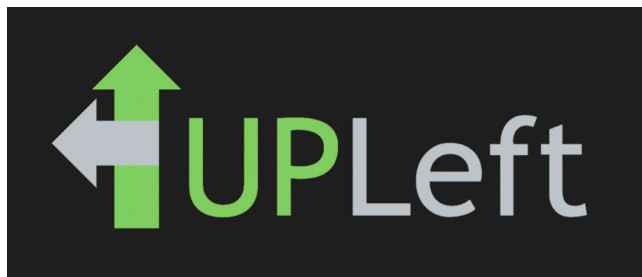


Research advisor Jason Ware writes: “Abby has emerged as an engaged scholar having completed this project. She presented her data to local and national audiences and has used it to host an initial asset-mapping event with Monon neighborhood residents. She has blazed a path for meaningful community impact well beyond her time at Purdue.”

UPLeft: Pick Up Leftovers, Uplift Those in Need

Student researcher: Veronica Galles, Senior

Forty percent of food waste comes from restaurants, grocery stores, and food service companies in the United States, according to a 2023 study. There are 19,634 people living in poverty in West Lafayette, Indiana, according to the U.S. Census. Today, we often think food insecurity and hunger is behind us, when in fact it still affects lives every day. UPLeft hopes to solve this problem by picking “UP” “Left”overs and uplifting those in need. It is a service that picks up leftovers from restaurants at the end of the closing shift and delivers the food to homeless shelters/food pantries at their earliest convenience. The purpose of this research was to conduct further market analysis to see if this approach was best for customers. I asked the following question: “How do restaurants best donate and homeless shelters/food pantries best receive food to reduce food waste and feed the hungry (i.e., in what state—hot or cold—and at what frequency—daily, weekly, etc.)?” To answer this question, I conducted seven in-person interviews with restaurants in West Lafayette and two phone interviews with homeless shelters/food pantries in the Lafayette community. I asked them questions in addition to follow-up and contact information. My results were categorized into two actionable items: (1) On a daily basis, pick up already made food (hot) from restaurants and donate to homeless shelters. (2) On a weekly basis, pick up



This is a graphic design of the logo for UPLeft.

ingredients/nonperishable food items (cold) from restaurants and donate to food pantries.

Research advisor Lindsay Rosokha writes: “Veronica’s project addresses a global problem in a creative and meaningful way. Her work leverages food waste in order to help others. She used a problem-solving approach and implemented a solution in the local community. The implications of her work are very practical and replicable to other markets and communities.”

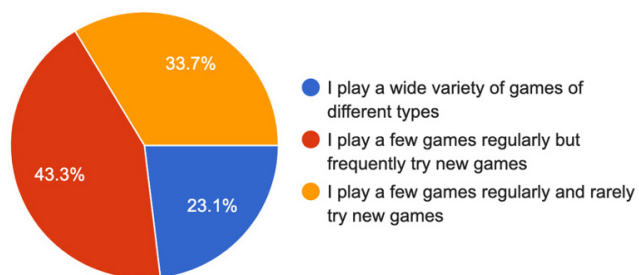
To Innovate or Integrate: A Story of Mergers and Acquisitions in the Video Game Industry

Student researchers: Charlie Geis, Senior, and Dustin Rabin, Senior

Mergers and acquisitions (M&A) in the video game industry have become increasingly common over the last decade. The surge in popularity comes from an increase in the popularity of live service games and the increase in resources necessary for these large-scale projects. Intellectual property (IP) has become more valuable in consumers’ minds and plays a large role in this trend as larger publishers will acquire small studios simply for the rights to a specific IP. Our understanding of these trends came from a survey of over 100 respondents from various video game communities. The survey data and accompanying analysis have shown that gamers are increasingly playing fewer games and those games tend to follow the live service model as opposed to more

Select the statement that most applies to you:

104 responses



This is part of the data that was gathered during our survey. Respondents were asked about their habits when it comes to the variety of games they played on a regular basis. The overwhelming majority of respondents tended to play a few games regularly.

traditional one-off releases. We found that 77% of respondents said they only played a few games regularly and only 43.3% regularly tried new games at all. Additionally, 66.7% of gamers said they are more likely to purchase a game if it is part of a series they have already played. As a result of this, more and more studios are focusing on releasing larger, more intensive projects as part of a known IP rather than pumping out new games every year. With increasingly demanding resource requirements to keep up with consumer and financial expectations, mergers and acquisitions have become far more prevalent in the video game industry and will continue to increase in the foreseeable future.

Research advisor Wan Ting Chiu writes: “Charlie and Dustin’s research and analysis were very insightful and provided a clear understanding of the reasons behind the increased prevalence of M&A in the industry. Overall, their project was very well written and provided valuable insights into the factors driving the increased prevalence of M&A in the video game industry.”

Standard Improvements to Policy for Maintaining a High Leasing Rate on Commercial Properties

Student researcher: Scott Morical, Senior

Contributing Authors: Diego Membreno, Senior, IU Bloomington; Bianca Hamer, Graduate, University of Oklahoma; EJ Parker, Senior, Texas Christian University; Lena Zhilinskaya, Junior, Purdue; Samantha Mazza, Senior, University of Virginia

Within a real estate company my group aimed to bring new ideas to five properties with lower leasing rates and determine if the cause of the lower rates were individual or shared, and as such whether fixing them could increase productivity over a portfolio of properties. Our approach was multifaceted and included industry standard research techniques such as a marketing void analysis, while incorporating a wide range of independent research on how the property’s physicality and leasing size impacted its allure. Common issues encountered were obstructed signage and the necessity for increased upkeep around curbs and sidewalks. Our recommendation based on our research was for the company to adopt an existing automation software for

contacting future tenants, retaining current tenants, and receiving feedback from surrounding communities to increase efficiency, drive occupancy, and gain faster awareness to address issues in the physicality of properties that were causing lower interest in leasing. This is in addition to opportunities for improvement that were suggested for each of the individual properties based on their location and future growth potential. Additional research might look into expanding the methods of communication on signage to increase interaction rates through asynchronous means to save time and drive more active engagement by leasers.

Faculty mentor Kellie Isbell writes: “Scott and his team’s research demonstrates industry techniques required to further develop and critique commercial real estate properties. Their project served to challenge and expand their analytical and research capabilities. The findings were presented to the company’s executives and used to drive improvements within the business.”

Microfinancing and Entrepreneurship in Cocoa Refinement in Côte d’Ivoire

Student researcher: Erin Soro, Senior

Côte d’Ivoire produces 45% of the cocoa in the world, but receives only 7% of global cocoa revenue; Ivorian farmers receive roughly \$0.78 per day, far below a living wage (roughly \$2.50). Developing local refinement of natural resources—allowing Ivorian workers to sell lucrative, refined products on global markets—may increase revenue and wages, but underinvestment persists. Case studies of agricultural microfinance in different developing African countries provide insights into the obstacles preventing investment in local refining capacity. Research from Benin tells us that access to credit helps farmers use more technology, therefore allowing them to go further in refining raw resources. In Mali, targeted microloans in the agricultural field led to higher investment from farmers in agricultural-related machinery. In Nigeria, research demonstrated that government outreach and a simplified lending process led to higher take-up of agricultural microloans. Together, these studies suggest that a program to increase investment in cocoa refinement should make use of loans targeted to agriculture in order to encourage the use of technology, and demonstrate how the efficiency of