Entrepreneurship Simulation: The Startup Game

Home, Prepare, Play

The Startup Game is designed to provide a high-energy, interactive, immersive learning experience for students. The Player interface is organized into a Home screen, Prepare section and Play screen. The Home screen provides background information about the player’s particular role. The Prepare section provides further orientation to players with respect to the high level information about the Founder roles and also how to play the Startup Game. The Play screen is used by Founders to enter hire decisions and investment agreements.

The Startup Game is fully responsive, so will work on smartphones, tablets or a computer.

Home

It is important to set the game status to Players Prepare before notifying students to login for the first time. See Faculty Administration Screens for more details.

When the player logs in they are presented with their Home screen (Figure 1), which contains their role name, logo and background information about their role. This screen also contains an introductory video to the Startup Game which features guest appearances from Warby Parker visionary Neil Blumenthal, venture capitalist Joshua Kopelman, and Bruce Brownstein, one of eBay’s first hires.

Figure 1: Player Home screen
**Prepare > How To Play**

The **How to Play** screen (Figure 2) contains:

- High-level information about The Startup Game, including what to do to prepare and what to expect on game day.

- A “How to Play” video presents a screen capture video that explains the game and how to play. The video controls include the option of enlarging the movie for full-screen viewing. Note that the same player movie is included in the Facilitator Screens (see Overview → Video Walkthrough Student How to Play video for more information).

- A “Player Guide” PDF link that displays a screenshot of the main dashboard and explains the basic elements of game play.

**Prepare > Founders**

The **Founders** screen (Figure 3) provides a high-level listing of all Founders, including their logo, name and a brief description.

![Founders screen](image3.png)
Play

The majority of the gameplay occurs outside the simulation interface, as student players interact face-to-face to negotiate the most favorable deals for their particular role. Founders have up to 100 shares in their company available and can give shares to investors in return for capital investment. In hiring potential employees, founders can give away capital in the way of a salary and also shares. Depending on the terms of the hire, employees can either agree to a mix of shares and a salary or only one type of compensation (e.g. only salary or only shares).

When the facilitator moves the game to “Play”, players will be able to access their Play screen in order to enter deals.

It is important that deals are entered only when an agreement with the Founder has been reached.

Once an agreement is reached, either the Employee or Investor should log the details of the agreement on their Play screen.

All Employee and Investor deals will automatically appear on the Founder’s Play screen and the Founder has the ability to delete any of these deals. A smartphone or tablet can be used to enter deals.

- Founders have a total of **100 shares** for their company
- **Investors**: Select the company name, the number of shares (whole number, no decimals) and the amount you wish to invest (whole number, no decimals or commas). Select the green check mark. Investors can make investments in as many companies as they wish to their maximum available funds per their role description.
- **Employees**: Select the company name, the number of shares (enter 0 if none) and the salary you have accepted (whole number, no commas). Select the green check mark. Employees can be hired by only one company.
- **Edit a Deal**: Investors and Employees can edit a deal if they have renegotiated with the Founder by selecting the green edit icon to the right of their deal.
  Once the modification is complete, select the green save icon.
- **Delete a Deal**: All players have the ability to delete a deal which they are involved in.
  Simply select the red delete icon to the right of the deal.
- To edit the terms of a deal, click on the green icon in the right-hand *Action* column of the deal you wish to edit. Once you have made the necessary edits, click the save icon in the *Action* column. Cancel the modification at any time by clicking the red X icon.