

## About the business game 'play it forward'

Sustainability & Business Model Innovation are the next big thing! Are you in?



Competitive pressures are pushing business model innovation high up the priority list of firms worldwide. The progress of globalization, the intensity of technological change, the ever increasing pressure on our social, cultural and ecological system, all create opportunities for new and more sustainable business models.

## Who is behind this business game?

'Play it Forward' is a co-creation of Pantopicon, BECO, Smidesign, HOWEST and Flanders InShape. In our blog [businessmodeldesign.be](http://businessmodeldesign.be) we show you who is in the playing community. Moreover, we give you tips & tricks to help you generate better business model ideas!

## What happens in the game?

**offline game** People with different backgrounds, from inside and outside the company, work together in this (half) day interactive event.

**competitive game** Teams compete to come up with the most profitable and sustainable business model and pitch to investors to earn starting capital.

**reality game** The 'space' available for innovation within the market context is determined by different factors (Social, Technological, Ecological, ...). Teams will receive future insights. How will they take that into account when designing their business models?

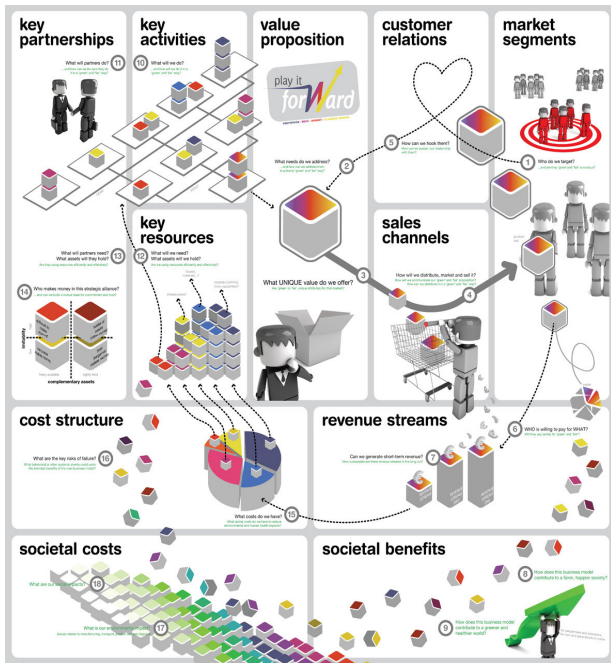
## What do you get out of it?

**learning game** After (half) a day of playing, you are aware of the basic principles of how to design a sustainable business model and you find yourself well equipped to apply what you have learnt in your own organization (or start-up).

**innovation game** Employees' ideas often prove to be an important source of innovation. The game stimulates creativity and a culture of innovation within your organization.

**co-creative game** You can call upon key customers, suppliers, advisors, researchers and other stakeholders. The game allows you to involve them in the design of your business model in a fun and easy way.





## Game board: Business Model Canvas+

**laptopless game** Starting from a jigsaw puzzle inspired on the Business Model Canvas developed by Alex Osterwalder ([www.businessmodelalchemist.com](http://www.businessmodelalchemist.com)), using only a pen and post-its, you and your team design a brand new business model.

**game masters** Experienced 'Play it Forward' game masters will inform, encourage and inspire teams while making sure the event runs smoothly.

**communicative game** The game puts people from different levels of the organization and external partners around a table. They learn to use an exciting tool and learn to speak a common language for business model innovation.

## What after the game?

After you have learned the basics of business model design, we can help you to really make it happen in your own business. Our services include training, workshops, new product and service design, communication services, etc. See our website [www.businessmodeldesign.be](http://www.businessmodeldesign.be) for more information.

## How to get started?

Contact me (Bart) at [info@businessmodeldesign.be](mailto:info@businessmodeldesign.be) telling me something about the context of the enquiry or simply call me at +32 485 116 918.

## About the partners

<b>Envision and Strategize</b>	Michael van Lieshout <a href="http://www.pantopicon.be">www.pantopicon.be</a>
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## Online

All about business model design, who we are, what we do and what we've done so far can be found on: [www.businessmodeldesign.be](http://www.businessmodeldesign.be)