

The business model game

“inspire! build your business”

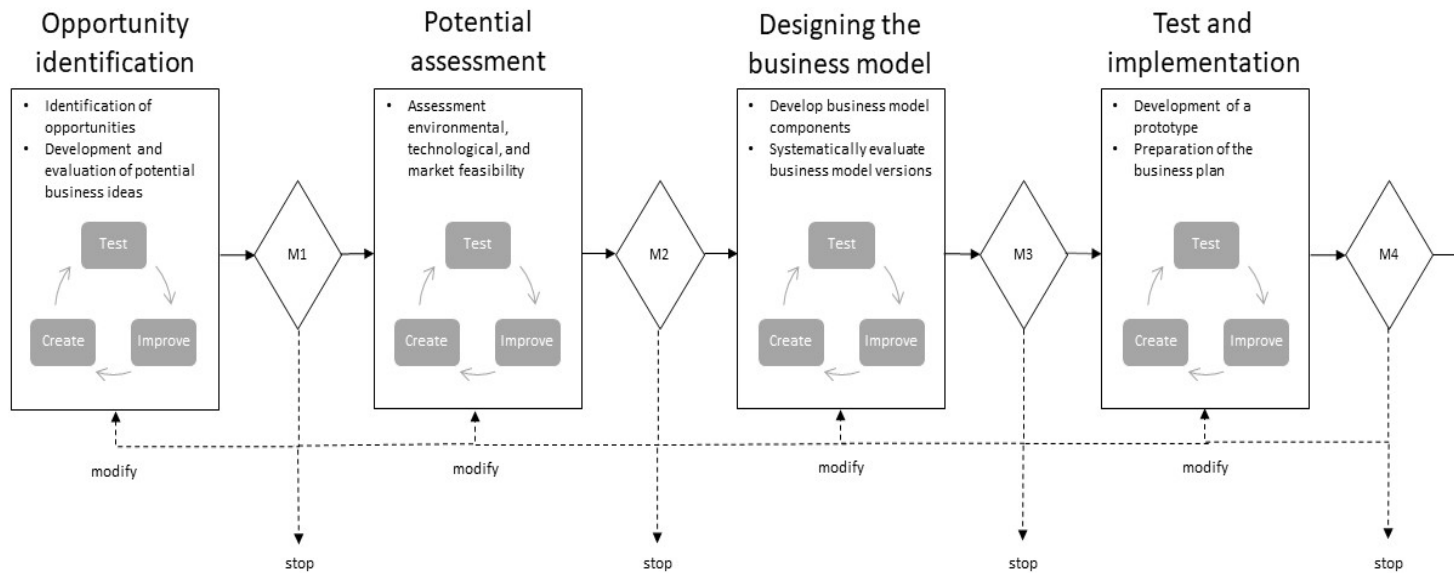
Department for Innovation Management and Entrepreneurship

Alpen-Adria-Universität Klagenfurt

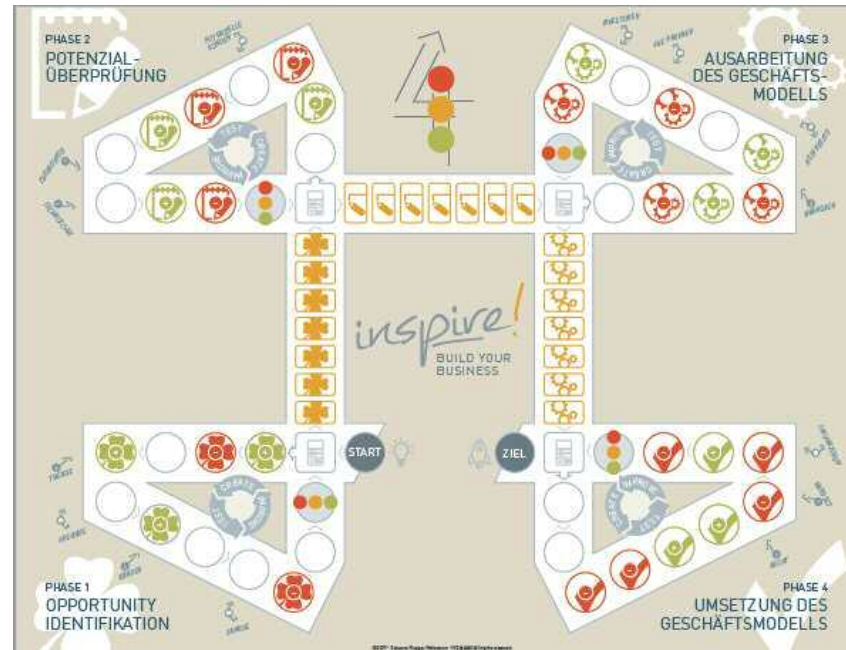
Dr. Ines Krajger

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The process behind the business model game



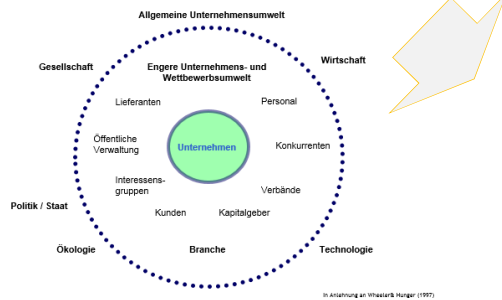
Physical Game board



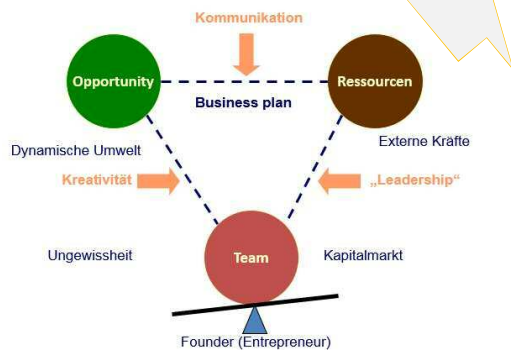
- A game board illustrates the business model development process. Traffic lights symbolize the gates.
- The game includes rewards (points), a dice and game cards.
- During the game, players move their playing pieces around a track which is divided into the four stages.
- Participants have to take actions and they gain points when they complete an assignment. The game ends winner or a loser.

Game board and theoretical concepts behind

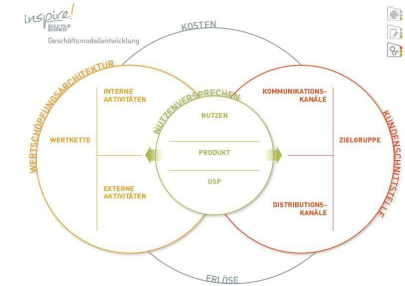
Entrepreneurial Ecosystem



Timmons Model

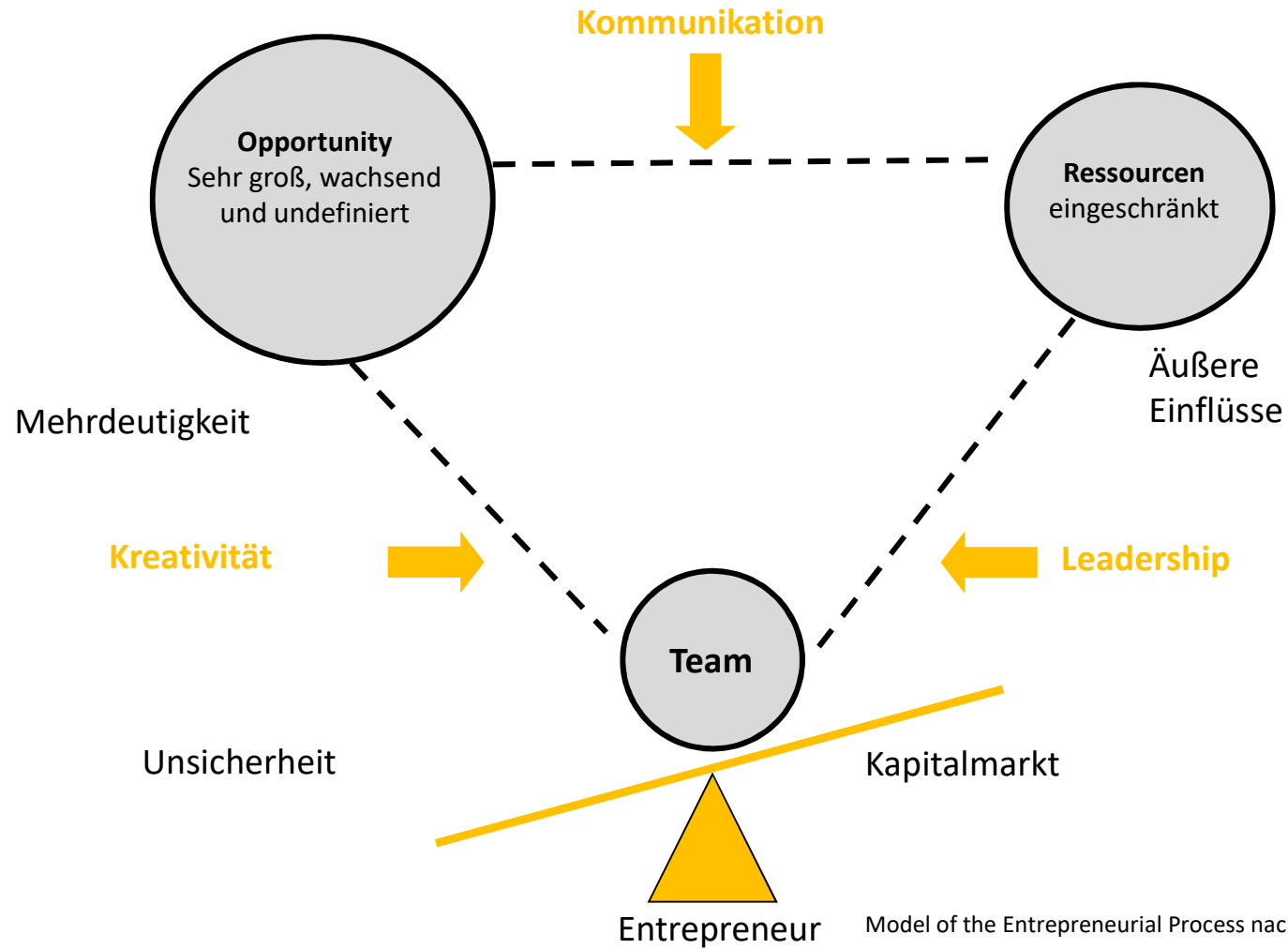


Business Model



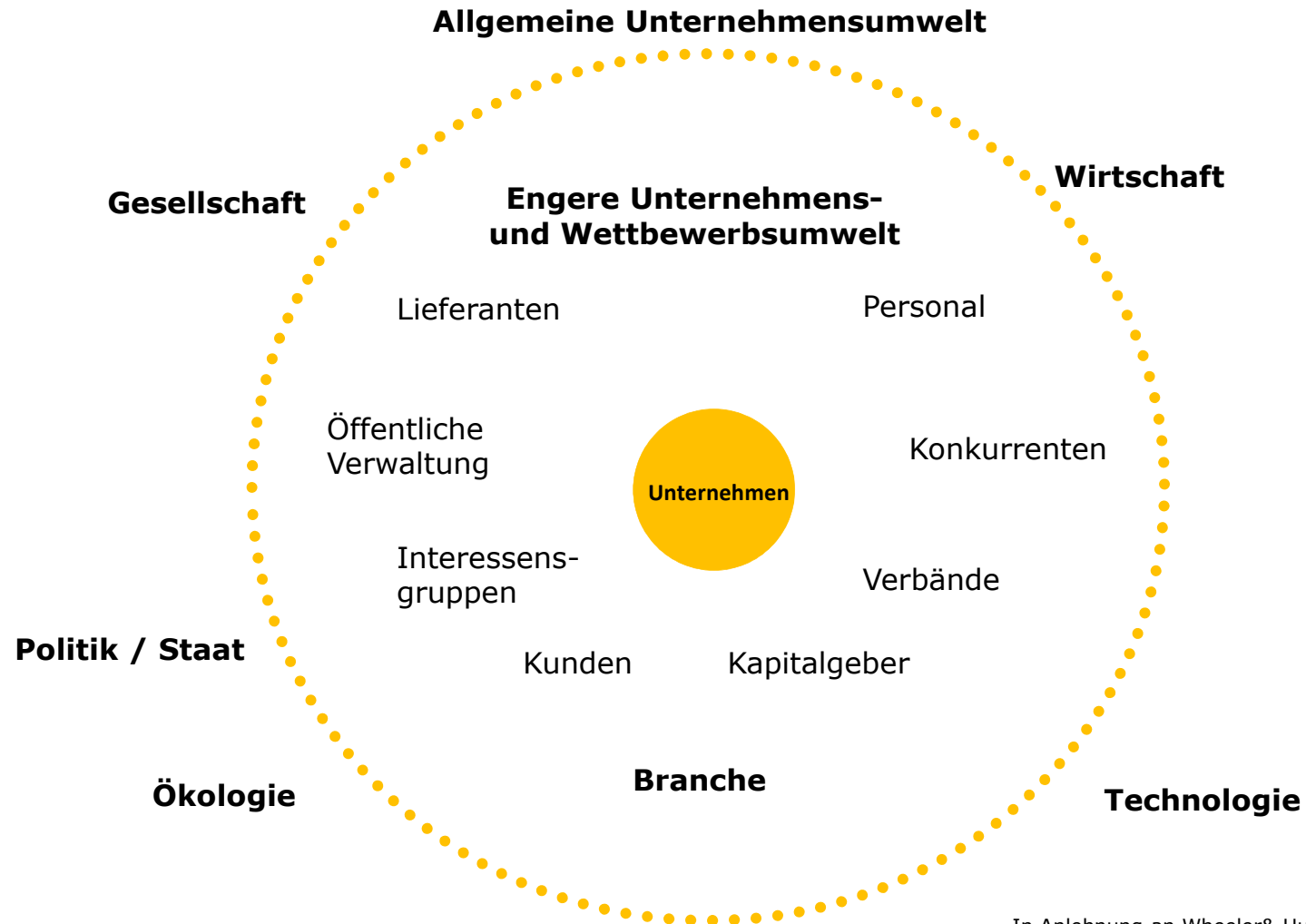
This game version ends at stage three by “designing the business model”.

Timmons Model



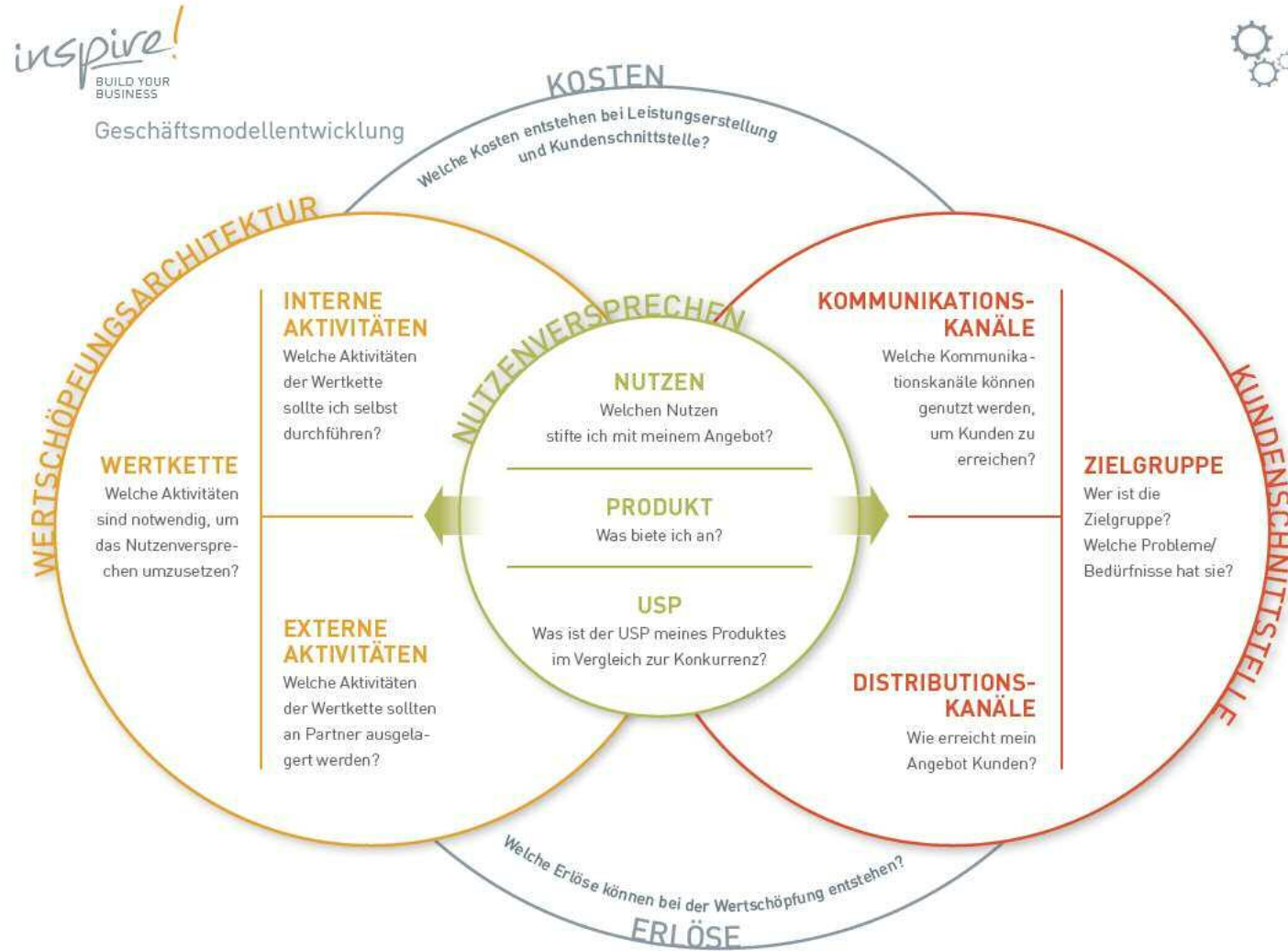
Model of the Entrepreneurial Process nach Timmons 1999, S. 38

Entrepreneurial Eco System



In Anlehnung an Wheeler & Hunger (1997)

The business model



The game is based on real business ideas

Real business ideas are presented in a case study format.

Each case is edited in three sections and distributed evenly according to the stage of the game:

- Stage 1: opportunity description
- Stage 2: market description and
- Stage 3: business model description

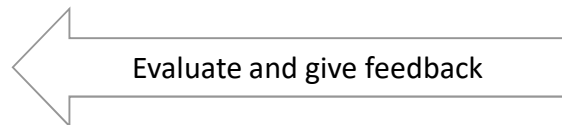


Role Play

2 or 3 competing founder teams



1-2 investor teams



Participants have to assume the role of an entrepreneur/entrepreneurial team and they have to analyze, evaluate and progress the idea of the founder.



Instructor

Some participants can become an investor who has to analyze and evaluate all business ideas in the different stages of the game.

supports the learning and reflection process

Game cards

Risk and opportunity cards

These cards introduce the risks and opportunities of business model development derived from the entrepreneurial ecosystem. By collecting these cards, points can be generated or lost.



Challenge cards

Participants have to fulfill different tasks such as interviewing customers and experts (in the advanced version for students and professionals). If they complete the task successfully, points can be collected.



Tool cards

In each stage teams get tool cards, which support the business model development process (e.g. problem-solution fit, personas, business model canvas) and help to progress the business idea.



Problem/Solution Fit

Es ist zu überprüfen, ob die Geschäftsidee tatsächlich ein Kundenproblem löst, oder ein Kundenbedürfnis aufgreift.

Pitch Decks

Start-ups often have little time to convince customers, funders, investors or potential partners of their business idea. An excellent presentation, limited to the most important points, is a prerequisite for success.

That requires

- that you know your own idea very well
- story telling
- to get to the point.

“Imagine entering an elevator and suddenly being alone with someone you've always wanted to do business with. The problem: Before he leaves, you have only 30 seconds to get his business card and leave a lasting positive impression with him. “ (Meyer, Schlotthauer, 2009)

The technique of communicating one's own business idea to other people in a short time is called Elevator Pitch.

Didactical model behind this game approach



inspire! build your business

is based on



Experiential Learning

Experiential Learning Cycle nach Kolb

Literature



Contact



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