

(Download free ebook) The Startup Game: Grow Your Business or Inspire Others to Grow Theirs

# The Startup Game: Grow Your Business or Inspire Others to Grow Theirs

SixWaypoints

\*Download PDF | ePub | DOC | audiobook | ebooks



[Download](#)

[Read Online](#)

#1576122 in Books 2017-02-14Original language:English 4.38 x 1.50 x 5.50l, .0 Binding: Cards60 pages | File size: 35.Mb

**SixWaypoints : The Startup Game: Grow Your Business or Inspire Others to Grow Theirs** before purchasing it in order to gage whether or not it would be worth my time, and all praised The Startup Game: Grow Your Business or Inspire Others to Grow Theirs:

For anyone with a great idea, in any organization with or without an innovation center, and especially for aspiring entrepreneurs. The Startup Game is just the thing for you. It is a beautifully designed, experiential card game. You can get feedback on a business idea, gather valuable customer insights, or even rethink your marketing strategy. The Startup Game serves as a level playing field to develop an idea with others. It has proven to bring valuable knowledge and insights in every stage of the process. And above all, it's an inspiring and fun game to play with colleagues and friends. The Startup Game is based on the SixWaypoints framework, which is a toolbox of models, theories and bits of wisdom. Insiders might recognize Porter, Business model Canvas or Customer Journey, but the game can also be played without prior knowledge. Being entrepreneurial is hard: you take risks, you think out of the box, you have to convince people and start from scratch. You win some and you lose some. But you cant always do it by yourself. You need ideas and feedback. This game will answer all the questions you need to cover every aspect of your business. The 68 tool cards actively put you in the shoes of an entrepreneur. Who would you hire? What would be your marketing campaign? Would your company be a tiger or a turtle? And would you rather have Obama or Branson in your virtual board?

About the AuthorBjorn Uyens is the owner of TrendLab, a trend research + consulting agency. The owner of To The

Lobby, a collective reservation service. And is the Co-Founder of The Cardboard Company. His passion is to develop B2C markets with innovative products for companies like Sanoma, Endemol or Emesa and as an entrepreneur. He has a clear vision: working agile in all aspects of the sales, marketing and operation to create a great business. His domain is e-commerce, media, cultural entrepreneurship and his specialties are Sales, Strategy, Business Development, Product development, Negotiations and deal making, Conversion in public and private Media. Together with Johannes van den Eerenbeemt, Niels Sipkema, Gerard Drost, Martijn Evers, Bjorn Uyens work as a collective helping entrepreneurs being entrepreneurial. They have worked for multinationals like Unilever, Sanoma and ABN Amro, as well as for their own startups and SMB s."