, weekly, or monthly winners are published on your site and in your print editions, in single column or double column format, along with the newest Verbotomy challenge. And the cycle continues...

TECHNICAL SET-UP

Each publisher manages and controls its own private community of players. This private community is created automatically by the Verbotomy Game Server, which is set-up for each paper at the start of its contract. The Verbotomy Game Server manages all the content and gameplay for each newspaper and integrates it into each of the newspaper's existing webpages. This allows each paper to monetize the game using their existing advertising systems while maintaining their branding.



Remotional

Remotional: /re-mo-shun-ul/ v. tr. To engage in conversation while using a technical device, like a TV or computer, to keep you sharp, in case the discussion gets dull. *Sentence:* It was easy to see Alan was remotional about her opinion by his glassy gaze and his death grip on the remote. *Etymology:* emotional + remote. *Created by:* Sed8ed.

See today's Verbotomy challenge, create your invented word, and vote for the winner at: www.verbotomy.com

Note: *User-Generated Content is shown in red.* Black text and the artwork (the comic) are provided in the daily content package.

The Verbotomy Game Server provides all the services needed so that your readers can create their invented words, comment on other player's submissions, and vote for their favorites. The Game Server also calculates daily and weekly winners and produces the artwork (in PDF or an editable Text/JPG format) which appears in your print edition. In print, you can choose single or double column formats, with or without a comic, in color or black and white.

WORDS OF PRAISE FOR VERBOTOMY

“I love this game. It clears out the cobwebs in the morning.”

VERBOTOMY GAME REVIEW

Review by *Dancemonkey, JaysGames*

I hesitate to ask how many of you remember *Sniglets*. I’m still a fairly young guy, but I’m always afraid of how any pop culture question will date me. The early eighties was not a great time for me, and I was only like 9 years old. *Sniglets* are words that should be in the dictionary but aren’t.

If that sounds interesting, and you enjoy wordplay and word games then you’ll love Verbotomy. Each day you’re presented with a definition and must come up with an original word to match. If you *verbin* and become a *verbotomist*, you can save your words and build up points towards each round of play. You can also vote on your favorite entries and subscribe to an RSS feed so you can know immediately when a new verboticism is ready and waiting.

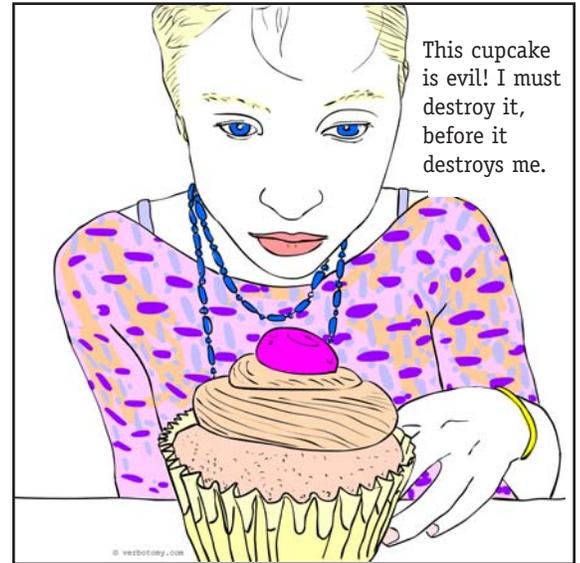
This is obviously a very casual game, requiring only a few minutes of your time each day. More fun for me than creating a new word was viewing and voting on other words. For instance I came up with a word I was rather proud of, “blamefuscate,” for a definition last week, but was even more impressed with some of the other words. “Culpitize” and “whomeopathy” were great, and I still laugh when I read “stinkerise” purely for its scatological value. Some other favorites of mine are “flatterchatter”, “memorafeeblia”, and of course the utterly nonsensical “potatobomb”.

This is a game with a lot of those “Now why didn’t I think of that?” moments. In fact, that’s a great definition in need of a word. What would you call that feeling that you should of thought of, say, the simply brilliant “namenesia” instead of your own stunningly dull “resnub”?

If you like word games and subtle word humor, then go forth and *verbotomize*! See: www.verbotomy.com

FEEDBACK FROM THE VERBOTOMY PLAYERS:

- | | |
|---------------------------------|---------------------------|
| “Brilliant!” | “Ooh that’s wicked!” |
| “Scary and wry!” | “Beautiful funny” |
| “Funny! And frightenly true...” | “Consistently clever.” |
| “LOL. Very good” | “Made me laugh out loud.” |
| “Very funny!” | “I love the cartoons” |



This cupcake is evil! I must destroy it, before it destroys me.

Grubsess

Grubsess: /gr&b-'ses/ v. *intr.* To follow a diet with such rigor and fervor that it consumes all your energy, and throws everything, even your desserts, out of proportion. *Sentence:* Antonio's grubsession with his low-carb diet lead him to try to pick the bits of breadcrumb out of his mother's meatloaf. *Etymology:* From grub + obsess. *Created by:* ErWenn.

See today's Verbotomy challenge, create your own invented word, and vote for the winner at: www.verbotomy.com

“THE MOST ENTERTAINING”

Review by *Tivor Tossell, The Globe and Mail*

Which knocks us down to the lowest rung on the ladder, which, as it happens, is the most entertaining: getting together to make up words. At Verbotomy.com, users play a word-invention game of the sort you’ll find in quality publications. Every weekday, artist and programmer James Gang posts an illustrated definition; players compete to invent a word to describe it. Most of the results are puns and most of the puns are terrible, which, being puns, only makes them better.

AVAILABLE PRINT FORMATS

In print, newspaper editors can choose single or double column formats, with or without the comic, which are available in color or black and white. The invented word, which is published with the comic, is created by the local community of readers and players at the newspaper website. The Verbotomy Game Server provides all the services needed so that readers can create their invented words, comment on other player's submissions, and vote for their favorites. The Game Server also calculates daily and weekly winners and produces the artwork (in PDF or an editable Text/JPG format) which appears in the print edition.

Text Only

Beastowal

Beastowal: /bee-stow-al/ n., An animal, usually a much loved pet, whose dead and departed owner has bequeathed a huge sum of money solely for its comfort and care. *v. tr.* To leave part or all of an estate to a pet animal. *Sentence:* Lord Mannerly beastowed his fortune to his pet rabbit, and hare apparent, Mr. Whiskers. It was a rather large beastowal. *Etymology:* Bestowal - "Be" + "Beast" *Created by:* woof-master.

See today's Verbotomy challenge, create your own invented word, and vote for the winner at: www.verbotomy.com

Single Column with Comic

VERBOTOMY™
The create-a-word game



I am deeply saddened by my master's departure...

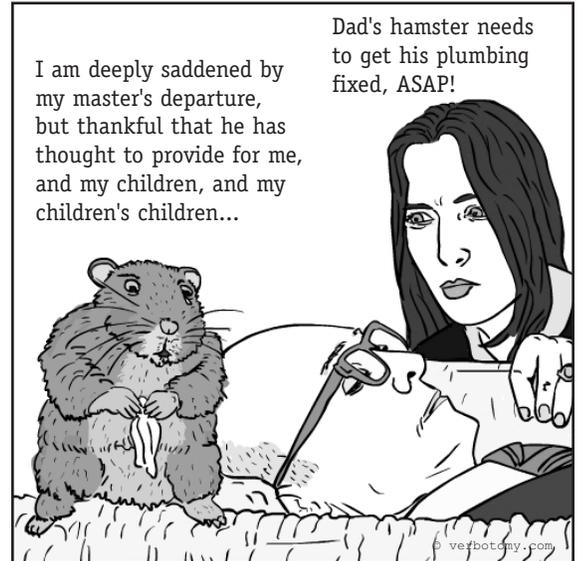
Beastowal

Beastowal: /bee-stow-al/ n., An animal, usually a much loved pet, whose dead and departed owner has bequeathed a huge sum of money solely for its comfort and care. *v. tr.* To leave part or all of an estate to a pet animal. *Sentence:* Lord Mannerly beastowed his fortune to his pet rabbit, and hare apparent, Mr. Whiskers. It was a rather large beastowal. *Etymology:* Bestowal - "Be" + "Beast" *Created by:* woof-master.

See today's Verbotomy challenge, create your own invented word, and vote for the winner at: www.verbotomy.com

Double Column with Comic

VERBOTOMY™ The create-a-word game



I am deeply saddened by my master's departure, but thankful that he has thought to provide for me, and my children, and my children's children...

Dad's hamster needs to get his plumbing fixed, ASAP!

Beastowal

Beastowal: /bee-stow-al/ n., An animal, usually a much loved pet, whose dead and departed owner has bequeathed a huge sum of money solely for its comfort and care. *v. tr.* To leave part or all of an estate to a pet animal. *Sentence:* Lord Mannerly beastowed his fortune to his pet rabbit, and hare apparent, Mr. Whiskers. It was a rather large beastowal. *Etymology:* Bestowal - "Be" + "Beast" *Created by:* woofmaster.

See today's Verbotomy challenge, create your own invented word, and vote for the winner at: www.verbotomy.com

Note: Each newspaper directs players to their own site where their readers create their own invented word and vote for the winning word-of-the-day which is published in the print edition.