

Culica: The Launch



Culica® is a new game has been launched. Culica is a hand-held 3D game, in which red, yellow, green and blue pegs are placed on a cube in to achieve various goals (e.g. *no* pegs of the same colour can touch).

Culica has over twenty-six games rules, and counting, that can be played on it, each has completely different game play. The

game can be played by yourself or with friends.

Culica needs no batteries and can be played anywhere. It will give your brain a wake up call, whilst being totally engaging and fun to play.

Culica promotes the idea of children growing through play (away from TVs and computers). It's great for all ages, it has intellectual games too for adults.

Culica Ltd have gone from prototype to selling online and in the British High Street (Lakeland and Hamleys) within nine months.



Company

Culica Ltd is an English company that is co-founded and co-owned by Chris Ollivier and James Eadon (shown).



Culica Ltd operates roughly like this: Chris is the business mastermind, treasurer and manages manufacturing and logistics. James is the visionary inventor, games designer and creator of online content. Nigel Walton, a marketing research academic, is the Culica Marketing Director.

Culica is a fantastically original new invention. Having a new idea was only the start, however. The challenge has been to identify and execute the necessary tasks to get the game into the market and selling on a tight budget.

Firstly, the game needed to be patented, designed, manufactured, packaged and so on. Then there were

– and are - websites and social networks, to reach out to our community. Finally routes to market are being identified and established, so now we are busy selling.

Novelty and Innovation

Culica is new: it is a whole new concept of games. This makes it trickier to sell as people do not know what it is, and they do not (yet) know they need one. (They do!) So our challenge is to get the news out there. When people play one, they want one.



James and Chris pitched Culica on BBC Dragons Den in Summer 2011. Duncan Bannatyne exclaimed that he would be dead before we sell 5000 Culicas. James made a £10 bet with Duncan that we will sell them, and we're well on the way! The Dragons, who are not fond of backing games, did not “get” the incredible invention we were pitching to them, so most people that saw the show still do not know what the Culica is. Our pitch could have been improved, we could have shown how Culicas can be joined together by using pegs as fasteners. Even so, viewers did sense there is something different, that there is an X factor about the game... Our “mission” is no less than to create a whole new way that people play games! And it is coming true. We are also producing software games to compliment the hardware game.



Tournament

Recently, James organised a Culica tournament for the Children In Need charity. There were sixty-four players, with four players per game, played with CuCombat rules. There were glowing comments that the “concept works”, that it is “addictive”. People, when playing, find themselves in a dilemma: do they block others winning, or create more winning chances for themselves? This generates much discussion by the players! The games usually take between five and twenty minutes, so Culica is perfect for tournament and casual play.

The Culica Future

What's next? World domination! We will be exhibiting at the Nuremberg Toy Show in the first week of February 2012, with a view to getting the Culica out into the global markets. We will also be exhibiting with partners at the London and New York toy shows.

All in all, the Culica project has been a titanic endeavour, with frustrating delays, set-backs and has us living with uncertainty. The struggle is really paying off, however, as the project is great fun, not just for us but for Culica players! We work fast and have exploded onto the scene as an innovative force in a risk-averse and slow-moving toy industry. Culica has arrived and we will change the World, one game at a time.

