Berkeley Method of Entrepreneurship
– Using games for practicing the Entrepreneurial Mindset

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Content

• Recap Berkeley Method of Entrepreneurship
• Workshop
  – Game exercise
  – Group work
  – Presentations
Entrepreneurial Journal

Opportunity recognition

Prototyping

Ideation

Competitive

Market plans

Legal Issues

Hiring - Firing

Business Models

Project management

Fund Raising

Tech Issues

Financial calculations

Pitching
Entrepreneurial Journey

You have to take risks

Curiosity
Rebel

Be Creative
Success

You should work together as a team

Invent something new

Self-learner

You feel that you help others

Competitive

Brave

Driven by your ideas and conviction

Be a good team-player
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Good Enough Collaboration

[Logo: Berkeley Method of Entrepreneurship]

[Logo: Sutardja Center for Entrepreneurship & Technology]
BMoE Games

1. Pay it Forward
2. Story Telling
3. Trust
4. Seek Fairness
5. Resilience
6. Diversify
7. Good enough
8. Collaboration
9. Believe
10. Role model

A. Story telling Game
B. Puzzle Game
C. Rejection therapy
D. Meet and Greet Game
E. Music Video Game
F. Scavenger Game
G. Trade Up Game
BMoE Games

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G. Trade Up Game
“It is necessary to be wrong sometimes. Plan to experiment. Plan to fail. Analyze, Adapt and repeat. The smarter you think you are, the harder it is going to be.”
BMoE Games

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G. Trade Up Game
TEN BEHAVIOURS: BELIEVE

“Believe you can change the world”
BMoE Games

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A. Story telling Game
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C. Rejection therapy
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F. Scavenger Game
G. Trade Up Game
“If you can’t tell: Learn to trust others without expecting anything in return”
TEN BEHAVIOURS: COLLABORATION

“Individual vs team, and competitors vs partners”
BMoE Games

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G. Trade Up Game
“Connect to people you would not normally, then go and listen. Open Up. And connect them to others.”
Action - Reflection

BMoE Games

Post-mortem discussions
Individual self-reflection
Entrepreneurship education

Mindset
- Mindset = the way to approach something new.
  Seldom included in entrepreneurship education.

Practice
- Practice = learning skills
  Sometimes included in entrepreneurship education.

Theory
- Theory = acquiring knowledge
  Always included in entrepreneurship education.

Conclusions

• Becoming an entrepreneur is a journey
  – Games are helping the students to develop their entrepreneurial mindset
  – It is done in an inductive way
• Preliminary empirical results are positive!
• A systematic way of measuring the progress
  → Berkeley Innovation Index*

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WORKSHOP
Content

• Recap Berkeley Method of Entrepreneurship

• Workshop
  – Game exercise
  – Group work
  – Presentations
Game exercise
Story telling game: Instructions

- Person 1 should sit so that he/she faces the screen. Person 2 should sit back-to-back with Person 1, so that he/she cannot see the screen.
- Person 2 needs a pen and paper.
- Person 1 (facing screen) can only use language to communicate what is on the screen,
- and Person 2 (back to screen) must capture it on paper.
- Goal: Capture the image as accurately as possible in the given time.
Game exercise

Story telling game: Learning purpose

The analogy with entrepreneurship

- Aim: teach students effective strategies for communication.
- Students develop a shared language with their partner that both can understand and relate to.
- This requires an understanding of the other’s previous knowledge, associations, empathy, and mutual perspective-taking.
- They need to listen to cues that are being given by their partner and others around them.
- The ability to ask the right questions (understanding which information is missing and asking for it) and providing it is crucial for success in this game and for storytelling as an entrepreneur.
Game exercise
Story telling game: Template

0. General info
1. Behavioral pattern
2. Learning purpose
3. Setting up the game
4. Playing the game
5. Winning the game
6. Alternatives
7. Instructor experiences/examples/challenges that may occur
8. Reflection topics
Group work
To develop a game: Instructions

• Forms teams of 4-5, preferably with new people
• Read through the Story telling game example template
• Describe one/many games you have used
• Or invent a new game/s
• Write it down using the template within next 30min
• Prepare to briefly present your game
• We collect all the games, scan them and distribute
Thank You!

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