

The Startup Game: Grow your business or inspire others to grow theirs (Hardback)



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Reviews

The book is simple in read through better to fully grasp. It is rally exciting throgh looking at period of time. I discovered this publication from my i and dad encouraged this book to find out.

(Dr. Dillon Monahan)

THE STARTUP GAME: GROW YOUR BUSINESS OR INSPIRE OTHERS TO GROW THEIRS (HARDBACK)



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BIS Publishers B.V., Netherlands, 2017. Hardback. Condition: New. Language: English . Brand New Book. For anyone with a great idea, in any organization with or without an innovation center, and especially for aspiring entrepreneurs. The Startup Game is just the thing for you. It is a beautifully designed, experiential card game. You can get feedback on a business idea, gather valuable customer insights, or even rethink your marketing strategy. The Startup Game serves as a level playing field to develop an idea with others. It has proven to bring valuable knowledge and insights in every stage of the process. And above all, it s an inspiring and fun game to play with colleagues and friends. The Startup Game is based on the SixWaypoints framework, which is a toolbox of models, theories and bits of wisdom. Insiders might recognize Porter, Business model Canvas or Customer Journey, but the game can also be played without prior knowledge. Being entrepreneurial is hard: you take risks, you think out of the box, you have to convince people and start from scratch. You win some and you lose some. But you can t always do it by yourself. You need ideas and feedback. This game will answer all the questions you need to cover every aspect of your business. The 68 tool cards actively put you in the shoes of an entrepreneur. Who would you hire? What would be your marketing campaign? Would your company be a tiger or a turtle? And would you rather have Obama or Branson in your virtual board?.



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