



# Experience successful innovation



Experience what makes innovation successful



Speed up market introductions



Discover your strength and pitfalls

## Objective

Experience how to act to design and market innovative products and services successfully. Find your own strength and weaknesses.

## Outline

A new planet, Vulcanus, has been discovered. Participants are working for suppliers on Earth. They have to innovate to be able to sell product to the importer on Vulcanus. Sound entrepreneurship is key in order to survive.

Various incidents will confront participants with entrepreneurship and open innovation while existing situations will be placed in the open innovation model perspective.

## Some key conclusions after the game

*We definitely have to involve the customer in all steps in the innovation process.*

*We have to select the most promising projects and set the right focus.*

*We have to find a balance between trust and agreements in writing to speed up time to market.*

*We have to find the right partners and cooperate effectively. We have to use each others strengths.*

## Target groups

Employees and entrepreneurs who are involved in innovation processes or should be.



## Duration

**3 hours** playtime.

**4 - 8 hours** including transfer to the own situation.

## Group size

**10 – 16 players** in one team.

Playing with **2 teams** is possible.

