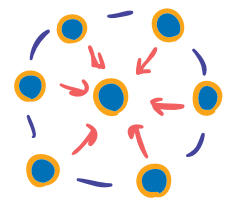
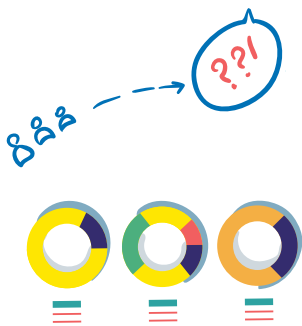


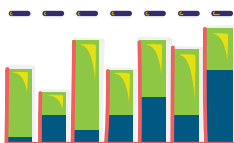
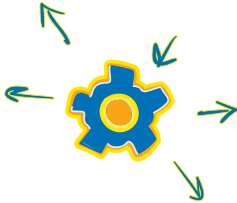


STARTUP AND ENTREPRENEURSHIP ORIENTATION GAME 101

using design thinking approach



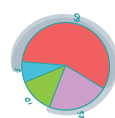
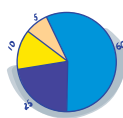
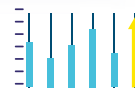
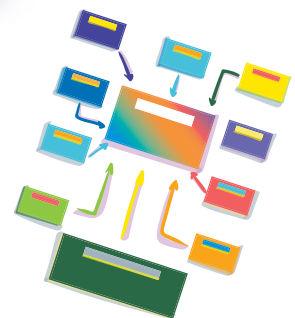
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As the World Embraces the Creative, Innovative Economy, every Nation today aspires to take the top spot in the Global Innovation Index (GII).

If Nations have to remain relevant and flourish in this Era, it can be unanimously agreed that we will need to equip its young with StartUp and Entrepreneurship know-how and spirit.

This game is a small step in that direction, designed in a way, that it reaches every child and is affordable for every school.



1st Ever Process Oriented, Time Bound, Real World Simulation Game Based on the Design Thinking Approach

A Game which provides Students with situations and scenarios, which they will face while creating and building their own StartUp/Business

Hands - On “Learning by Doing Game” to understand StartUp, Entrepreneurship

A Game that Encourages Students to develop an Entrepreneurial Spirit for Solving Real World Problems and Dream Opportunities

A Game where Students will be learning Vocabulary for a StartUp and an Entrepreneurship

Repeated play will help develop 21st Century (Higher Order) Skills

A One Time Resource Investment, i.e., the game can be used year on year for Grades 6 to 12 with multiple levels of difficulty.



RESEARCH AND DEVELOPMENT BEHIND THE GAME

Explorra StartUp and Entrepreneurship Orientation Game 101 is a result of a decade long global study. 3 levels of research were undertaken,

1. To Addresses the Global Scenario
2. Take Care of Changing needs and traits that the children and teachers should possess
3. Manage various initiatives and best practices undertaken across the world

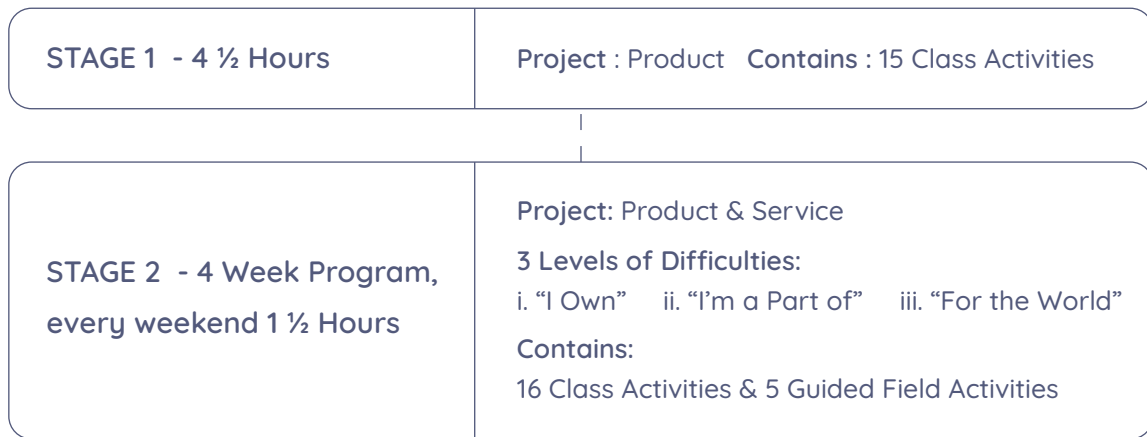
GLIMPSE OF RESEARCH

- MIT's Invent It Build It, Stanford's Design Thinking K12 Lab, IDEO Design Thinking for Educators.
- Regio Emilia Model, Maria Montessori, Froebel, Bloom, Howard Gardner, John Dewey, Swami Vivekananda.
- India NEP 2020 emphasis on Design Thinking as part of K12 School Curriculum, CBSE launches Design Thinking Course.
- USA, Finland, South Korea, China, Japan, Singapore education models.
- UK Design Council, UK Education Board's 'Design and Technology'.
- NID's emphasis to include design in K12 education.

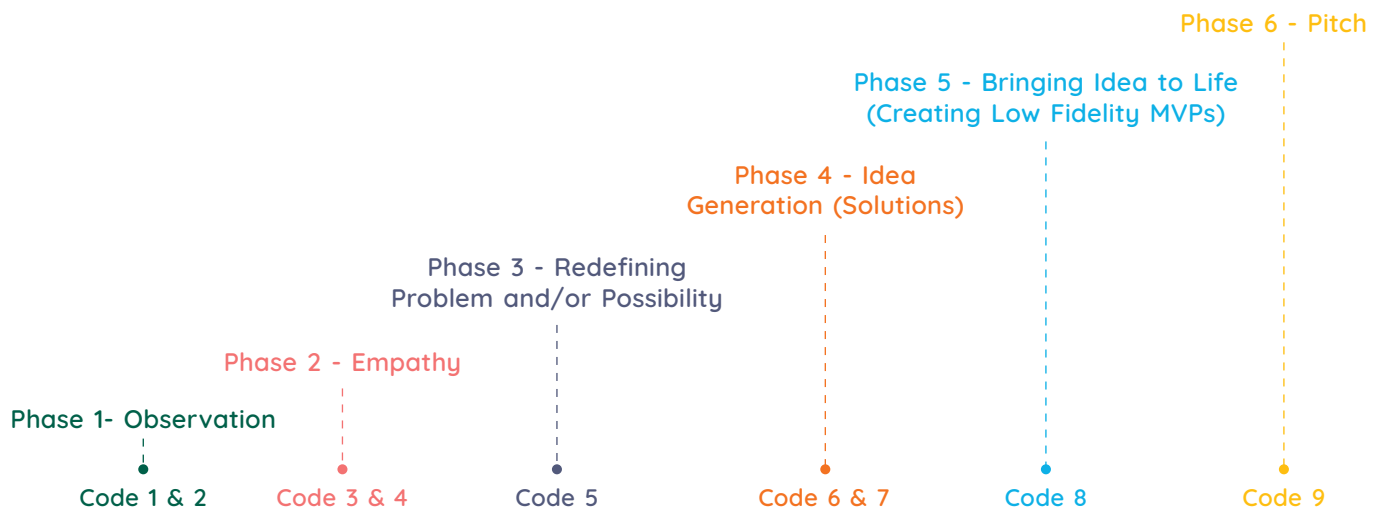
The study and early-stage testing happened in 6 cities in India, US and China addressing directly 30+ schools (different education systems) and over 30000+ students (Grade 3 to 12).



THE GAME HAS 2 STAGES



Each Stage Consists of 6 Phases



All the 9 Codes are embedded in the Explorra Cube, which will be solved by the students to unlock various Phases of the Game, followed by activities



The Game will be played in teams using the Explorra Cube i.e., Puzzle which is curiosity kindling, challenging, competitive, and fun approach game

Kindly Note:

The Game is Designed in a Modular way so that the Duration of each Stage 1 & 2 mentioned above, can be changed to best suit each School's Academic TimeTable. Thus, giving a School the flexibility to conduct it in a manner that is most convenient.

A Word of Caution: Kindly DO NOT Change the time allotted for Each Activity

ELEMENTS OF THE GAME



INSTRUCTIONAL BOOKLET



A SET OF 10 EXPLORRA CUBES



A SET OF 9 CODECARDS



SET OF TWO TEAM WORKSHEETS
FOR EACH STAGE 1 & 2

School needs to print (photocopy) from the given set, based on the number of teams



TWO MENTOR'S WORKBOOK FOR
EACH STAGE 1 & 2



A TIMER

GRADING SHEET FOR STAGE 1						
Criteria	Quality of the Program Identified	Quality of the Solution	Quality of the Prototype	Quality of the Business Plan	Quality of the Final Presentation	Total Score (out of 25)
Team 1						
Team 2						
Team 3						
Team 4						
Team 5						
Team 6						
Team 7						
Team 8						
Team 9						
Team 10						

Graded & Signed: _____ Date: _____ Mentor's Name & Sign: _____

GRADING SHEET FOR EACH STAGE 1 & 2

School needs to print (photocopy) from the given set

BENEFITS AND STEPS

1. As Entrepreneurs we start by selecting the domain which excites them the most

2. Finding & Understanding the pains and gains of the users, i.e., get a holistic view of their surrounding (Researchers - mapping the opportunities around them)

3. Scouting for problems and/or possibilities by performing market research (primary research), understanding user experience and user journey through different tools and techniques

4. Analysing the Root Cause i.e. finding insights of the pain and/or gain (possibility/opportunity). What are the challenges/possibilities faced by the user. Mapping the same on a checklist. Students will then make a decision (Decision Makers, Critical Thinkers) on which problem and/or possibility to go ahead with - based on how serious is the problem, and what is the market size, i.e., how many users are impacted by the problem and/or possibility

5. Generating many ideas, and then creating many solutions (idea generation, creative thinking) and selecting the ones which are feasible, viable, sustainable and scalable in nature (Risk takers)

6. Preparing Low Fidelity Minimum Viable Products (MVPs) in order to check whether the proposed solution is solving the problem and/or possibility for the user or not, before they develop the High Fidelity MVP. (Problem Solvers) Converting their solutions (ideas) into tangible outcomes (prototyping)

7. Creating a 3 Month Marketing, Promotions & Business Plan, wherein they understand manufacturing cost of the product/service, its price, how to sell, revenue earned and how much profit will they make out of their product / service in 3 months

8. Create Marketing Collaterals i.e. posts, leaflets so as to sell and get feedback

9. Then Pitching their StartUp product / service i.e., simulation of how a StartUp product / service is presented (Great Presenters), in order to raise funds

10. Learn how to understand and focus upon new trends and happenings around, customer segments, customer relationships, key partners, distribution channels, and the emerging technologies in preview (Developing Business Acumen)

11. On the way they will nurture a team where each team member plays an apt & important role, complimenting each other (Developing Organizational Skills)

12. They will learn how to put their point of view, as well as listen to and appreciate others (Sensitive Leaders)

BENEFITS TO THE SCHOOL

- **ORIENTATION** towards building a StartUp and Entrepreneurship thereby joining and contributing to the National Movement
- **A GAME PROCESS** that can be used to groom students for taking part in any National or International competition related to StartUps or Entrepreneurship
- **INVESTING IN A REUSABLE RESOURCE** the same game can be used for years i.e. as many students, as many times
- **ALMOST ZERO RESOURCES** needed, e.g. you don't need an Entrepreneur or a Guide, a Teacher who knows Entrepreneurship, Innovation and StartUp
- **MATERIAL REQUIREMENTS** are low as just photocopies of worksheets are required to play the game
- **NO TEACHER TRAINING** needed, it's a Self-Explanatory DIY Game (DIY - Do It Yourself)
- **TEACHER FRIENDLY GAME** which any Subject Teacher can conduct
- **INCULCATE ACADEMIC ENTREPRENEURSHIP** amongst Teachers in line with NEP2020
- **TEACHERS DEVELOP AN UNDERSTANDING OF DESIGN THINKING PEDAGOGY** and can use it for their Subjects and Specific Projects
- **TEACHERS CAN LEARN FROM THE PROVIDED GAME** and use the game concept for Gamifying the Subjects and or Important Concepts in order to enhance and make subject learning deeper, engaging, fun and faster.

On the Completion of the Game, Explorra Certificates,

1. Winners 2. Participants

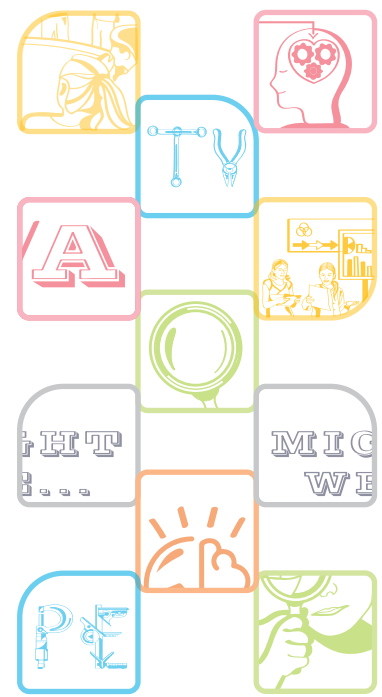
To Qualify for Certification, Schools needs to send the Pitch Canvas & 3 Min. Video of the Pitch of Each Team





FUN BASED LEARNING BY DOING

The Game is not only an Orientation to StartUp, Entrepreneurship, but also promotes problem solving, decision making & original thinking abilities. It also inculcates many traits such as:



Explorra K12 School is a part of Explorra Education Pvt. Ltd. India's Premier Design, Digital Media & Emerging Technology education organisation. An ISO 9001:2000 Company having numerous Campuses in India, Canada, UK and China.

Explorra received the prestigious 'Shiksha Bharti Puraskar' for training and providing meaningful employment to 100000+ students over the last two decades, and, 'Indian Leadership award for Education Excellence' for excellent curriculum and courses apt for 21st Century Needs.

Currently Explorra is impacting the lives of 100000+ students, teachers & professionals annually, through range of in school & independent campus programs.

Collaborations with



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www.explorra.org/k12startup101game