

**Shake up Start ups**  
**Non-formal entrepreneurship academy**

**Gamification**

**About gamification:**

Gamification is the application of game-design elements and game principles in non-game contexts<sup>12</sup>. Gamification is used to modify the behaviour of people, which gamification designers call players. The essential issue of gamification is putting the player's motivations and interests in the center of gamification design.

Gamification doesn't mean creating a game, but simply offering the same kind of experience as a game, in non-game contexts. A gameful experience means the joy coming from: getting reward, achieving next challenges, winning with competitors, cooperation with other team members, etc. Thanks to this non-game contexts, like everyday house chores, work duties, etc., can involve "players" and be a source of a gameful experience, they will no longer be boring or routine<sup>3</sup>.

Gamification is widely used in:

- marketing,
- inspiration,
- health,
- work,
- education,
- politics,
- technology design,
- authentication<sup>4</sup>.

In education gamification is used to create a more effective and engaging learning experience. Gamification can help to apply knowledge through real life situations, but still in a controlled environment<sup>5</sup>.

**Gamification during "Shake up Start ups Non-formal entrepreneurship academy":**

Gamification during "Shake up Start ups Non-formal entrepreneurship academy" is used in the education and training area, to have the programme more engaging, challenging and relevant for the participants. With the use of gamification we want to achieve a higher motivation of participants and increase the outcome of assignments carried-out by the "players". Furthermore we want to improve the training process and acquisition of new skills embedded in the "Shake up Start ups Non-formal entrepreneurship academy". But on top of that using game mechanics will bring a lot of fun while doing things<sup>6</sup>.

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<sup>1</sup> Huotari, K., & Hamari, J. (2012). "Defining Gamification - A Service Marketing Perspective". Proceedings of the 16th International Academic MindTrek Conference 2012, Tampere, Finland, October 3–5.

<sup>2</sup> Sebastian Deterding; Dan Dixon; Rilla Khaled; Lennart Nacke (2011). From game design elements to gamefulness: Defining "gamification". Proceedings of the 15th International Academic MindTrek Conference. pp. 9-15.

<sup>3</sup> Mario Herger (2014). Enterprise Gamification - Engaging people by letting them have fun. EGC Media. p. 22. ISBN 978-14-70000-64-6.

<sup>4</sup> <https://en.wikipedia.org/wiki/Gamification>, access 04/05/2016

<sup>5</sup> <https://elearningindustry.com/gamification-for-corporate-training-8-questions>, access 04/05/2016

<sup>6</sup> Zichermann, Gabe; Cunningham, Christopher (August 2011). "Preface". Gamification by Design: Implementing Game Mechanics in Web and Mobile Apps (1st ed.). Sebastopol, California: O'Reilly Media. pp. ix, 208. ISBN 1449315399. Retrieved 2012-11-25. "Gamification may be a new term"



# SHAKE UP START UPS

## Where to apply gamification during “Shake up Start ups Non-formal entrepreneurship academy”:

### 1. Ideas announcement and teams forming:

For the “Shake up Start ups Non-formal entrepreneurship academy” the participants come with their ideas and during the initial part of the event they will be given time to announce them.

Each participant/group of participants announce their idea in the form of a pitch, which should be 2-6 minutes. Remember to inform the participants about the given time beforehand. This will let the participant to sell their idea. Please remember that a good pitch answers the following questions:

- What is the challenge?
- What is the solution that you propose?
- What makes your idea good?
- Why do you want to do this?
- What team members do you have/need?

After the ideas have been announced, participants will start forming teams. This could typically continue for 1-2 hours, so to make the process of forming teams more rapid, we are introducing a simple game mechanism - voting.

Each participant receives 4 post-its. One post-it means one vote. The participants can distribute their votes among the presented ideas, sticking them on each idea flipchart. After each participant/group of participants announce their idea, the voting begins. The goal is to have around 4 ideas (if you have around 24-30 participants in total) with the biggest number of votes. The voting should take some more minutes. Remember to inform the participants about the given time beforehand. You can play some energetic music in the background, this will help you in setting the right atmosphere.

When you will have the winning ideas, give some more time for the teams to form, again with a music background. We suggest to have groups of 5-7 members, you can research on the Internet regarding the “Optimal group size”. The participant who do not own any idea, join the other teams. Remember to inform the participants about the maximum size of each group beforehand, taking into consideration the total number of participants and number of workspaces, so to have enough desks/chairs, etc.

At the end you can make a nice “ceremony” and team presentations. Make this fast and inspiring, mention the team members names and the idea they will be working on.

You can also include some special rewards, like “Most inspiring pitch” or “The shortest pitch” or “The most humorous pitch”, etc. badges. You can measure the length/loudness of applause after each pitch, time of each pitch, number of laughs during each pitch. Remember to inform the participants about the things that you will be measuring and badges that you will give out.

#### Remember about:

- to make breaks during the pitching, especially if you have 20 ideas or more,
- not to rush the voting and teams forming, leave time for discussions and questions,
- to play music during voting and group forming,
- after the teams are formed check if no one is left without a team.



# SHAKE UP START UPS

Please see below for examples of badges:



"Most inspiring pitch"



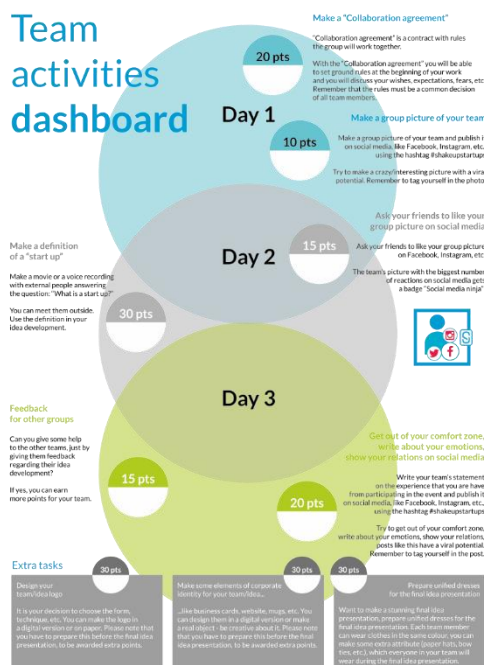
"The shortest pitch"



"The most humorous pitch"

- Journey (using gamification) during "Shake up Start ups Non-formal entrepreneurship academy": Each team at the beginning of the event will receive a "Team activities dashboard" and each participant will receive a "Player's card".

Please see below for the templates of "Team activities dashboard" and "Player's card":



"Team activities dashboard"

**Shake up Start ups Player's card**

You are in the **Emoticons** networking group

My name is: \_\_\_\_\_

You are taking part in the „Shake up Start ups“ networking game. We wish you a lot of fun, while getting to know the other players.

Your goal is to network with the other players and the stake of the game are fun prizes, not to mention the great contacts that you will gain.

For each assignment that you will carry out, you will receive a stamp.

**This is how you can play:**

- Put your name on top of the card.
- Carry out assignments, which are listed on the back of this card. But to carry out an assignment you need to contact - talk to the members of other "networking groups".
- After the task is completed remember to get a stamp on your "Player's card" from the member of other "networking group".
- Each time you succeeded in placing three stamps in a horizontal, vertical, or diagonal row, you win a prize.
- Show your "Player's card" to our staff each time you succeeded to claim the prize. Try to carry out all assignments.
- Have a lot of fun while networking!

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"Player's card"



## SHAKE UP START UPS

### a) "Team activities dashboard"

The "Team activities dashboard" is a card for each team. Each team receives the same card. This card is used to achieve a higher engagement of all participants into the team's common goal and to share a common objective. The "Team activities dashboard" is managed by the idea owner.

The "Team activities dashboard" is divided into parts - each part represents one day. For the gamification purpose 3 days are used. There are also extra tasks which get the team on a higher level.

Each team is given the following tasks:

#### Day 1:

- Make a "Collaboration agreement" [20 points]:  
"Collaboration agreement" is a contract with rules the group will work together. With the "Collaboration agreement" you will be able to set ground rules at the beginning of your work and you will discuss your wishes, expectations, fears, etc. Remember that the rules must be a common decision of all team members.
- Make a group picture of your team [10 points]:  
Make a group picture of your team and publish it on social media, like Facebook, Instagram, etc., using the hashtag #shakeupstartups  
Try to make a crazy/interesting picture with a viral potential. Remember to tag yourself in the photo.

#### Day 2:

- Make a definition of a "start up" [30 points]:  
Make a movie or a voice recording with external people answering the question: "What is a start up?". You can meet them outside. Use the definition in your idea development.
- Ask your friends to like your group picture on social media [15 points]:  
Ask your friends to like your group picture on Facebook, Instagram, etc. The team's picture with the biggest number of reactions on social media gets a badge "Social media ninja":



"Social media ninja"

#### Day 3:

- Feedback for other groups [15 points]:  
Can you give some help to the other teams, just by giving them feedback regarding their idea development? If yes, you can earn more points for your team.





## SHAKE UP START UPS

- Get out of your comfort zone, write about your emotions, show your relations on social media [20 points]:

Write your team's statement on the experience that you have from participating in the event and publish it on social media, like Facebook, Instagram, etc., using the hashtag #shakeupstartups

Try to get out of your comfort zone, write about your emotions, show your relations, posts like this have a viral potential. Remember to tag yourself in the post.

Extra tasks:

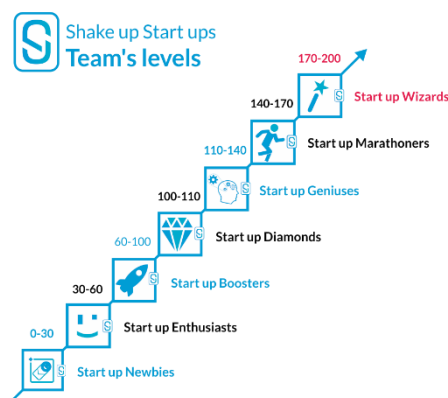
- Design your team/idea logo [30 points]:  
Design your team/idea logo. It is your decision to choose the form, technique, etc. You can make the logo in a digital version or on paper. Please note that you have to prepare this before the final idea presentation, to be awarded extra points.
- Make some elements of corporate identity for your team/idea [30 points]:  
Make some elements of corporate identity for your team/idea, like business cards, website, mugs, etc. You can design them in a digital version or make a real object - be creative about it. Please note that you have to prepare this before the final idea presentation, to be awarded extra points.
- Prepare unified dresses for the final idea presentation [30 points]:  
Want to make a stunning final idea presentation, prepare unified dresses for the final idea presentation. Each team member can wear clothes in the same colour, you can make some extra attribute (paper hats, bow ties, etc.), which everyone in your team will wear during the final idea presentation. Be creative, be crazy - try to stand out from the crowd! Please note that you have to prepare this before the final idea presentation, to be awarded extra points.

Each team can get:

- max. 110 point from the "daily" tasks,
- max. 90 points from the extra tasks,

this makes a total of max. 200 points.

After earning enough points each team can achieve a higher level. The required points and levels are shown below:



"Team's levels"



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## SHAKE UP START UPS

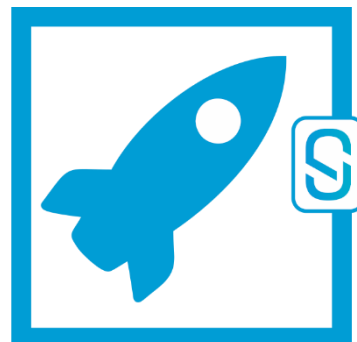
For achieving each level the team gets a badge, as shown below:



“Start up Newbies”



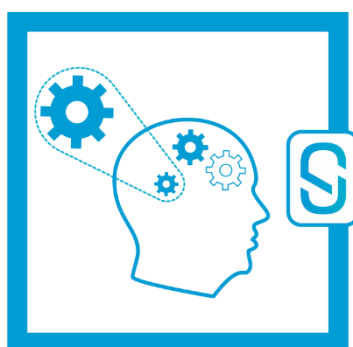
“Start up Enthusiasts”



“Start up Boosters”



“Start up Diamonds”



“Start up Geniuses”



“Start up Marathoners”



“Start up Wizards”



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# SHAKE UP START UPS

## “Shake up Start ups teams' leaderboard”

An element of good competitiveness can be implemented by displaying the top performers on a leaderboard with an update at the end of the day. Staff running the event is in charge of updating and managing the leaderboard. Each idea - team is presented on the leaderboard, including:

- the idea/team name,
- the members of the team,
- number of points at the end of:
  - day 1,
  - day 2,
  - day 3,
- badges gained.

A template of the “Shake up Start ups teams' leaderboard” is shown below:

## “Shake up Start ups teams' leaderboard”

You can also take into consideration to socialize the results and team competition, by leaving some free place for the participants/teams to comment the group's achievements - either their own group or/and the other groups. Remember to inform participants beforehand what they can do it. This will allow to have a dialog between participants/teams, making the competition more social, almost like in social media.

Remember to:

- place the leaderboard in a centred location,
- leave pens, markers and post-its, if you want to socialize the leaderboard.







# SHAKE UP START UPS

## b) "Player's card"

The "Player's card" is a card for each participant. Each participant receives a different card, according to the "networking group" they belong to. Please note that those groups are different, than the "idea teams", in which the participants are working on the ideas for start ups. The idea is that in one "idea team" there will be representatives of different "networking groups". This card is used to network all participants, not only within the "idea teams". The "Player's card" is managed by the participant.

The participants receive from the event staff: one "Player's card" and one stamp/stamp marker, according to the "networking group" they belong to. The event staff is deciding on the membership of each participant to a "networking group".

On the "Player's card" participant have assignments to carry out. But to carry out an assignment they need to contact - talk to the members of other "networking groups". After the task is completed the participant receives a stamp on the "Player's card" from the member of the other "networking group". When the participants come to claim the prize, remember to mark the rows on the "Player's card" to keep track of their achievements.

Prepare some small prizes for the participants like sweats, small gadgets, etc.

The "Player's card" has two sides:

- instructions side,
- tasks side,

with information as below:

**Shake up Start ups**  
**Player's card**

You are in the  
**Emoticons**  
networking group

My name is: \_\_\_\_\_

You are taking part in the „Shake up Start ups“ networking game.  
We wish you a lot of fun, while getting to know the other players.

Your goal is to network with the other players and the stake of the game are fun prizes, not to mention the great contacts that you will gain.

For each assignment that you will carry out, you will receive a stamp.

This is how you can play:

- 1 Put your name on top of the card.
- 2 Carry out assignments, which are listed on the back of this card. But to carry out an assignment you need to contact - talk to the members of other "networking groups".
- 3 After the task is completed remember to get a stamp on your "Player's card" from the member of other "networking group".
- 4 Each time you succeeded in placing three stamps in a horizontal, vertical, or diagonal row, you win a prize.
- 5 Show your "Player's card" to our staff each time you succeeded to claim the prize. Try to carry out all assignments.
- 6 Have a lot of fun while networking!

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"Player's card", instructions side

**Shake up Start ups**  
**Player's card**  
**Tasks**

<b>Stars</b> Share together what are your current life challenges and why you want to achieve them. 	<b>Smartphones</b> Make your friendship official on Facebook. 	<b>Exclamations</b> Show the other player a place within the venue, where she/he can relax and you can enjoy the place together for some time, while talking. 
<b>Coders</b> Share together what are your current life challenges and why you want to achieve them. 	<b>Likes</b> Share together where you took your last holiday trip and what was interesting /surprising in the place you visited. 	<b>Coders</b> Ask the other player, what he/she does currently (work, study, etc.) and tell how you can help him/her in this. 
<b>Stars</b> Ask the other player, what he/she does currently (work, study, etc.) and tell how you can help him/her in this. 	<b>Exclamations</b> Make your friendship official on Facebook. 	<b>Smartphones</b> Show the other player a place within the venue, where she/he can relax and you can enjoy the place together for some time, while talking. 

"Player's card", tasks side







## SHAKE UP START UPS

You can create the “networking groups” basing on the stamps/stamp markers that you can buy. During our event we are using the following “networking groups”:



“Emoticons”



“Exclamations”



“Smartphones”



“Likes”



“Coders”

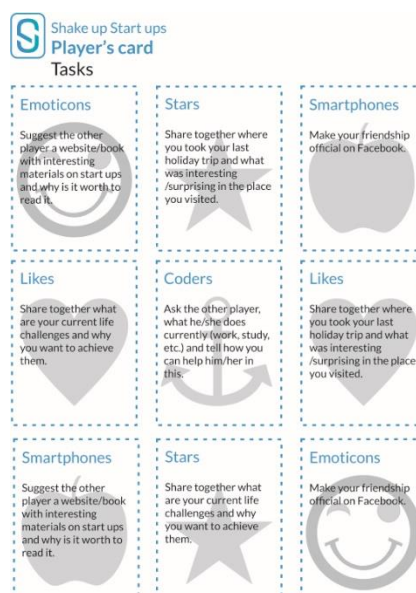


“Stars”

Please find the “Player’s card” tasks side for each “networking group”:



Emoticons “Player’s card”, tasks side



Exclamations “Player’s card”, tasks side





# SHAKE UP START UPS

## Shake up Start ups Player's card Tasks

<b>Emoticons</b> Share together where you took your last holiday trip and what was interesting /surprising in the place you visited.	<b>Exclamations</b> Share together what are your current life challenges and why you want to achieve them.	<b>Stars</b> Show the other player a place within the venue, where she/he can relax and you can enjoy the place together for some time, while talking.
<b>Likes</b> Suggest the other player a website/book with interesting materials on start ups and why is it worth to read it.	<b>Coders</b> Ask the other player, what he/she does currently (work, study, etc.) and tell how you can help him/her in this.	<b>Likes</b> Share together where you took your last holiday trip and what was interesting /surprising in the place you visited.
<b>Exclamations</b> Show the other player a place within the venue, where she/he can relax and you can enjoy the place together for some time, while talking.	<b>Emoticons</b> Suggest the other player a website/book with interesting materials on start ups and why is it worth to read it.	<b>Stars</b> Share together what are your current life challenges and why you want to achieve them.

Smartphones "Player's card", tasks side

## Shake up Start ups Player's card Tasks

<b>Emoticons</b> Show the other player a place within the venue, where she/he can relax and you can enjoy the place together for some time, while talking.	<b>Exclamations</b> Suggest the other player a website/book with interesting materials on start ups and why is it worth to read it.	<b>Smartphones</b> Make your friendship official on Facebook.
<b>Stars</b> Share together what are your current life challenges and why you want to achieve them.	<b>Coders</b> Ask the other player, what he/she does currently (work, study, etc.) and tell how you can help him/her in this.	<b>Stars</b> Make your friendship official on Facebook.
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Likes "Player's card", tasks side

## Shake up Start ups Player's card Tasks

<b>Emoticons</b> Show the other player a place within the venue, where she/he can relax and you can enjoy the place together for some time, while talking.	<b>Exclamations</b> Suggest the other player a website/book with interesting materials on start ups and why is it worth to read it.	<b>Smartphones</b> Share together where you took your last holiday trip and what was interesting /surprising in the place you visited.
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<b>Smartphones</b> Make your friendship official on Facebook.	<b>Exclamations</b> Show the other player a place within the venue, where she/he can relax and you can enjoy the place together for some time, while talking.	<b>Emoticons</b> Suggest the other player a website/book with interesting materials on start ups and why is it worth to read it.

Coders "Player's card", tasks side

## Shake up Start ups Player's card Tasks

<b>Emoticons</b> Suggest the other player a website/book with interesting materials on start ups and why is it worth to read it.	<b>Exclamations</b> Show the other player a place within the venue, where she/he can relax and you can enjoy the place together for some time, while talking.	<b>Smartphones</b> Make your friendship official on Facebook.
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Stars "Player's card", tasks side

### 3. Final presentations:

Please remember that the teams should be ready for their final presentation 10-15 minutes early, to make sure to start on time. After the opening speech the final presentations begin. Ensure that each team is aware of the presentation format, you can set the rules as: 5 minutes for the presentation, max. 3 questions from the audience. Remember to inform the teams about the presentation order.





# SHAKE UP START UPS

Depending on the number of teams and the number of prizes, you can organize the final and awards in a way that will suit you the best. You can have just one prize - the winner or first, second and third-place (based on the audience decision, you can use a similar post-its method or jury decision, remember to set judging criteria).

You can also take into consideration additional prizes and titles: “Funniest presentation”, “Most collaborative presentation”, “The social media/invention of the future”, etc.

The person hosting the final of the event will be in charge of the talking and presentations order, but if you have a jury, you can ask the jury member to announce the winner/winners and award the prize/prizes. Remember to congratulate to all participants and thank them for their work.

A group photo will be a great ending of the event.

Please find the templates of first, second and third place awards below:



“Shake up Start ups Non-formal entrepreneurship academy”  
first place award



“Shake up Start ups Non-formal entrepreneurship academy”  
second place award



“Shake up Start ups Non-formal entrepreneurship academy”  
third place award

