NEW BUSINESS GAME

Game Instruction Manual

AALTO VENTURES PROGRAM

A! Aalto University

Aaltonaut

Welcome to New Business Game

The idea of the game is simple: create a path from an idea to a satisfied customer.

Unlike most games, you do not compete against your friends. Instead, you work as a team to iteratively develop your idea into a product that puts a smile on the consumers' faces. You must come up with all the necessary steps to bring your idea into reality, and will face tough real-world challenges that will test the solutions you thought were perfect. Your team must recognize the skills needed to hone your product to perfection, and humbly acknowledge what you still lack.

Are you ready to face the turmoil of creating something new?

Welcome to New Business Game. *Let's get started!*

Information for teachers

The goal of the game is to give the participants an experience of new business development. The learning objective of the game varies according to the needs of the participants. When used by teachers, the objective is to discover entrepreneurship education learning goals. In the case of students, the learning may focus more on the process from an idea to happy customer.

The game format lowers the threshold for communication on entrepreneurship education learning goals within teams of teachers, students and other staff. It provides platform for organic development of the basic process in entrepreneurship: from an idea to happy customer, and building the learning goals without prior assumptions.

Class size: 5-50
Facilitators needed: 1-2
Facilitation required: Low
Cost of equipment: Low
Duration: 2-3 hours
Learning outcomes: New business creation process

Aalto University

Real-world challenge cards

The game uses real-world challenge cards, which present the players with challenges that companies need to face in the real world, and help them to evaluate the adequacy of the activities and functions on the path they've created.

The point of real-world challenge cards is to surprise the players, which is why they are not readily provided; were they available with the game, the game would soon become obsolete. Therefore, the facilitator of the game should write them before each session. By writing the cards for every session, it's also possible to customize the challenges based on the background of the players.

Each team will draw 5-8 cards, and each team should have identical cards. Only hand out the challenge decks just before it's time to draw them.

To play, each team of 4-5 people needs
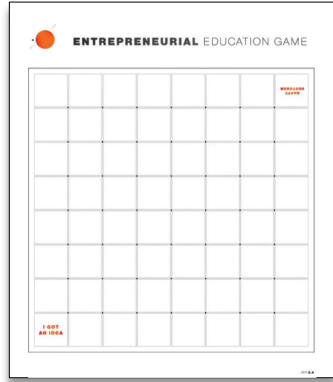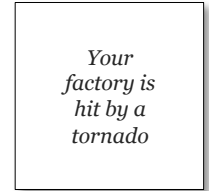

1 **game board**

A bunch of
square sticky notes

A bunch of
small sticky notes

A couple of
pencils

5-8 **real-world
challenge cards**

Game process

ENTREPRENEURIAL EDUCATION GAME

Form **teams of 4-5 people**

Each team uses **square sticky notes** to create a path from an idea to a happy customer
- Write down activities and functions needed to reach the goal
- Notes that form a process must touch
- Activities related to all parts of the process can stay separate
- About 30 minutes

Game process

Teams draw **real-world challenge cards** to test their process
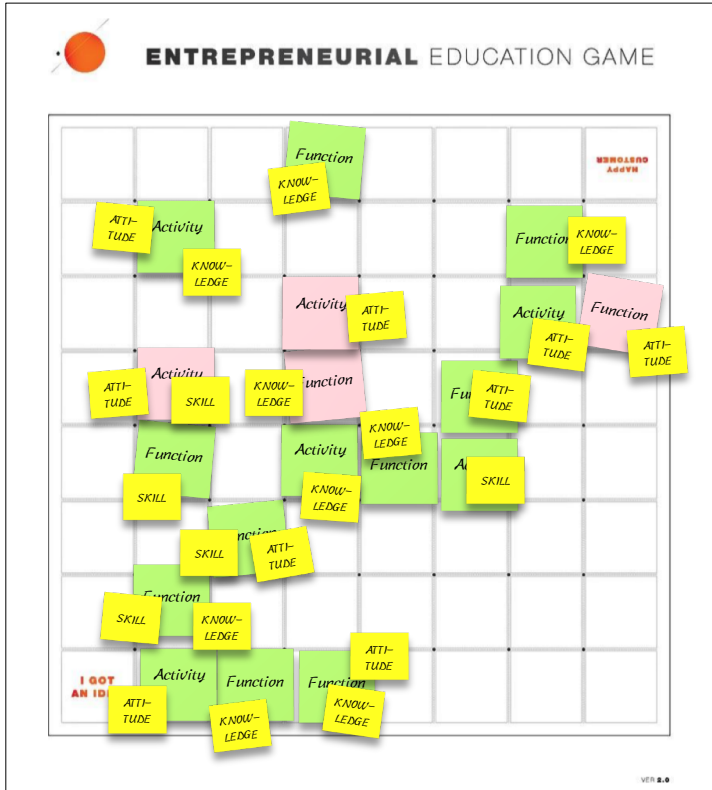
- Pick up one challenge at a time
- Discuss how the challenge is addressed by your existing functions and activities
- Add new **square sticky notes of different colour** to tackle the challenges your current process couldn't handle
- About 30 minutes

Game process

Players use **small sticky notes** to map competences
- Identify skills, knowledges and attitudes needed for each function or activity
- At least one small sticky note for each square sticky note
- One competence per small sticky note
- Identify which competences your team already has, and what needs to be acquired.
- Or, if you're a teacher, think how to teach the identified competences.
- About 30 minutes

Game process

Analyse the **identified competences**
- Categorize the identified competences:
  - Core
  - Nice-to-have
  - Not necessary
- If you're a student, think how to best obtain the needed competences
- If you're a teacher, think how to best teach the needed competences
- About 30 minutes