



About The Start-Up Game™

The Start-Up Game™ is a business simulation that develops innovative and entrepreneurial leadership capability. It aims to develop a culture of **'provocative competence'**, an innovative and entrepreneurial way of thinking, doing and being that:

- Safely disrupts the status quo and 'rocks the boat'.
- Exposes the 'elephants' and 'sacred cows' in the room'.
- Identifies and solves business dilemmas and problems to realize possibilities and opportunities.
- Imagines and prototypes new products, models, systems, processes and services.
- Improvises and experiments and learns from failure.
- Maximizes diversity, deviance and differences.
- Fosters teamwork and collaboration.

What is the Intent of The Start-Up Game™

For players, in the client corporation, to have a stimulating, highly engaging, enjoyable, high gradient, relevant, meaningful and concrete experience of co-creating a new Business Venture or Start-Up company within an Innovative Business Eco-System.



Imagine Nation THE START-UP GAME™

How does The Start-Up Game™ Work?

1. Choose an enterprise — water, energy or technology (based on successful Start-Up examples).
2. Form your executive team — COO, CFO, CTO, CMO.
3. Face and solve typical Start-Up business dilemma's.
4. Deliberate and define your unique value, for enterprise funding and reputation points.
5. Get sponsorship — with a pitch your enterprise to the Board or to VCs that brings the story to life.
6. Face high gradient business challenges, using the capital you earned from your sponsors.
7. Take your exit. Monetize the asset you have built and make it attractive to an acquirer.

What do players learn from participating in The Start-Up Game™?

■ Generative Challenge Skills

Players learn how to understand and deconstruct issues by taking a whole systems perspective; considering global competition, instability and uncertainty, as well as product and market analysis and cost /benefit analysis.

■ Challenging the Process Skills

Players are encouraged to be curious, question and challenge the status quo and 'rock the boat' and expose the 'elephants' and 'sacred cows' by *creating provocative conversations*.

■ Generative Discovery Skills

Players are encouraged to be open to alternative world views and to operate from the stance of possibility to debate from a generative vs. right/wrong, or win/lose perspective. Players develop *generative inquiry skills*;

- How to deeply attend, listen, question, inquire and constructively debate to achieve high levels or meta thinking to generate imaginative and creative ideas and unexpected solutions.



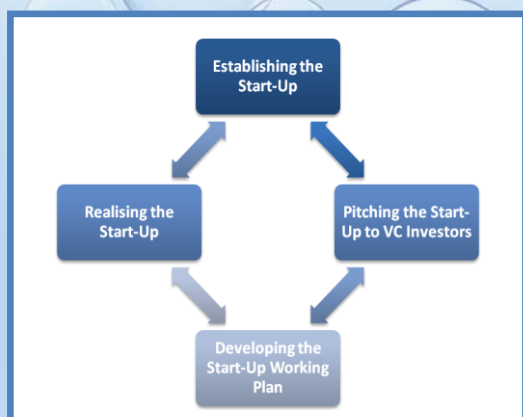


What are the key business outcomes from The Start-Up Game™?

An increased organizational capability to transform, innovate, and flourish:

- By safely awakening people out of their 'comfortable myopia' and igniting their entrepreneurial spirits.
- By identifying and letting go of unprofitable products and services.
- By spotting, experimenting and developing new products and services that customers need and want.
- By deriving increased revenue from breakthrough products and services.
- By attaining competitive advantage from unexpected and trending business development ideas and opportunities.
- By reaping greater rewards from improved process and system efficiencies.

The Start-Up Game™ simulates the 4 phases of the New Business Venture or Start-Up Cycle:



What is unique about The Start-Up Game™?

- It is not an 'off the shelf' product. It has been custom designed, co-created and built by ImagineNation™ and The Playful Shark, to 'bring to life' the intrinsic motivators, mindsets and behaviours of Disruptive Innovation.
- It integrates adult, experiential and gamification concepts, principles and techniques into a corporate learning context that transcends typical existing experiential learning activities, business simulations and corporate board games based on the old 'Monopoly' paradigm.
- Depending on client need, can be configured and adapted to engage:
 - Large groups of up to 40 cross functional or function team players in a half or one day workshop.
 - Functional teams of 14-16 players in an in-depth 2 day business focussed workshop.
- It can be further customised to client specific needs to incorporate 'real and live' business dilemmas and challenges that can be translated into:
 - Specific business improvement/innovation programs as post workshop action learning assignments with tangible deliverables.
 - Team innovation labs that result in a crystallised vision for innovation, embodiment and action plans for prototyping and embedding innovation.
 - <http://www.imagenation.co.il/the-start-up-game/>

Who are ImagineNation™?

We are an imaginative, generative and provocative global learning consultancy that allows coaches, leaders, and organisations to flourish:

- *By creating the mindset flips to perceive the world differently.*
- *By developing tolerance to uncertainty, instability and ambiguity.*
- *By making innovation everyone's job, every day to build highly engaged and passionate work environments.*

