



STEP 0

Choose your roles

At the start of the game, each player receives a role card. These roles guide each player's approach and perspective during the game. The number of roles dealt depends on the total number of players. Some roles are mandatory and others are added based on group size.

HOW TO ASSIGN ROLES

You can choose one of two methods:

- Random assignment: deal the roles and then reveal them to the whole group. The exception is the **Facilitator**—the group selects this role together at the beginning. If you can't agree, assign it randomly.
- Intentional assignment: assign roles based on interest, personality, or curiosity.

Whichever method you choose, roles are visible to everyone. This helps each person play their part and collaborate effectively.

MANDATORY ROLES (ALWAYS INCLUDED):

- Facilitator
- Devil's Advocate
- Crazy Idea Maker

OPTIONAL ROLES (ADD BASED ON GROUP SIZE):

- Business Guru
- Enthusiast
- Strategist

Look for **role icons** on each activity card. If your role's icon appears on a card, your participation in that activity is required.



STEP 1

Stranded with a mission

A mysterious island is calling for help. Its future is threatened by serious challenges and it needs brave, curious, entrepreneurial problem-solvers who aren't afraid to act.

That's you.

It's no small thing — to offer your creativity, teamwork, and good judgment in service of something bigger. The island and the whole world is lucky to have you.

YOUR MISSION

Use strategy, imagination, and sharp thinking to solve a real problem.

BUT FIRST... YOU NEED TO CHOOSE A CHALLENGE.

Draw three **Problem** cards and pick one to work on based on your interests, values, or curiosity. Each card presents a real-world challenge.

- Cards are labeled by difficulty level, so you'll know whether you're facing a light breeze or a serious storm.
- For a bigger challenge, draw one random card from the full set instead of choosing.



STEP 2

Understand your challenge

Now it's time to use your roles and take a closer look at the situation.

Read the selected Problem card carefully and make sure the whole team understands the challenge.

Discuss as a team and answer these questions:



CORE PROBLEM

What is the issue at its core?



MAIN CAUSES

Why is it happening?
What root factors led to it?



WHO IS AFFECTED

Who is most impacted by the problem? How is their life changing or limited?

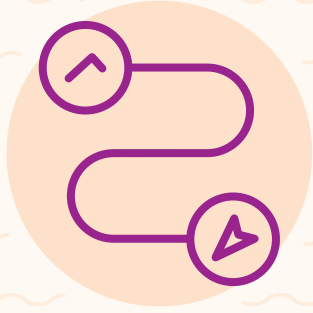


IF NOTHING CHANGES...

What are the likely consequences of ignoring this problem?

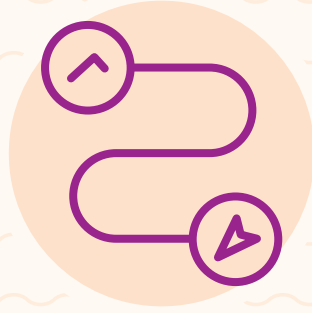
Write down your answers.

STEP 0



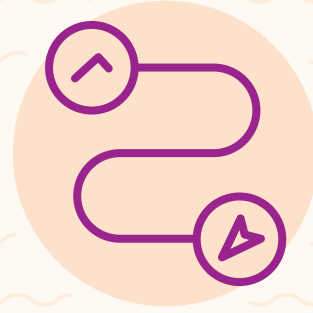
GAME STEPS

STEP 1



GAME STEPS

STEP 2



GAME STEPS



STEP 3

Define your focus

Now that you understand the general problem, it's time to narrow down your mission. Decide exactly what your team will focus on when designing a solution.

Use the questions below as a guide and write your answers directly on the island game board:

- Which geographic region will you focus on?
- What is the main cause of the problem in this region?
- Which target group will your business solution serve?



STEP 4

Ideation storm!

A massive electrical storm just hit the island. The skies are roaring. For the next 15 minutes, your team enters a high-energy brainstorming mode—use this storm to power your creativity!

TIME LIMIT: 10–15 MINUTES

Set a timer. Once it starts, there's no turning back. The storm is live, and so are your ideas! But beware...The internet is down! You'll need to rely on your own team's knowledge and imagination.

BRAINSTORM WISELY—FOCUS ON THE CAUSES!

Your task is to generate as many solutions as possible—no matter how wild, unexpected, or bold.

Prompts to inspire you:

- What step could reduce or remove this cause?
- What has already been tried, and how could it be improved?
- How can this change be realistic and feasible in our community?

Every team member must contribute at least one idea.



STEP 5

Get inspired – A message in a bottle

The storm has passed—but the island has gained something unexpected...

Winds and waves have washed several bottles ashore. What's inside each one? A message. A spark of wisdom. It seems others have faced similar problems and chose to share their solutions.

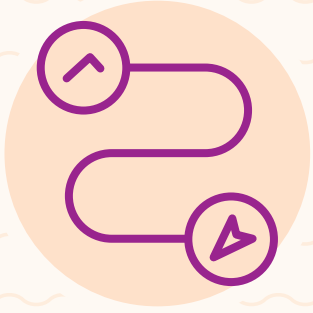
WHAT'S IN THE BOTTLE?

Draw two Creative Solution cards. These contain real ideas from mission-driven entrepreneurs around the world who are tackling the same kinds of challenges as you.

Did these messages inspire new ideas? If yes, take up to 3 extra minutes to refine your original idea.

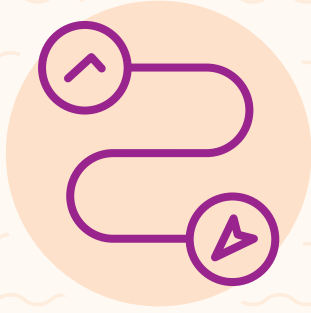


STEP 3



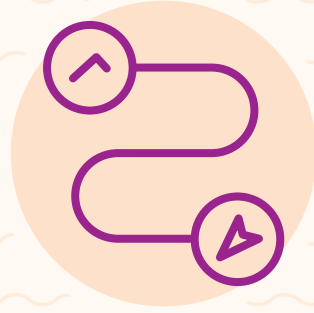
GAME STEPS

STEP 4



GAME STEPS

STEP 5



GAME STEPS



STEP 6

Choose and shape your idea— The Fire Circle

As the sun sets over the island, your team gathers around The Fire Circle—a special space where big decisions are made. Here, with the crackle of the flames, you'll choose your most promising idea and develop it into something strong and practical.

WHAT HAPPENS IN THE FIRE CIRCLE?

Each player presents their favorite idea or builds on a teammate's idea.

Work together to evaluate which idea has the strongest potential. Use these questions to guide your decision:

- Does it address the root cause of the problem?
- Will it truly help the people affected?
- Is it realistic in our target region?
- Are there enough customers for our product or service?
- Will it generate profit?



STEP 7

Face a challenge—can your idea survive?

Just when you thought the island had calmed... A volcano erupts in the distance. The ground shakes. Trees tremble. The tremor reaches your camp—and suddenly even your best ideas feel uncertain. It's time to test whether your solution can withstand a reality check.

Draw one card from each of the three real-world challenge categories:

- Environment & Culture
- Money & Resources
- People & Cooperation

Read each card aloud as a team. Your team has 1 minute per card to develop a response or strategy.

REWARD FOR SUCCESS:

For each challenge you address within the time limit, your team earns one Fire Token.



STEP 8

Get ready to present

Gather around the fire one last time. It's time to tell your story. Before you leave the island, your team must present your idea to the others. You've weathered storms, tremors, and tough decisions. Now it's your moment to shine.

YOUR FINAL PRESENTATION

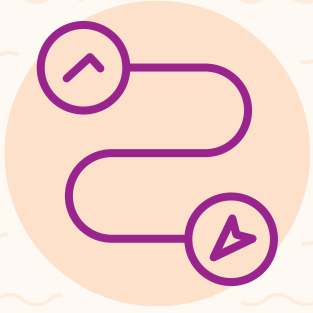
Prepare a concise 90-second summary of your business idea:

- Which problem did you focus on?
- What is your solution?
- Who will benefit?
- What impact will it have?

Don't forget to count your Fire Tokens in this step! You may need them in the second part of this journey.

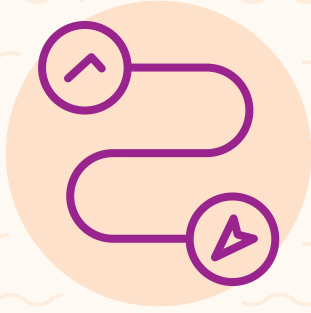


STEP 6



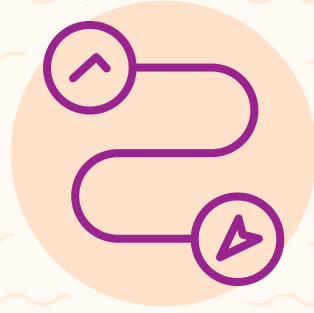
GAME STEPS

STEP 7



GAME STEPS

STEP 8



GAME STEPS



STEP 9

Gathering of islands—Final Council of the Archipelago

One journey is almost over and the next is already ahead. Now the individual islands meet at the Council of the Archipelago—a shared space where solutions are heard, evaluated, and one is chosen to lead the way forward.

TEAM PRESENTATIONS

Each team presents a 90-second summary of its business idea. Offer feedback to one another.

IN YOUR FEEDBACK, FOCUS ON:

- Strengths and weaknesses
- Constructive suggestions for improvement



STEP 10

Decide together—From islands to a unified crew

It's time for all teams to combine their strengths, knowledge, and ideas. Each of you has presented your solution. Now, as one Council of the Archipelago, you must choose one idea that everyone will develop together.

HOW TO DECIDE?

Every member of every team votes for their favourite idea. Count the votes; the idea with the most votes is selected.

WHAT IF THERE'S NO CLEAR DECISION?

If the group can't reach a decision use the Fire Tokens. Each team counts the Fire Tokens earned in Step 5. The team with the most tokens gains an advantage in the form of one additional deciding vote, which breaks the tie in their favor.

This is now your shared innovation mission—the idea that the united islands will develop together from this point on.



STEP 11A

Co-create a stronger version

You've selected one idea; now it's time to make it even better together. You chose one solution to unite the islands. Now join forces to rework it for greater impact.

Split into smaller mixed groups. Each group focuses on one of the following areas:

EMPATHIZE

- Who are we designing for now?
- Who are the key users or communities this solution should serve?
- What are their real needs, challenges, or goals?

REDEFINE THE PROBLEM

- What is the updated problem statement that this idea addresses?
- How will we ensure it tackles the root causes?
- What new insights or concerns did other teams bring?

NEW IDEAS

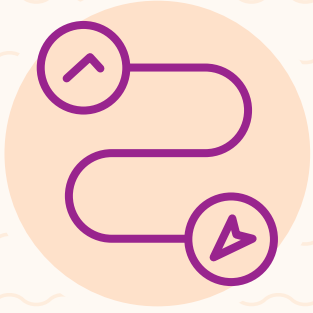
- What new features, improvements, or ideas could make the solution stronger?
- How can the solution be more inclusive, sustainable, or scalable?
- How will it generate income?

When you're done, return to the full group and combine your inputs into one stronger version of the shared solution.

Use the Final Checklist to capture the final version of your idea. It will help you summarize your thinking and present the solution to others. Pin it up. Print it. Present it.

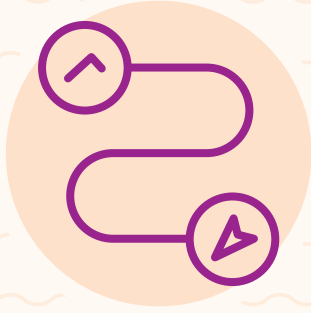
Your island's idea could be the spark that ignites real change.

STEP 9



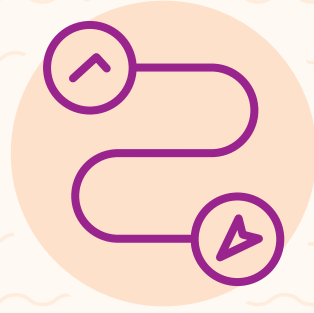
GAME STEPS

STEP 10



GAME STEPS

STEP 11A



GAME STEPS



STEP 11B

The journey continues

Your island adventure doesn't end here—on the contrary, it's just beginning. You explored ideas, made bold decisions, and started shaping a solution that can drive real change.

Your team will work on this idea throughout the school year—refining it and turning it into reality.

WHAT'S NEXT?

1. Keep developing your idea with your class or team.
2. When you feel your idea is ready, whether in a month or by the end of the school year, complete your journey using the Final Checklist.
3. Use the Final Checklist to capture the final version of your idea. It will help you summarize your thinking and present the solution to others. Pin it. Print it. Present it.

Your island's idea could be the spark that ignites real change.

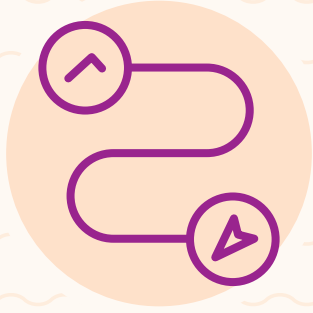


STEP 12

Final Checklist

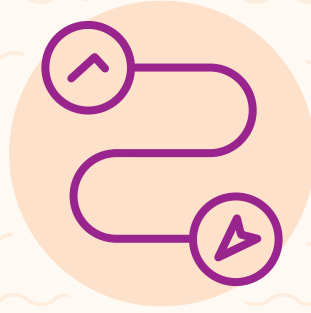
1. **Updated problem statement:**
What is the final version of the problem you're solving?
2. **Overview of the final solution:**
What does your solution do? How does it work?
3. **Who benefits:**
For whom is this solution intended?
4. **Primary impact:**
What change will this solution create?
5. **Why we chose this idea:**
What made this idea stand out, and why did we decide to develop it?
6. **How the solution will generate income:**
What is the basic business model? How will the solution be financially sustainable or profitable?

STEP 11B



GAME STEPS

STEP 12



GAME STEPS