



A One Day Innovation Business Game for Pupils

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Abstract

In this Paper, we'll show you a perfect one day innovation business game for pupils. The goals of the game are:

1. *To learn how does a systematic innovation process work*
2. *To become awareness of what does it mean to innovate*
3. *At least – to innovate can be easy and funny*

Based on a simple innovation process you will go to several steps. At the beginning of the process you will start zero based (no idea at all) and you will end with a business Modell.

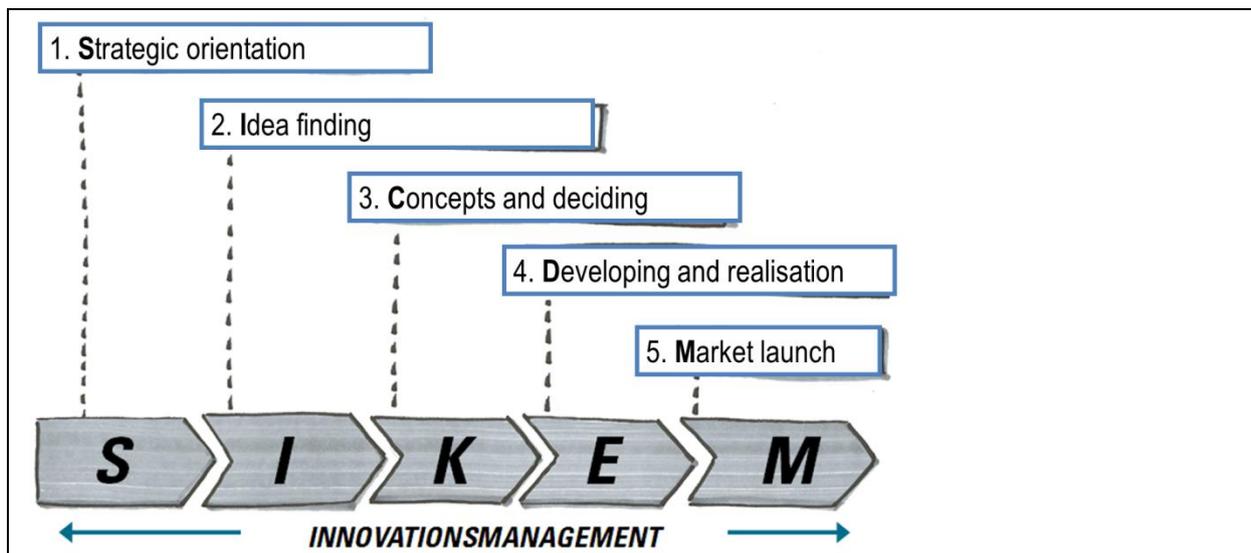
The business game is useful for public ideas-awards even for teaching innovation management.

A lot of junior business companies grew from of this game.

1. A simple innovation process

The innovation process (figured out in picture 1) establishes a basis and guideline for the further work of all involved participants.

Fig. 1: Innovation Process by Lercher/Peritsch



Source: previously unreleased

Generally the first step is about the strategic orientation. At the end of this step, the searching-field should be defined.

The goal of the next process "idea finding" is to generate lots of ideas concerning to the defined searching-field. At the end of this process you should have some previewed ideas on a rough level.

The third step transforms the rough ideas into concrete concepts and a final decision closes the process.

In the part of "Developing and realisation" a business Modell is developed and the most relevant steps for realisation are defined.

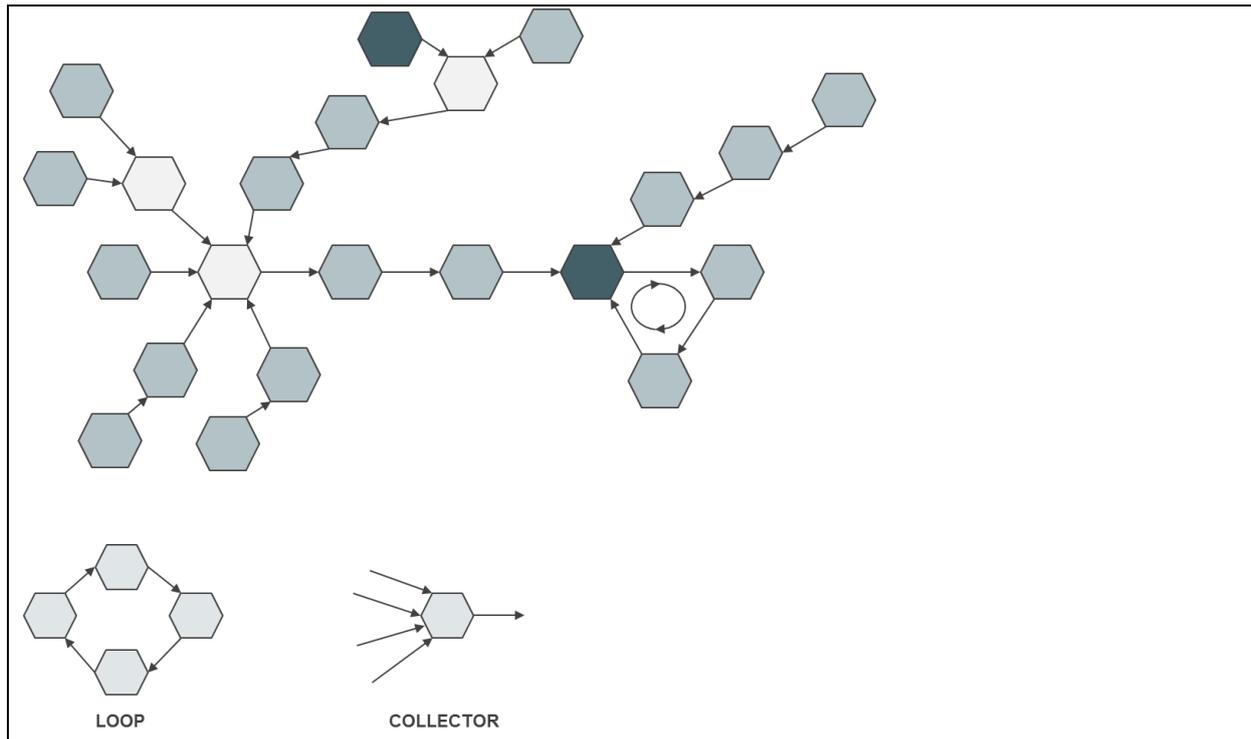
The last step "Market launch" is not included in the game...

1.1 Tools for the Strategic orientation



A usual tool for the strategic orientation could be the SWOT-Analysis. In the innovation business game we prefer the Trendmapping, based on the trenDNA from Darrell Mann. It's very funny to discuss, which are the most relevant Trends for the business, we want to innovate. In a systematic way trends are going to reduce from over 140 customer trends to the most 15 relevant. Finally we'll figure out a trendmap and find loops and collectors, which are very important for our business. These trends are the searching field for the ideas generation.

Fig. 2: Trendmapping.



Timeline: about 60 minutes.

1.2 Tools for the Idea finding

Now the 635-Method is very efficient to find new products or services concerning to the defined trends. Depending on the number of participants, you'll get over 100 ideas in less than one hour. The screening (first filtering) of the ideas, will be managed by a simple point-assessment. At the end of this process, each group will have one to three rough ideas.

Timeline: about 60 minutes.

1.3 Tools for the Concepts and deciding

The next tool depends on a generated product or service. In the case of a product the next step would be a morphological matrix to become a few concepts how the product could be in a more detail. In case of a service, you will use the 9-view-screen, to analyse all customer's needs. The process is finishing with a concrete concept and a final decision without discussion.

Fig. 3: An example of a morphological matrix.



Parameter	Ausprägung			
„Stoff“	 Baumwolle	 Schafwolle	 Polyester	 Latex
Schnitt	 eng	 lazy	 gerade	 bauchfrei
Stil	 Flowerpower	 „Space“	 abstrakt	 80ziger
Verbindung	 Naht	 Knöpfe	 Klett	 ohne / Strech
Applikation	 Taschen	 Leuchtbstreifen	 Kristalle	 Einschusslöcher

Timeline: about 90 minutes.

1.4 Tools for the Developing and realisation

The last step in the business game is to transform the concept into a business Modell by using a checklist.

Fig. 4: Checklist for a business Modell.

€ Euro	
Customer	
Performance	
Network	
Resources	

In the last step you have to define how to earn money, specify your customer, how to realise your performance, which network and resources do you need.

Timeline: about 180 minutes.

1.5 End of the day

At least, each group have to present the business Modell. A jury should award the best idea...

References

Some special tools are based from the TRIZ-Philosophy, published by:

Mann, D. (2006). Hands on systematic innovation for business & management. Printed in the UK by Lazaruss Press.