



Create Your Own Startup by Just Going Up the Stairs

Scenario Conception and Setup

Items' index

In general:

- Building with multiple floors, rooms or corridors. If a building is not available, you can use any space, which could be divided into different sections.
- A printer and if possible, a laminator.
- Scissors, glue and pens
- Projector, whiteboard or flipchart to present their ideas.

Phase A:

- Random prompts, list of potential startup ideas. **Potential ideas are presented in Annex No. 1.**
- Creativity Box (locked). If there is no box, you can any other way to hide the materials. **Possible materials are presented in Annex No. 4.**



Phase B:

- Hidden customer profiles. **Potential profiles are presented in Annex No. 3**

Phase C:

- Business Model Canvas worksheet. **Separate file is provided – Annex No. 2**
- Startup components matching cards. **Separate file is provided – Annex No. 6**
- Locked folder (contains Canvas)

Phase D:

- Branding toolkit (Markers and blank piece of paper)
- Marketing crossword. **Separate file is provided – Annex No. 5**
- Template folder (unlocked via crossword)

Phase E:

- Pitching stage (whiteboard/projector)
- Timer/stopwatch
- Detailed conception



Detailed conception

Creativity Box

Material needed

- Small box with a secure padlock (best with numbers).
 - o If not possible, simply use a closed box, which can't be seen through.After the answer is validated, the box can be opened with the key provided for the Game Master.
- Printed random prompts (cards or slips) – Presented in Annex No. 4.
- Riddle or code instructions to open the padlock

Tutorial

Print and cut the content accordingly. Everything is divided into different groups, and it can be changed depending on the participants and the situation at hand. The brainstorming prompts can be directly answered, the start-up scenarios can help create potential ideas, and the innovation cards can be used to motivate and enhance creativity towards creating potential ideas.

Place the prompts and cards in the box. Lock it using a padlock requiring a code based on a thematic riddle. The riddle can be as simple as “What starts as a dream, grows with a plan, and survives with a team?” Answer: a business/start-up. The riddle should be solvable through brainstorming and teamwork, allowing multiple interpretations but guiding towards an entrepreneurial mindset.



Decorate the box to make it visually appealing and thematic to the startup/innovation world. Ensure the box is accessible but not too easy to open without solving the riddle. If there is no possibility to have a box, you can use any other way to store the next parts of the game and just provide them when receiving the answer from the participants.

Customer profiles

Material needed

- A4 printed fictional customer personas, with clues hidden in their descriptions. Personas can be any famous people from their represented countries, organisation or any choosing. Potential ideas are presented in Annex No. 3.

Tutorial

Print and cut each profile. Hide them strategically around the room inside drawers, under tables, behind posters, ensuring they are discoverable but require exploration. Consider making some profiles “decoys” to increase complexity. Laminate the profiles for repeated use.

Business Model Matching Cards

Material needed

- Sets of printable cards representing startup components: problems, solutions, customer segments, value propositions, revenue streams. This have to correspond to Business model Canvas form.



Tutorial

Shuffle and distribute the cards randomly on a table. Teams must analyse, discuss, and correctly assemble a logical business model according to the Theme. In Annex No. 6 all the possible Themes and cards are grouped, which forms the correct answer (depending on the situation and the participants group, content of the cards can be changed. Main idea is that participants arrange everything in according to theme. In Annex No. 6 are presented 3 different themes and they must match). Once correctly assembled, the Game Master validates it and provides access to the locked folder containing the Business Model Canvas.

Branding Toolkit

Material needed

- Blank pieces of paper, coloured markers, branding strategy guides, marketing-themed crossword.

Tutorial

Provide a creative art station where teams can design their branding. Completing the marketing crossword correctly (terms related to branding, marketing, startup growth) will reveal a code unlocking access to advanced branding materials like paper, markers and other things that would be on hand for creative process. Set the station to encourage collaboration large papers, multiple markers, and space for brainstorming.



The installation of the room(s)

Room 1 (Idea Generation): Creativity Box placed on a central table, visible and thematic decorations encouraging innovation (posters of famous startups).

Room 2 (Market Research): Customer profiles hidden around the room. Posters simulating a marketplace environment.

Room 3 (Business Model): Matching game set up on a collaborative table. Clear space for teams to work together.

Room 4 (Branding): Art station with supplies neatly organized. Branding guides on the wall.

Final Room (Pitching): Presentation space with whiteboard, projector, or flipcharts. A "stage" area for pitches with an investor "judging table". This can be even elevator, which goes between ground floor to the top.

Note: Depending on the location, if the Escape room is being organised in a big building with separate rooms, a corridor or just an open space, all the enigmas can be placed according to the location. All the presented information is a reference, how the Escape room could be set in a scenario where everything is organised in a building with separate rooms and floors. Trainers can adapt this scenario to the available location.



For the next game

Follow the instructions to reset the game for another group of youngsters.

Phase A : Reset the Creativity Box and shuffle the prompts.

Phase B : Rearrange and re-hide customer profiles creatively.

Phase C : Shuffle and possibly slightly alter the Business Model Matching Cards.

Phase D : Replace used branding materials and provide clean templates. Reset marketing crosswords.

Phase E : Clear and prepare the final pitch area (fresh whiteboard, clean projector slides if needed).



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