Framework for Game-based Learning

Game: 'Sticker Startup'

Goal: Students learn entrepreneurship skills by building a startup that makes unique stickers.

Entrepreneurship Skills: Creativity; Teamwork; Prototyping; New Product Introduction; Pricing Strategies; Pitching; Go-To Market

- **Build a Team:**
  - Ask students to form small teams based on member interests in designing, pitching, marketing, sales

- **Creativity:**
  - Ideation - ask students to create artwork for stickers. Encourage them to think through what makes their product unique that a customer would want to buy their stickers.

- **Prototyping using technology:**
  - Chose a simple to use application such as Procreate, Adobe Photoshop, MS Paint to create the artwork for stickers.
  - Use a sticker maker such as Circuit to create physical prototype or use any of the applications above to create digital prototypes.

- **New Product Introduction:**
  - Talk about design aspects that make their product unique and new – size, shape, form, theme, color, texture, cause etc.
  - Go through stages of Design → Prototype → Customer Testing → Quality Check

- **Marketing:**

- Teach them about Customer Funnel – how is the product going to be made available? Ex: Physical stickers; Digital product; Hybrid product

- Marketing Content and Branding

- Talk to them about the various Marketing Channels – Is the product going to be marketed via digital channels such as social media, IM or WhatsApp groups, Print advertising such as flyers, door to door etc.

- Set up metrics such as 'Marketing to Sales Conversion' to understand which channel provides the best advantage for scale up.

- **Pricing Strategy:**
  - What is the most value you can get for your Product?

    Refer to *'Basics of Entrepreneurship'* template under Enablers tab.

- **Pitching:**
  - Students will present a 5-minute pitch for their startup to their audience.

  - Their audience can be peers, teachers, parents etc.

  - Pitching will teach them presentation, communication, and leadership skills.

We are here to help!

Please reach out to us with any questions by submitting the contact form on our website.