

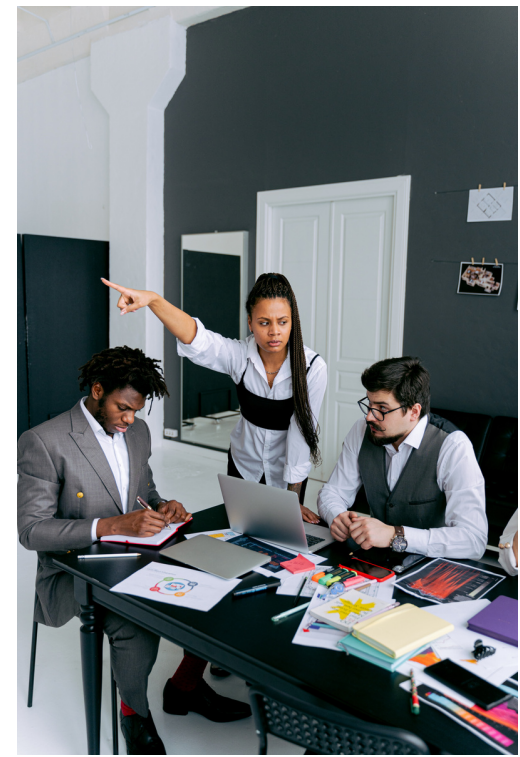


Playground for Entrepreneurs

Playful, but serious business

Problem: Does your entrepreneurship coaching sometimes feel like this?

Is there a lot of loneliness and frustration?



Incubators and entrepreneurship centres know that about 90% of startups fail

Source: 2019 Small Business Failure Rate: Startup Statistics by Industry

Frequently mentioned reasons:

- no market need
- got outcompeted
- flawed business model
- not the right team
- burned out/lacked passion

Source: CB Insights The Top 12 Reasons Startups Fail

A lot of those reasons can be avoided or solved by good coaching that enhances entrepreneurial thinking!

Solution: Playground for Entrepreneurs

Playful, but serious business

Suitable for:

- Group coaching
- impulse sessions
- Workshops
- Coaching processes



Helps coaches to do their job better and in a more playful way

Gamifies the coaching process - less stress, more innovation and effectiveness in scanning unattended areas

Give mentors and industry experts a vehicle to share their knowledge and experience

Instant community - Set the right environment for (peer) feedback, collaboration, a safe environment to come up with all sorts of ideas and experiments

Great tool for introductory workshops, intakes, group coaching sessions, etc.



Why playfulness?

Gamification of coaching sessions and processes,
workshops

Lets the best ideas come out - it's a safe space to share struggles and experiences

More experiments appear- games stretch up player's thinking

Create community and collaboration instantly

Communication is easier - players let go of defensive attitudes and come to sincere, nurturing conversation



Why the Playground for Entrepreneurs?



- Deeper conversations, better ideas, insights, experiments (no superficiality!)
- Introduction to entrepreneurial thinking, business models, etc.
- Instant community (beyond watercooler-level conversation)
- Fun! Even entrepreneurs and business owners sometimes need to unwind
- You can't take away the need to work hard, but you can make it less stressful through playfulness
- Flexible - easily adjust to different cultures and different levels of understanding

Why the Playground for Entrepreneurs?



Most games focus on either fun (at the cost of education and learning), simulate business dynamics (often used in business schools), or are brainstorming/innovation card games, reflective cards.



Our game is **unique in the entrepreneurship space**, working with the **participants' real projects**, creating **effective reflection** that is useful for all nascent entrepreneurs and their coaches.

To be used by coaches, teachers, to facilitate:

- **Early stage** entrepreneurship. This is a great introductory tool to use, or in a selection process to be able to observe and enhance entrepreneurial thinking and behaviour.
- Entrepreneurs who are **searching** for a new business model, enriching their value proposition, new ways of doing things, channels, etc.etc.
- Entrepreneurship **students, classes**
- To be played by **a coach/educator with 2-7 participants**. If played with larger groups, it is better to create parallel games or adjust the dynamics.


Customer segment: Incubators, University Entrepreneurship Centers, independent coaches and trainers





Milestones

- **Fourth cohort** of the Facilitator Training up and running.
- **Successful campaign** at Kickstarter.com finalized.
- We have sold to and have activity (present or future) in, amongst others, Canada, United States, Mexico, Colombia, Chile, Peru, the Netherlands, Germany, Uganda, South Africa, China, India, Romania.
- Customers tend to be independent consultants, University Entrepreneurship Centers, Consultancies.



Inge de Dreu (MSc, EMBA)

Founder



Having supported over 500 early-stage startup teams and their coaches, I understand the struggles of this part of entrepreneurship very well. My experiences teaching in several Universities add to this experience.

Playfulness has been a gamechanger for me personally. It's still going to be hard work, but we can bring more fun into it, so the best ideas can come out, we can have a laugh about crazy ideas, constructive relationships can grow. That is why I have created the Playground for Entrepreneurs.

Testimonial Hub Manager University Entrepreneurship Center

"My experience with the Entrepreneurship Playground board game has been amazing as it opened my eyes to the various facets of starting a business. The intriguing part of the game is that although the questions are very simple, they force the player to really think through pertinent matters of their business. Our students have also found the game enthralling and getting them to stop playing was a challenge.

The game opens up their minds to those facets of their business or idea that they assumed they had covered but realised they needed to give more thought to it and even to research those matters further. Learning in the fun way, the way learning should be."

Hasan Evans, Hub Manager, Regent Business School, South Africa



Testimonial (player)

"In essence, the game is a conversation starter. With well-developed questions, so that you really can't get away with a yes/no or superficial answer.

The first time around, I played the game in an early test phase and I was very impressed with the atmosphere and the interaction that came up. All of us had an entrepreneurial idea that could still be improved or refined. We all did our very best. We supported each other with advice, we thought out-of-the-box and came up with the most bizarre ideas. After more than two hours we stopped, but we would still be able to continue for a couple of hours, really."

Monique van H.



Testimonial (player)

"The nice thing about this game is that you get questions that you haven't thought about before. You have to solve these on the spot. This is a very fun and relevant situation, being an entrepreneur.

By playing this game with other entrepreneurs, you get a lot more progress than if you would sit at the drawing board by yourself. This has given me, for example, a different insight into the marketing that I wanted to use for my company. This saves unnecessary investments. I also provided insights to several co-players by helping them with target group research. So in addition to being a lot of fun, this game is also very beneficial for your company's progress!"

Menno



Testimonial (coach)

"Even entrepreneurs and business owners need to unwind and have fun from time to time...when was the last time you had a fun and enjoyable interaction with your business coach that didn't feel like a typical coaching session?"

Through simple questions and answers the Playground for Entrepreneurs is the first board game that facilitates actual face-to-face conversations that generate feedback, insights and reflections for both the entrepreneur and coach. I've been using the game since mid April and everyone I've used it with has really enjoyed the experience.

(...)

It makes the often hard and messy work of entrepreneurship a bit more bearable and even enjoyable."

Eric Patel, Chief Innovation Officer Boston ExO



Testimonial (coach)

"The Playground for Entrepreneurs, apart from being fun to play, also helps the participants to ask the right questions to achieve a broader and more profound view on their venture or project. They receive suggestions and hear about other people's experiences, which nurtures everyone's process in a playful and pressure-free way."

Carolina Gómez, Ontological Coach and Facilitator of
"Transformational Journeys"



Testimonial (coach)

"The Playground is a board game that gamifies the entrepreneur coaching experience and helps coaches facilitate a meaningful discussion with impactful outcomes.

Through the well thought out questions and the game mechanics, participating entrepreneurs can reflect on their own business idea and model, as well as obtain quality feedback not only from the facilitator but from other participating entrepreneurs as well.

It provides a safe and fun environment for like-minded people to just talk about their business and ask for suggestions for next steps.

I've had the opportunity to use and share this with a number of people, and have had nothing but positive feedback across the board."

Peta Ho, Certified Facilitator, Macau, China

















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