



Fin Park Entrepreneurship Program

Entrepreneurship Game Plan

Overview

Startups are different from larger firms, and often encounter unstructured and difficult problems that are not as well-defined as the strategy issues faced by established organizations. In this game, students **play the role of different stakeholders** in a market full of early-stage startups. They gain **an understanding of decision-making under uncertainty, the variations in strategy among individuals, and experience with common trade-offs resulting from different strategies and decisions.**

The Story

Students play **one of three roles: start-up founders, angel investors, or jury for the competition.**

Roles: **Founders** are individuals starting an early-stage company. **Investors** are Angel or VC investors. **Jury** consist of individuals who will become part of the core management team or will have a significant stake in the company. Students in all roles compete and cooperate in order to fund, join, and grow startups.

At the conclusion of the game, the performance of each student based on a range of key factors known to be important to startups: **management skill sets, diversity, funding levels and valuation approaches.**

Learning Focus

- Introduce key concepts in **entrepreneurial management, including valuation approaches, establishing teams, communication skills, fundraising considerations, exploration versus exploitation, and the effects of diversity**
- Illustrate the interplay between the many factors required to make entrepreneurial ventures successful
- Provide classroom experiences in entrepreneurship

Topics Covered

- Entrepreneurship
- Fundraising and Valuation Considerations
- Exploration, Exploitation, and Diversity
- Presentation & Communication Skills

GAME PERFORMANCE AT BAĞÇEŞEHİR UNIVERSITY

