




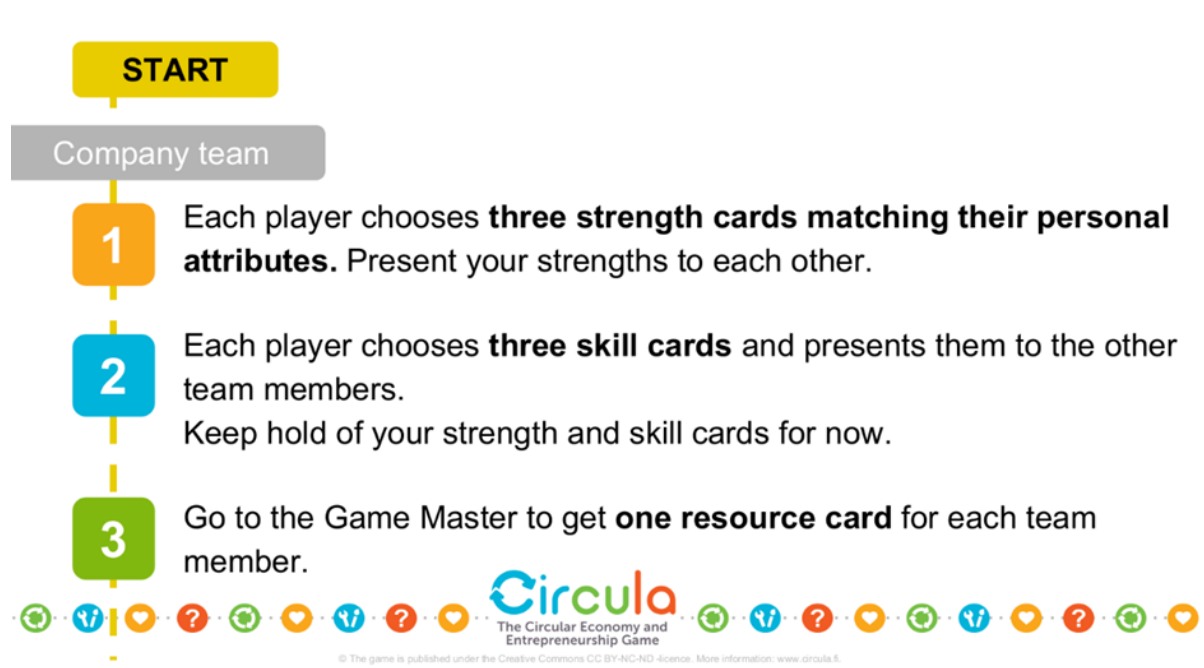
Circula game

The purpose of the game is to come up with an idea for a company that

-  is a response to a real need or problem
-  uses natural resources in an imaginative and sustainable manner
-  is a profitable business

The game board represents the team's company: the players place the cards and ideas on the board that the team needs for the business. At the end of the game, the team pitches its business idea to the others and receives feedback. Points may be awarded for the business idea and pitch, for completing a task given in a surprise card and for engaging in cooperation with other teams.

We did shortly most of the following steps: All information can be find on cirkula.fi



4

Come up with ideas for the company's operations based on your resources, skills and strengths!

5

Choose what resources, skills and strengths to use in your company.

Place the corresponding cards on the board. You can add more cards on the board later if you come up with uses for them in your company.



6

Business idea

What is your company's business idea?
What need or problem does your company solve?

7

To whom?

Who are your company's customer groups?
What do they expect of your company?
What do your customers pay for – how do you earn revenue?



8

What?

Describe your product or service in more detail.

What is your promise to the customer?

What are the values of your company:

what kind of impact do you want to have on the world?

9

Surprise!

Pick up a surprise card from the Game Master and respond to the situation the card describes.



11

Roles

Discuss your team's division of responsibilities based on your strengths and skills.

For example, who is responsible for personnel management, marketing, customer relationships, development and cooperation with other companies and organisations?



12

Circular economy

What makes your company part of the circular economy?

What circular economy business model, or models, does your company implement?



14

The pitch

Prepare a brief, exciting presentation about your company.

- Company name and team member introductions
- What problem does the company solve?
- Briefly describe the company: what, why, for whom, how?
- How does the company use resources in accordance with the principles of the circular economy?
- Why will customers choose you?
- Conclusion – company slogan

FINISH



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