



Player guide

Game overview

The StartUP_EU game is an online collaborative game for secondary school students designed to help you learn how you can start your own business, particularly an exciting high tech business. You will play the game as part of a team of students over a few weeks. You will be playing autonomously; it is you, your team and the challenge. Your teachers can only help if you need something specific, or get stuck.

Becoming your own boss

You will need to come up with an idea for an innovative and useful new product or service. You will then prepare a business plan showing how you will take your idea and turn it in to a real business. You will have to go through the real steps that an entrepreneur does to arrive at a plan for a business than can succeed. This is not an easy or simple process, but once you understand the process YOU will know how to do this in the real world when you are ready.

Playing the game

The game is played as a series of 8 steps, a preparation stage and a final stage. Each step relates to a real problem or information you need to gather to build your business plan. It is important to do the steps in order, as they build on each other.

Stage 1 Preparation

Stage 2 Challenges

- Challenge 1: Building your team
- Challenge 2: Finding the idea
- Challenge 3: Testing your idea
- Challenge 4: What is the market?
- Challenge 5: Production
- Challenge 6: The marketing plan
- Challenge 7: Make a profit
- Challenge 8: Selling your idea

Stage 3 Final

Each game will be introduced by a short video from a member of a real startup team. They will explain the basis of the challenge. There will be an introduction to the challenge

and a detailed step by step description of what you have to do and what you will be expected to produce to complete the challenge. Some of the challenges will include mini-games. You must read each challenge and the Challenge description fully, before starting.

The challenges will include additional information were required and how to guides, they are available in separate documents. We will also show you, what the role of your teacher is in each challenge, in case you need help. Each challenge will be a step in completing the 'Executive summary' and you will produce evidence showing what you did in each challenge (documents, presentations, videos). These will be uploaded on the game platform.

Preparation

The first step in the StartUP_EU game is getting ready to play!

1. Watch video at <http://youtu.be/qTrZnd3F-SE>
2. Read this guide and become familiar with what is available in the supporting materials.
3. Login to the game platform and have a look around.
4. Complete the pre-game questionnaire available in the game platform.

Everything you produce in the game, documents, presentations, videos will need to be uploaded on to the game platform. Here is a direct link to your team's space <http://www.startup.odl.org>. Take a moment to explore the online environment!

If you have troubles accessing the online game platform, please ask your teacher for support!

Challenge 1: Building your team

Create your business team. Following the steps below, complete CVs and decide who takes on which role in your team and record a team video. Upload on the platform.

Just like a real business different people are employed to work in different areas, usually they have special training, experience or university degrees to prepare themselves for their work. In this game you also need a team to fulfill all the different challenges. Unlike in the real world though, you do not have specific training or experience so all members of the team will help with all the challenges. You will need to decide on an overall boss, we will call him the CEO (Chief Executive Officer) though.

Your team should have at least 4 people, but you will find the game easier with at least 5 players with a maximum of 7. You will need to assign a job to each team member, and fill in the team sheet. Your CEO's job will be to make final decisions if you cannot agree, or you can ask your teacher. Finally, name your business.

Process

1. Watch the 'Building the team" video at <http://youtu.be/ErXaaBmRjmA>
2. Write your CV: every team member completes their CV (see [HowTo Guide 1.1 How to write your CV](#), in the guides menu, and the [CV Template](#), in the templates menu).
3. CEO selection vote for a CEO based on the CVs, using simple majority vote.
4. CEO and team decide who does what (see [HowToGuide 1.2 How to make a strong team](#), in the guides menu, and the [Team Sheet Template](#), in the templates menu).
5. Team video: grab a video camera or a Smartphone and shoot a short video presenting the team.
6. Now you are ready to complete the team information online. Team have been registered by your teacher already. Now, don't forget to give a name to your new business! Each team member should add her or his CV online. You can then upload the team video to your upload space.

Outcomes

- A list of team members with CVs online, each with a specific role.
- A team presentation video.

You might ask your teacher advice for completing the CV. Also, if you cannot really decide who will be the CEO, ask your teacher for help.

Challenge 2: Create your idea

Create your businesses innovative products. Be creative and locate a real need.

Finding a new product is usually based on looking at the world you live in and seeing what does not work well or should be improved. You will need to ask yourself what you find frustrating to use, how it could be improved. This challenge has videos, games and guides that will help you. You should feel free to let your imagination fly, be creative, don't be shy.

Process

1. Watch the video at http://youtu.be/So_JFOleU5k
2. Finding ideas, write your ideas down as fully as possible ready for sharing with your team (see [HowTo Guide 2.1 Observing around you](#), in the guides menu). You can work individually, in pairs or the whole team can 'Brainstorm' together (see [HowTo Guide 2.2 How to make a good brainstorming session](#), in the guides menu).
 1. Each idea must have an idea sheet (see [Your Ideas Template](#), in the templates menu).
 2. Each idea is presented to the team.
3. The team has to select the two top ideas by discussing and then voting. Selecting ideas can be done with a SWOT analysis (see [HowTo Guide 2.3 Find a good idea](#), in the guides menu) You do not have to arrive at a single idea but decide on *the best 2 ideas*. The next challenge, *Testing your idea*, will be the process to arrive at your final idea.
4. Your team will produce a presentation of the two best ideas. This can be a video, a PowerPoint presentation, or even a simple text. Upload this presentation to the game platform.

Outcomes

Presentations of your 2 final ideas.

All the idea templates.

Discuss with your teacher about your ideas – but remember, your teacher cannot tell you if an idea is good or no! That is *your* decision! Keep in mind that your teacher can stop an idea if it is violent, inappropriate or socially irresponsible.

Challenge 3: Test your idea

This is where you check that your ideas would really work in the real world.

It replicates a typical business process called 'Market research' where the public are asked their views on different products or ideas. You will need to prepare and complete a market research on your product ideas.

Process

1. Watch the video at <http://youtu.be/SGGHwPY9WII>
2. Play the mini-game available in the game platform.
3. Your team divides in 2, each half team analyses one of the ideas and lists the need and how the product answers the needs (see [HowTo Guide 3.1 Tips for local needs analysis](#), in the guides menu).
4. Each half team develops a survey and/or interviews (see [HowTo Guide 3.2 How to conduct a Google survey](#) and [HowTo Guide 3.3 How to conduct an interview](#), in the guides menu).
5. Each half team decides how to find people to answer their survey/interview and carries out the survey/interview.
6. The answers are analysed and you produce a short report.
7. Your whole team decides which of the 2 ideas to concentrate on based on the results.

Outcomes

A final report, which includes the 2 final survey analysis reports (one for each idea), and your decision on what idea to develop.

The survey (could be the link) and data from the surveys.

Your teacher can provide help in analyzing the ideas and in developing the survey and the interview. Also, your teacher might suggest good ways to find people for your analysis.

Challenge 4: What Is The Market?

This challenge will ask you to find out what is your market in size and type, including competitors.

A market is made up of the people, businesses, government etc. who would be interested in buying your new product. For example, if your product was a doll that spoke Chinese, your market would be, mainly girls ages 3 to 9 that understand Chinese. You will need to define where, who is, and how many are in your potential market. Finally you will need to study if there are any other businesses or products that are similar or the same and show why your product is better.

Process

1. Watch the video <http://youtu.be/JU-bbzFWuOc>
2. Your team divides in to 2 sub-teams.
 1. Half team looks for market data (see [HowTo Guide 4.1 Tips for market research analysis](#), in the guides menu, and also the [Marketing Statistics template](#), in the templates menu, might help you).
 2. Half team looks for competitors (see (see [HowTo Guide 4.2 How to search effectively with Google](#), in the guides menu).
3. Each half team produces a report of maximum 2 pages with the results including:
 1. Market data report: How the research was completed and the market numbers.
 2. Competitor report: who are they and what the competing products are.

Outcomes

2 reports: Market size and competitors report.

Your teacher might suggest what could be your market and were you can find information on it.

Challenge 5: Develop Your Product: R&D

Once a Startup is initiated and the product defined the entrepreneurs need to create a plan of how they will develop the idea in to a product that can be sold to the market.

First they have to make a plan to build the final product. This challenge will ask you to produce an R&D (Research and Development) plan.

Process

1. Watch video <http://youtu.be/q1W1JEbSchk>
2. Play mini-game available on the game platform.
3. Prepare your R&D plan (see [HowTo Guide 5.1 How to plan research and development](#), in the guides menu).
4. Transfer the written plan in to a flow diagram.
5. Upload the plan and the flow diagram to the game platform.

Outcomes

R&D plan flow diagram.

Your teacher can provide help in identifying required R&D action and in transforming your plan in a flow diagram.

Challenge 6: The marketing plan

This challenge consists of making your products or services known to your potential clients.

A marketing plan follows on directly from your Market research. In the market research you found out whom and where are the possible customers for your product. The marketing plan will now show how they will find out about your product and how you will sell them the product.

Process

1. Watch video <http://youtu.be/3mmOLs6rA0k>
2. Play mini-game available on the game platform.
3. Team has to develop a marketing plan (see [HowTo Guide 6.1 How to develop a marketing plan](#), in the guides menu), considering:
 1. client groups and their habits;
 2. media selection;
 3. key messages for each media.
4. Team has to develop sample communication materials:
 1. mandatory: product name(s), company logo;
 2. optional: advertising image or text, or a web page, or a short video or a radio announcement, etc.

Outcomes

Marketing plan.

Sample communication/advertising materials.

Your teacher might help you identifying your target group's habits, and also to develop a suitable message for target groups distant from your age group.

Challenge 7: Making a Profit

Fantastic, you have got this far! Now we get to the critical point of every business, making a profit.

A business's profit is the reward for all your hard work and means you can pay salaries to your employees and yourself. You have to find the costs for making your product, running your business and the highest price you can charge for your product, while remaining competitive in the market. You will have to weigh up how much are the advantages of your product worth, against existing solutions and products.

Process

1. Watch video <http://youtu.be/hSVYHJ4x8Ao>
2. You prepare by reading (see [HowTo Guide 7.1 How to develop a financial plan](#), in the guides menu).
3. Use the Financial Plan Template to develop a financial forecast.
4. Make a financial plan that explains the forecast and upload it to the game platform.

Outcomes

Financial plan, including financial forecast.

If you are not sure about the costs you would have to sustain, ask your teacher!

Challenge 8: The elevator pitch

You have now completed all the challenges except one. Present your work in a summary format – to sell it to potential funders!

This is called the 'Elevator Pitch' and the name comes from the idea that an entrepreneur should be able to present their idea to a potential investor, in the time it takes for an elevator to take the entrepreneur and investor from the ground floor to the investors office.

You will be making a text summary of all the challenges in a way that quickly communicates the important details. This will be your Executive Summary. You will use the same information, in an even shorter way, to make either a Presentation or video presentation of your work. You will use the prepared templates were to put each item of information but it will be up to you to decide what are the most useful and interesting parts to use.

Process

1. Watch video <http://youtu.be/83hqnPodcMs>
2. You prepare your executive summary first by analysing all the results of each challenge you have saved and deciding what are the key points (see [HowTo Guide 8.1 How to write an executive summary](#), in the guides menu).
3. You then decide to make either a presentation or video. In each case how you present your information is your decision, be creative, make it interesting, and make it brief (see [HowTo Guide 8.2 How to make an effective elevator pitch](#), in the guides menu).
4. Please refer to the [Elevator pitch templates](#), in the templates menu, for your work!
5. You upload on the game platform: the final evaluation of the game's jury will be based on these documents!

Outcomes

Elevator pitch (in English).

Executive summary or presentation (in English).

Final stage

The final stage is completing the post-questionnaire, available on the game platform. Your work and Elevator Pitch cannot be evaluated unless you have completed this step.

Well done! You have now completed the StartUP_EU game. Through completing this game you now have a real idea of what a new business entrepreneur has to think about and prepare before you open the door on having a business.

Every successful businessman has to go through an identical process. Even the greatest do so every time they launch or launched a new product or business, even Bill Gates and Steve Jobs.