**WHU full flow**

**Welcome**

*Avatar creation. We finish this section with Name and Appearance*:

Welcome! First of all, create your avatar!

**Points:** 50 pts

**Score:** 50pts

**Intro**

***$AvatarName***,

This is **your story…**

***Social feed***

**ALERT!** The worldwide demand for tropical hardwoods needs to decline. Our rainforests are in danger!

**My name is Sarah and I’m an entrepreneur fighting for the environment.** I’m looking for a young passionate activist willing to join me in a ground-breaking project to save our rainforests.

**Like this** to get in touch!

**Act I: The call for adventure** *(Sarah)*

Nice to meet you, ***$AvatarName***!

I think you can be the perfect addition to the team.

But first, I need to test your entrepreneurship skills!

***QUESTION 1***

**Why do you want to become an enterpreneur?**  
*Option A:* To solve a need in the market  
*Option B:* To explore my creativity to the max  
*Option C:* To be my own boss and lead a team  
*Option D:* To make an impact in society

**Points:** 25pts (all answers are valid)

***QUESTION 2***

**Let’s talk business.**Which combination is right?

**Business plan | Business model canvas**

Visual chart | Written document  
**Written document | Visual chart**  
Start-ups only | All businesses  
Small businesses | Large corporations

*Success:*   
Well done, ***$AvatarName***That is correct!

*Fail:*   
Oops, ***$AvatarName***The correct answer was…

Points: 0 or 10pts.

Score: 75pts (min) – 85pts (max)

I’m happy to bring you in! You’re ready to meet the rest of the team

**Act II: The Journey begins** *(Dr. Rafael)*

Next stop: the **Amazon forest!**

**Welcome aboard, *$AvatarName*!**I’m Dr. Rafael and I’m a rainforest ecologist scientist.

More than **half of Earth’s rain forests have already been lost** due to the human demand for wood and arable land.

If current deforestation rates continue, these critical habitats could **disappear from the planet completely.**

Projects like this are really important to make an impact and change this trend. I’m excited to have you here!

To become a successful entrepreneur and develop initiatives like this, it is very important to be **well-connected.**

………..………..………..………..………..……

***QUESTION 3***

**6 of these startups were founded by WHU alumni. Do you know which ones?**

1. **audibene**
2. Slack
3. **Hello Fresh**
4. Salesforce
5. **Kitchen stories**
6. Zalando
7. **home24**
8. SAP
9. **Flixbus**

Points: 0 – 60pts (each right answer, 10 points)

You guessed correctly *N* out of 6 **WHU alumni.**

**Networking is really important!**You should stay in touch with these successful companies.

………..………..………..………..………..……

***QUESTION 4***

Also, I want to know how well you can **transform investments into profits.**What is the financial metric that tracks profit relative to shareholder’s equity?

1. **ROE**
2. P/E
3. ROI

Points: 0 or 10 pts

*Success:*   
**Correct!**The ROE (Return of Equity) is a very important metric for the shareholders.

*Fail:*   
**No,** P/E is the Price-to-earnings ratio.The right answer was **ROE (Return of Equity)  
No,** ROI is the Return on Investment. The right answer was **ROE (Return of Equity)**

We must **minimize false alarms** and ensure the accuracy and **effectiveness of the AI.**Local communities are skeptical, but we must gain their **support** and **trust.**

………..………..………..………..………..……

***QUESTION 5***

Therefore, we need to be sure about your **ethical entrepreneurship values.**

What is the name of the strategy that involves investing in companies that have a positive impact on society or the environment?

a) Sustainable investing

b) Ethical investing

**c) Impact investing**

Points: 0 or 10pts

*Success:*   
**Excellent!**We’re confident your goal is to improve this world and not chasing your own profit.

*Fail:*   
**That’s incorrect**, unfortunately!  
***$AvatarName***, the right answer was **Impact investing.**

Score: 75pts (min) – 165pts (max)

**Act III: The Trials** *(Alex)*

Hi there **Sarah** and nice to meet you, ***$AvatarName***!

My name is **Alex** and I’m the technical guy. We have lots of stuff to do!

***QUESTION 6***

First of all, can you help me **designing the basic functioning of our AI?**

Drag key elements to create our AI flow diagram:

Points: 10pts (mandatory to move forward, can’t pass with 0 pts.)

**Well done, thank you!**

Let’s quickly check them.

**Predictive Analysis**The AI utilizes historical data and patterns to predict future threats, allowing for targeted prevention measures and resource allocation.

**Image Recognition**

The AI employs advanced image and pattern recognition algorithms to identify potentially illegal activities like logging, unauthorized road construction, and poaching. The AI can also identify animals and plants to monitor biodiversity.

**Data Monitoring**

The AI continuously gathers data from various sources. This data allows for early detection of changes in the rainforest. Another of its features entails an AI that activates the Co2-eating enzyme in bacteria and releases it when levels in the rainforest arise.

**Real-time Alerts**

Upon detecting suspicious activities, the AI generates automatic alerts and notifications for local authorities, environmental organizations, and other relevant stakeholders. This enables swift action.

The ‘**Rainforest Security & Awareness Intelligence’** (RSAI) has been completed!

The monitoring begins and the **AI will detect and illegal** and harmful activity.

We have gained the attention of **environmental activists** and aspiring entrepreneurs.

………..………..………..………..………..……

***QUESTION 7***

How about **your own role models** and mentors?

Yvon Chouinard is an entrepreneur who actively engages in environmental activism and advocacy. What company did he found?

1. Google
2. Snapchat
3. **Patagonia**
4. X

*Success:*   
**You’re right!** Yvon Chouinard is the founder of Patagonia.

*Fail:*   
**You missed that one!** Yvon Chouinard is the founder of Patagonia.

Points: 0 or 10pts

………..………..………..………..………..……

***QUESTION 8***

You’ll have to explain this project, short and clearly, with an **elevator pitch!**

The elevator pitch conveys the core information about your business, but…

**How long should it be?**

a) 5 min

b) 3 min

**c) 30 sec**

d) 60 sec

Points: 0 or 10 pts

*Success:*   
Yes! An elevator pitch should focus on highlighting the **unique selling points.**  
Short and to the point!

*Fail:*   
Mmm, not really! **30 seconds** would be the ideal length for an elevator pitch.

Score: 85pts (min) – 195pts (max)

**Act IV: The Reward** *(Sarah)*

***$AvatarName***, the awareness for rainforest protection has grown, and so has our **media attention.**

A journalist from **National Geographic wants to interview you**!

***QUESTION 9***

As entrepreneurs, we need to lead and inspire other team members.

Which crucial skill we have to master to foster a positive work culture, and propel our ventures to success?

a) Influential negotiation and persuasive abilities

**b) Adaptive leadership and change management**

c) Intuitive market intuition and trend forecasting

d) Proficient multitasking and time management 

*Success:*   
**Well done,** that is exactly what I was looking for!  
Every business faces multiple challenges, so being flexible and adapting to context will be your best skill!

*Fail:*   
That would be important too, but I was looking for a different answer:

Adaptible lead

Points: 0 or 10 pts

………..………..………..………..………..……

***QUESTION 10***

Congrats! The interview has been a big success, ***$AvatarName***

You are bringing the issue of **climate change** and **illegal activities in the rainforest** and its impacts on the environment.

More and more **investors are interested** and we have some first talks to plan an expansion strategy.

You have done a great job so far, but I have a **final question for you**:

 Regarding the support of the expansion stage of the business cycle…  
Which of the following options do you believe is the most relevant?

a) Practical skills training in marketing, finance and operations

b) Access to funding

**c) Access to industry expertise and international business connections**

d) Opportunities for events targeted towards business idea refining

Points: 0 or 10 pts

Final Score: 85pts (min) 215pts (max)

**Epilogue**

**The next chapter**

What a journey, ***$AvatarName!*** I’m really proud of your commitment with the project.

You have shown your work ethics and your will to make an impact.

The best part is, you still have a long way to go: your story has just started!

The best part is, you still have a long way to go. Your story has just started!

Congrats and thank you!

***$AvatarName*** this is your final score:   
***$UserScore* points**

* **Eco-Entrepreneur *$UserScore*** *201-215 points*

You've achieved an **exceptional score!**

Your insightful answers and strategic thinking have showcased your remarkable entrepreneurial power. Your vision, and determination to drive positive change in the business world is exactly what is needed to create a sustainable business that makes our world a better place.​

Your journey doesn't end here – **start your adventure at WHU** where we will nurture and elevate your skills to even greater heights.

**Join us** to unleash your full potential and create the next big thing with us!

* **Sustainable Business Strategist *$UserScore*** *151-200 points*

Very **thoughtful responses!**

Your ability to manage complex challenges and make crucial decisions advocating for the environment demonstrates your exceptional strategical skills. You're on track to guide established companies toward a greener future!​

Your journey doesn't end here – **start your adventure at WHU** where we will nurture and elevate your skills to even greater heights. **Join us** to unleash your full potential and become a transformative force in the business landscape.​

* **Green Startup Enthusiast *$UserScore*** *101-150 points*

Your creative solutions and adaptability have marked you as a true innovator. You're well-positioned to explore opportunities in the realm of sustainable startups and environmental products.

Your journey doesn't end here – **start your adventure at WHU** where we will empower your creative thinking! Join us and let us guide you toward becoming a catalyst for meaningful change.

* **Environmental Awareness Advocate (85-100 points)**

Congrats on **completing the game!**

You've secured the position of Sustainability Project Coordinator. Your participation and enthusiasm showcase your willingness to learn and grow. Every journey begins with a single step, and your dedication is a testament to your potential.

Join us and start your adventure at WHU where we value the drive to improve and will be here to nurture your skills and passion. **Together**, we'll pave the way for you to contribute meaningfully to the business world.