



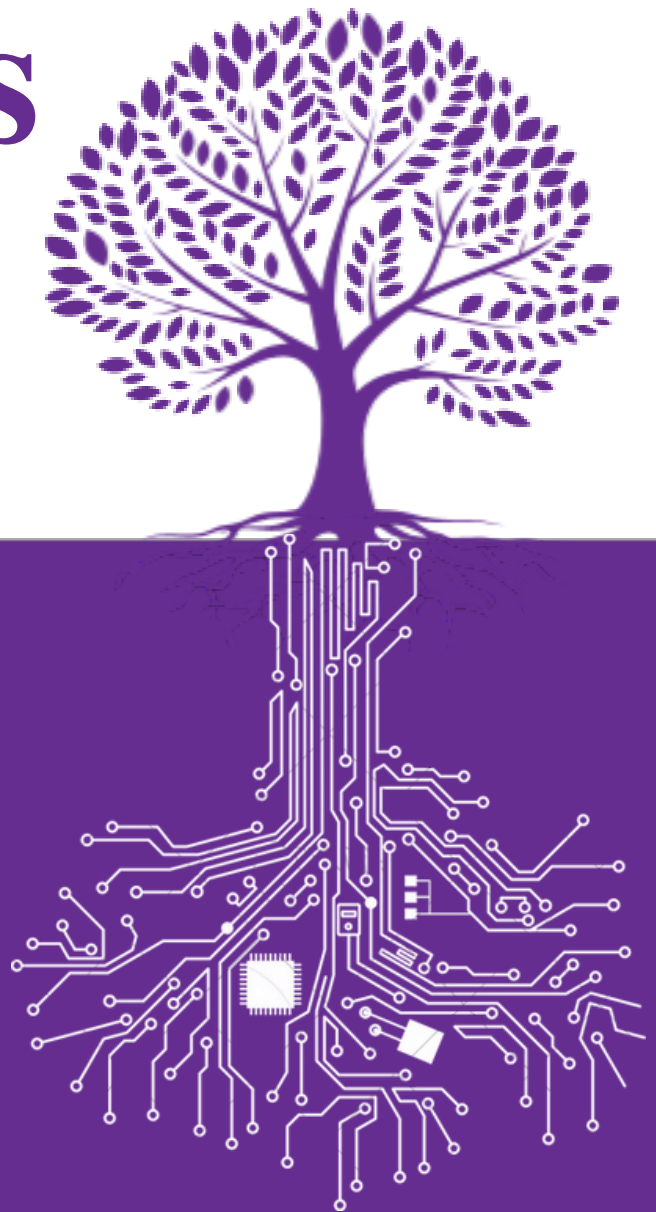
Co-funded by
the European Union

2021-1-ES02-KA220-YOU-000029188



E-makers game

e-Playbook



Introduction

Welcome to E-makers game!

The business adventure game that challenges you to learn about social entrepreneurship in the most fun and exciting way. Forget about boring texts and conventional lessons. Here, learning is a game!

Our game is an interactive experience that allows you to discover the exciting world of social entrepreneurship using the Social Business Model Canvas (SBMC) - an innovative tool that breaks down the crucial components of any business model. Want to learn more about customers, partners, costs, and revenues? Are you ready to dive into the very essence of the how and why behind a successful social enterprise? E-makers is here to guide you every step of the way!

With each question you answer correctly, you will accumulate points, and if you have a keen eye, you can earn additional points with our star



questions dedicated to different social enterprise models.

You will be able to learn in-depth about models such as "The Hiring Model", which advocates for the labor inclusion of those who struggle to get a job, or "The One for One Model", where every purchase you make has a direct impact on providing a good or service to whoever needs it. You can also delve into "The awareness and cause model", which uses its products and services as tools for activism, and the "Environmental model", where companies fulfill a mission of positive impact on environmental conservation.

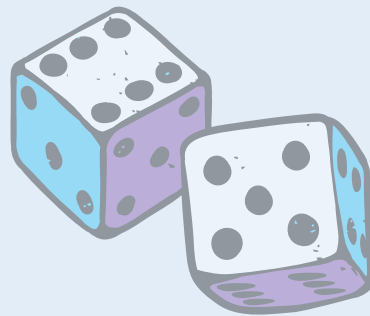


Not sure of your answer? Don't worry. E-makers is designed for you to learn while having fun. After each question, we provide full explanations of the correct answer so you can improve your knowledge step by step.

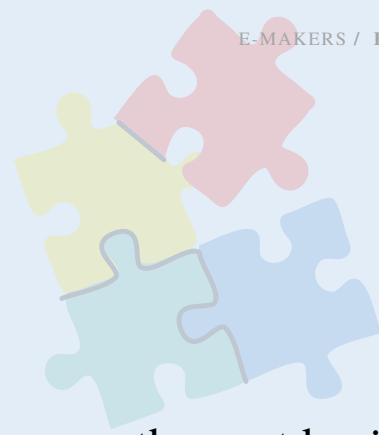
20 questions. Countless insights. Great learning. That's what awaits you at E-makers. Get ready to test your entrepreneurial skills, foster your entrepreneurial spirit, and, who knows, maybe inspire you to become the next social disruptor.

So put boredom aside, charge your brain, and prepare your strategy! Are you up for the challenge? E-makers is waiting for you.

Dare to play!



Instructions

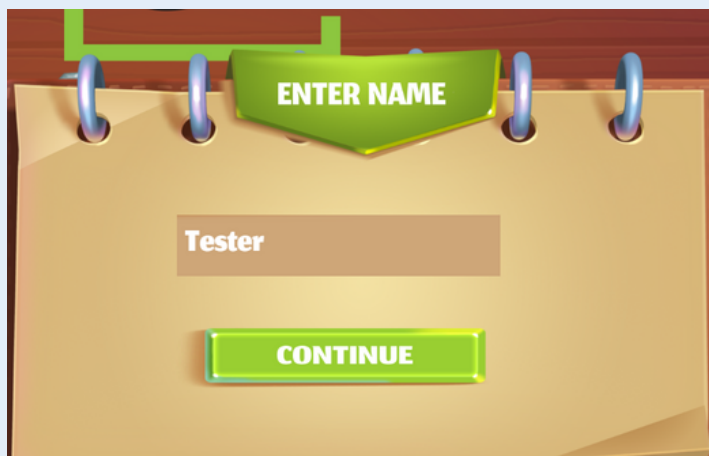


Attention virtual entrepreneurs!

Ready to dive into the business world and become the next business tycoon? Then let's get started!

Attention virtual entrepreneurs!

Step 1: Form your business squad! Click on "Create Lobby", select the number of players for your team (maximum 3), and get ready for the adventure.

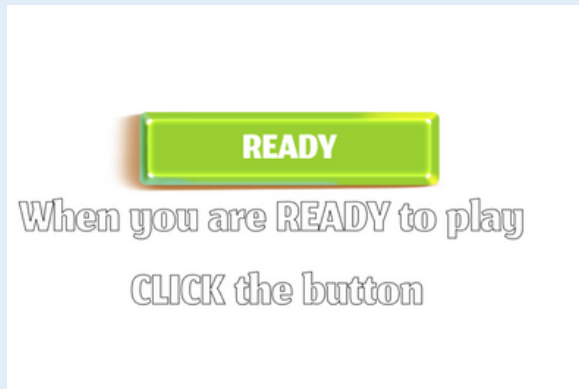


Step 2: Inscribe your name in the pantheon of entrepreneurship. Click on "Join Lobby", and enter your username and the password you created with your lobby.

Step 3: In which sector are you most interested? Textile? Food? Cosmetics? Which one do you think you could win with? The choice is yours! Select your gaming sector and press the "Continue" button.

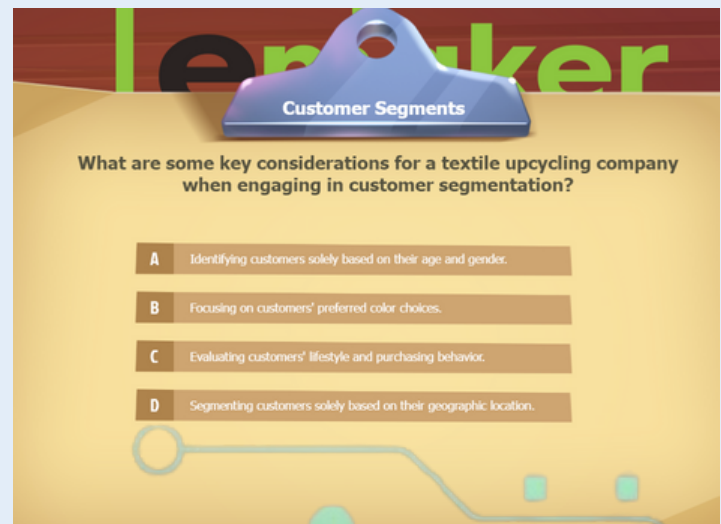


Instructions



Step 4: Start the game! Your climb to success will begin when you press the "Ready" button

Step 5: Challenge your knowledge! You will be presented with multiple-choice questions. The correct answer will be revealed 3 seconds after selecting. Move to the explanation page by clicking "Continue". Once understood, continue to the map, and for the next question, again, click "Continue".

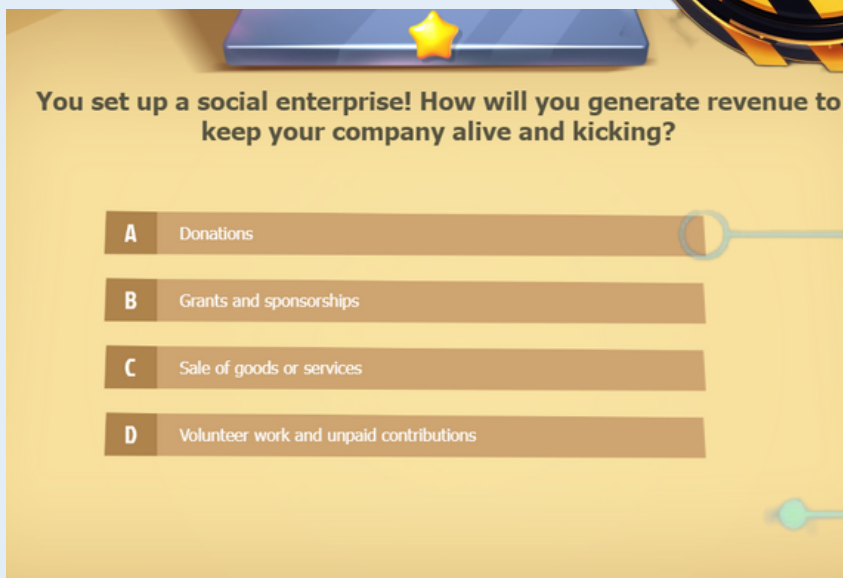


Step 6: Do you want to reach the top? Answer the questions correctly to accumulate points.

Instructions

-Numbered questions: These are sub-thematic questions in the "Social Business Model Canvas". Each correct answer gives you **+200 points**.

-Starred questions: Relevant to the "Social Entrepreneurship Business Model", a success adds **+500 points** and a failure subtracts **-500 points**.



Enjoy this social entrepreneurship game based on these rules - have fun!

Important Note: For an optimal gaming experience, go to your computer's Settings > System > Display and select "Scale: 100%". That's it, you're now a full-time virtual entrepreneur!



This project has been funded with support from the European Commission. This publication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

Commission cannot be held responsible for any use which may be made of the information contained therein.

2021-1-ES02-KA220-YOU-000029188

November 2023



SÖRDÜRÜLEBİLİR YAŞAM VE YEŞİL GELECEK DERNEĞİ



XUL Fundación



TDM2000
INTERNATIONAL



Zagreb



Co-funded by
the European Union