

Methodology

Background

With the goal of stimulating and accelerating the introduction of novel sustainable innovation concepts within new ventures, Delft University of Technology has been developing two serious game concepts within D2D project: "Play-the-GreenVenture" and "Effectuation on a roll". Serious games have provided an excellent medium for stealth and active learning, as players are focused not on learning but playing. The games have been designed with the purpose of teaching in fast and fun way a distinctive logic used by expert entrepreneurs: effectuation. Effectuation is a set of decision-making principles used by expert entrepreneurs and offers an alternative approach to building new ventures, as opposed to causation, which is often taught in in Master of Business Administration (MBA) education. The games have been tested in several occasions with entrepreneurs as well students who consider starting their ventures based on sustainable product and service ideas.

Play-the-GreenVenture

Play the green venture is a game designed to stimulate the first year of a business development process. The game provides the participants a number of alternative actions that entrepreneurs are expected to take when they are building their ventures. The actions involve typical steps to building a business, which are taught in MBA schools (i.e. causal actions), as well as actions that are distinctively used to expert entrepreneurs (i.e. effectual actions). During the game, the participants are asked to develop their venture ideas on a playing board that represents the first year of a business, by selecting the actions provided at the beginning of the game. At the end of the game, the participants are evaluated based on whether they use predominantly causal or effectual actions.

Effectuation on a roll

Effectuation on a roll is a workshop designed to convey and experience the principles of effectuation for entrepreneurs and students who are not familiar with the idea of effectuation. The workshop consists of a paper roll that includes four assignments, each representing a principle of effectuation. During the workshop, the participants are encouraged to develop their business ideas (1) based on a set of available means, (2) evaluate the business ideas based on what they can afford to loose, (3) interact with potential stakeholders during the workshop and (4) report on the outcome of these interactions and emerging contingencies.

Developed by Delft University of Technology in cooperation with the Province of Fryslân

Contact

Delft University of Technology
Duygu Keskin
D.Keskin@tudelft.nl

www.ideasthatlast.org

European Union



The European Regional
Development Fund



Delft University of Technology

The Interreg IVB
North Sea Region
Programme



provinsje fryslân
provincie fryslân

