



GAME RULES

Welcome to the game Startup for Good!

This guide will help you set up and get started. Read it before you start playing. All instructions are on the cards titled *Game Steps*—just follow them and everything will go smoothly!

1. GAME SETUP

- Place the game board on the table.
- Arrange all the card decks around the board by category (*Game Steps*, *Problem*, *Role*, *Challenge*, *Creative Solution*).
- Customize the board as you like—you can write notes, draw, or color it to show which region or area you want to focus on in the game, whether it's an island, a country, or a city—there are no limits to creativity! The board serves as your map on the journey toward mission-driven business, and when the game ends, you can even hang it on the wall as a poster.

2. DRAWING CARDS

- The *Game Steps* cards are numbered in order; draw them one by one (0, 1, 2, 3...) as the game progresses.
- Each step tells you what to do and when to draw other cards, such as *Role*, *Problem*, or *Challenge*.

3. TEAM ROLES

- At the start, each player draws or chooses a role (see the *Game Steps* card 0 for instructions).
- Each role has a unique way of thinking—try to really get into character! The questions on your role card will help you.

4. KEEP TRACK OF TIME

- Most steps have a recommended time limit (e.g. 10–15 minutes for brainstorming).
- Use a stopwatch or a timer on your phone to keep the game moving smoothly.

5. HOW THE GAME ENDS

Together with your teacher or facilitator, choose the option that best suits your group:

Option A – One-time game:

- STEP 11A – As the final step, work together to create a stronger version of your solution.

Option B – Long-term project (school version):

- Step 11B – Continue the journey—the game doesn't end, you keep going.