

# MISSION CARDS

Each mission card gives a brief, engaging challenge that sets the context for a team's entrepreneurial journey. The missions are designed to embed themes from EntreComp, DigiComp, and GreenComp.

	<h2>PathFinder</h2> <p>You design an interactive AI career advisor that helps refugees and migrants identify vocational training and employment opportunities.</p> <p>Partner with one local NGO and test your tool with real users while respecting cultural sensitivity and digital inclusion.</p>		<h2>PedalPay</h2> <p>You're building a bike-powered delivery service for local businesses that integrates a digital carbon-offset calculator.</p> <p>Test logistics, partner with 3 local shops, and build your app MVP.</p>
<b>Your Mission</b>		<b>Your Mission</b>	
<b>Your goal</b>		<b>Your goal</b>	

# MISSION CARDS

## Back Side





## GreenBytes

### Your Mission

You are building a mobile app that helps users reduce food waste at home using AI and gamified challenges.

### Your goal

Launch a beta version with 500 engaged users by the end of the semester.



## ReWear

### Your Mission

You're creating a peer-to-peer clothes-swapping platform for students to reduce fast fashion.

### Your goal

Reach 1,000 items exchanged and develop partnerships with university eco clubs.



## DataSense

### Your Mission

Your startup offers digital dashboards for small NGOs to track and report their social impact.

### Your goal

Secure your first three NGO clients and design a prototype with inclusive data ethics.



## MindBloom

### Your Mission

You've launched a mindfulness and mental health chatbot for remote-working Gen Z freelancers.

### Your goal

Prove the concept, attract seed funding, and ensure your tech is ethical and inclusive.



# MISSION



# MISSION



# MISSION



# MISSION



## Your Mission

### Echo

Your team creates an anonymous reporting app for students to safely report unethical or discriminatory behavior at university.

## Your goal

Ensure ethical data use, privacy compliance, and gain endorsement from a student union.



## Your Mission

### FairStage

Your idea is a digital marketplace where socially-conscious brands can sponsor emerging artists and performers.

## Your goal

Create a value proposition that balances creative freedom, sponsorship ethics, and fair compensation.



## Your Mission

### LoopLab

You're launching a startup that helps urban cafés upcycle coffee grounds into compost or cosmetic products.

## Your goal

Develop a circular business model and onboard 10 cafés in your city.



## Your Mission

### CleanSlate

Your startup offers a subscription-based toolkit for households to reduce toxic cleaning products, with digital nudges and tracking.

## Your goal

Reach 200 subscriptions and design a gamified sustainability tracker.



# MISSION



# MISSION



# MISSION



# MISSION



## VoltUp

### Your Mission

You're developing a platform that connects DIY solar panel users with local communities to trade surplus energy.

### Your goal

Build a strong value proposition and convince one municipality to pilot the idea.



### Your Mission

## FairCart

You're creating an e-commerce extension that lets users compare the social and environmental impact of products before they buy.

### Your goal

Develop a functional prototype and win a university social innovation challenge.



### Your Mission

## ZeroSip

Your team wants to eliminate plastic bottles on campus by launching a zero-waste beverage startup with digital refill tracking.

### Your goal

Create a viable business model that scales and includes behavioral nudges.



### Your Mission

## FarmIQ

You're developing a smart sensor system for small organic farms to monitor water usage and crop health using AI and IoT.

### Your goal

Launch a pilot on 2 farms and prepare for a sustainable agri-tech accelerator.



# MISSION



# MISSION



# MISSION



# MISSION

# ROLE CARDS

Each role card:

- Gives a character-type or mindset (not a fixed job title),
- Encourages players to embody entrepreneurial attitudes,
- Prompts the player to lead discussion or challenge the team in specific ways,

## The Eco-Champion



You care deeply about sustainability, circular economy, and long-term impact.

### Your Job

Challenge the team to consider environmental consequences in every decision.

## The Strategist



You think in business models, roadmaps, and KPIs.

### Your Job

Make sure the team stays focused on the mission goal and feasibility.

# ROLE CARDS

## Back Side





## The Creative Spark

You bring bold ideas, visuals, and imagination into the room.

### Your Job

Encourage the team to think differently and embrace unexpected solutions.



## The Devil's Advocate

You love asking "what if?" and spotting weak spots in ideas.

### Your Job

Stress-test decisions to avoid groupthink. Push the team to go deeper.



## The Digital Explorer

You're fascinated by tech and always want to try new tools.

### Your Job

Suggest digital solutions—but also raise ethical flags when needed.



## The Empath

You put people first—users, teammates, and stakeholders.

### Your Job

Keep the team mindful of user needs, inclusion, and fairness.

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Education



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## The Spokesperson

You're the communicator, confident in sharing your story.

### Your Job

Summarize team decisions and present them to others clearly and persuasively.



## The Reflector

You think before acting—and help others pause and reflect too.

### Your Job

Ask "what did we learn?" after each challenge and help refine the team's thinking.



## The Risk-Taker

You believe in bold moves and failing forward.

### Your Job

Push the team to take calculated risks—but also own the consequences.

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# Digital Dilemma Cards

These cards designed to:

- Challenge teams with tech-related ethical, strategic, or innovation decisions.
- Align with the DigiComp framework (especially safety, problem-solving, digital identity, and content creation).
- Spark meaningful debate and reflection.

Each card presents a real-world tension, followed by 3 decision options and a bonus prompt from one of the Role Cards.

## AI Trouble

Your team uses generative AI to write your startup's product descriptions. One day, it generates content that includes gender stereotypes.

### What do you do?

- A. Post it anyway—your deadline is today.
- B. Edit it quickly but skip a deeper review.
- C. Investigate your prompt + model bias and create new content with clear values.

#### Bonus Question for Reflectors:

What would your brand voice say about ethics?

## Data Overdose

You collect user data to improve your app, but your teammate suggests selling insights to a marketing agency to raise money.

### What do you do?

- A. Go ahead—everyone does it.
- B. Get user consent first and anonymize everything.
- C. Reject the idea and find a more ethical revenue model.

#### … Debate Prompt:

Is privacy still a competitive advantage?

# DIGITAL DILEMMA CARDS

Back Side



## Too Much Tech

Your platform is becoming overly complex. You want to integrate blockchain, VR, and an AI chatbot—but users complain it's overwhelming.

### What do you do?

- A. Keep adding features—it's the future!
- B. Pause and test only what your users ask for.
- C. Ask a mentor for feedback and redesign the roadmap.



### Creative Spark Prompt:

What's the simplest way to delight your users?

## Digital Burnout

You've been online 12 hours a day for this project. One teammate won't stop working, even on weekends.

### What do you do?

- A. Praise them—it's great hustle.
- B. Set boundaries for the whole team.
- C. Talk openly about burnout and redesign your digital workflows.



### Empath Prompt:

How can digital wellbeing boost innovation?

## Ghost Posting

Your marketing intern offers to use AI to auto-generate social media posts under your startup's name without review.

### What do you do?

- A. Let them—it saves time.
- B. Allow it only with strict review before posting.
- C. Build a content calendar using AI ideas but written by real humans.



### Strategist Prompt:

What are the risks to brand trust?

## Algorithm Blues

Your app's algorithm keeps recommending popular users—which sidelines new or minority voices.

### What do you do?

- A. Let the algorithm run—it's boosting engagement.
- B. Adjust the algorithm for more diversity.
- C. Offer users a manual curation option alongside the algorithm.



### Devil's Advocate Prompt:

Will fairness reduce performance?

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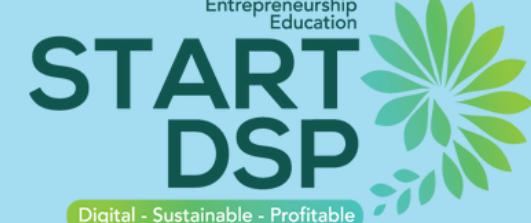
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## DIGITAL DILEMMA

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## DIGITAL DILEMMA

## The Clone Temptation

A friend shares code from a similar app and says you can adapt it quickly to build your MVP.

### What do you do?

- A. Use it—it's online and open.
- B. Double-check the license and give credit if used.
- C. Start from scratch and build original, clean IP.

 Creative Spark Prompt:

How can you innovate without shortcuts?

## Ghost Users

Your website shows great user numbers, but many are inactive or bots. An investor asks to see your traction.

### What do you do?

- A. Share the total user number as it is.
- B. Filter only active users to stay transparent.
- C. Explain the issue openly and describe your plan to fix it.

 Spokesperson Prompt:

What message does your choice send to stakeholders?

## Invisible People

Your startup relies on a cheap outsourced team for data entry. You discover they're working in poor conditions.

### What do you do?

- A. Keep going—it's the only affordable option.
- B. Raise the issue with your team and seek alternatives.
- C. Start a new policy to ensure ethical sourcing in all vendors.

 Eco-Champion Prompt:

What does "sustainability" mean beyond the environment?

## App or Trap?

You're testing a reward loop to increase app usage—but users are getting addicted and complaining.

### What do you do?

- A. It's working—don't touch it.
- B. Add opt-outs and usage controls.
- C. Redesign your UX to balance engagement with wellbeing.

 Reflector Prompt:

What kind of digital culture are you building?

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## DIGITAL DILEMMA

# GREEN CHALLENGE CARDS

These cards push student teams to consider the environmental, social, and ethical impact of their startup ideas — aligned with the GreenComp framework.

Each card presents a real-world sustainability tension, followed by 3 decision options and a bonus prompt from one of the Role Cards.

## Packaging Panic

Your product requires packaging. The cheapest option is plastic. Sustainable options cost more and increase prices.

### What do you do?

- A. Use plastic but add a “recycling tips” section on your site.
- B. Raise your prices to use compostable packaging.
- C. Survey your users to co-decide on an eco-packaging strategy.

 **Eco-Champion Prompt:**  
What message does your choice send to the planet?

## Fast but Dirty

A local investor offers funding, but their portfolio includes polluting industries.

### What do you do?

- A. Accept—it’s just business.
- B. Refuse and wait for a cleaner investor.
- C. Accept, but prepare a clear ESG statement and long-term independence plan.

 **Strategist Prompt:**  
What are the long-term trade-offs?

# GREEN CHALLENGE CARDS

Back Side



## The Carbon Cost

Your server provider is fast and cheap, but you discover it's powered by coal-based energy.

### What do you do?

- A. Stick with it—it works and is budget-friendly.
- B. Switch to a green cloud provider, even if slower.
- C. Create a roadmap to transition your stack gradually.

 Spokesperson Prompt:

How do you communicate environmental accountability?

## Greenwashing Pressure

A PR consultant says you should highlight vague "eco values" to boost your appeal—even if not fully true.

### What do you do?

- A. Say it. Everyone exaggerates a little.
- B. Stick to facts and risk being less appealing.
- C. Share your roadmap openly and let users join the journey.



Reflector Prompt:

Is authenticity more valuable than instant attention?

## The Giveback Gap

Your users love your product—but you feel your startup doesn't yet contribute to sustainability goals.

### What do you do?

- A. Add a 1% donation-to-climate-action button at checkout.
- B. Start a monthly sustainability challenge for users.
- C. Co-create an impact mission with your user community.

 Creative Spark Prompt:

How can "impact" become part of your brand?

## Growth vs. Waste

Your platform is growing, but you realize your users are creating tons of digital waste (unused files, product returns, one-time-use content).

### What do you do?

- A. Let them manage their own impact—it's not your responsibility.
- B. Add default settings for "eco mode" and data-light use.
- C. Run a "zero-waste week" with incentives to reduce consumption.



Devil's Advocate Prompt:

Can growth ever be green?

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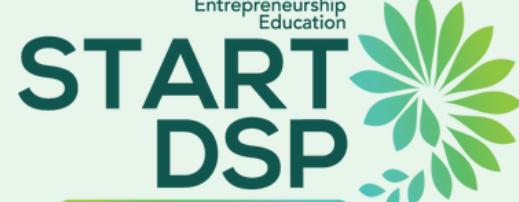


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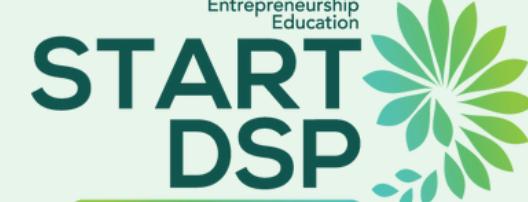


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## Eco vs. Access

You want to use recycled materials, but they're more expensive—and would make your product too costly for low-income users.

### What do you do?

- A. Prioritize access: use cheap virgin materials.
- B. Split the line: offer one eco and one basic version.
- C. Partner with NGOs to subsidize sustainable options for vulnerable users.



**Strategist Prompt:**  
How do you balance sustainability with inclusion?

## Office Footprint

Your startup is going physical—moving into a new workspace. The best option is central but energy-inefficient.

### What do you do?

- A. Pick it and forget it—it's not your core business.
- B. Set team eco-policies (bike to work, energy cuts).
- C. Propose a hybrid model to reduce environmental impact.



**Eco-Champion Prompt:**  
Can workspace culture reflect your mission?

## Local or Global?

You can manufacture your product cheaply overseas with high carbon transport—or locally at 20% more cost.

### What do you do?

- A. Go global—costs come first.
- B. Choose local even if profits fall.
- C. Offer customers a choice with impact transparency.



**Empath Prompt:**  
How does your supply chain affect communities?

## Climate Silence

Your team avoids climate conversations in public-facing content to not alienate non-activist users.

### What do you do?

- A. Stay neutral—it's safer.
- B. Start soft, with hopeful climate stories and user impact.
- C. Take a stand publicly, even if you lose a few users.



**Spokesperson Prompt:**  
What's your voice in the climate conversation?

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# BUSINESS STRATEGY DILEMMA

These cards focus on real-world challenges entrepreneurs face around:

- Growth vs. values, Funding decisions,
- Team dynamics,
- Pivoting or staying the course,
- Customer development,
- Strategic risk-taking.

They're tied closely to EntreComp competences like "Mobilizing Resources", "Planning & Management", "Financial Literacy", and "Learning Through Experience".

Each card is followed by 3 decision options and a bonus prompt from one of the Role Cards.

## Pivot Point

Your original idea isn't gaining traction, but one niche feature is suddenly getting attention.

### What do you do?

- Stick to your original vision.
- Pivot entirely toward the feature.
- Test both directions before deciding.

 Reflector Prompt:  
Is persistence always a strength?

## The Big Client Trap

A large company wants to buy your service, but demands custom features you never planned.

### What do you do?

- Accept—it's a huge opportunity.
- Decline—you'll lose focus.
- Negotiate a pilot with limits and learning goals.

 Strategist Prompt:  
Can growth derail your product mission?

# BUSINESS STRATEGY DILEMMA

Back Side



## Too Many Hats

Your team is multitasking everything—no clear roles. Productivity is dropping.

### What do you do?

- A. Keep the hustle culture going.
- B. Redefine roles and responsibilities.
- C. Bring in a mentor or advisor to help organize.

 **Empath Prompt:**  
Is burnout a strategy failure?

## Value(s) vs. Valuation

An investor is ready to fund you—but only if you drop your climate mission and go mainstream.

### What do you do?

- A. Take the money—you can return to it later.
- B. Reject it—your mission comes first.
- C. Try to negotiate a mission-aligned growth plan.

 **Eco-Champion Prompt:**  
Can business grow without betraying purpose?

## Equity Earthquake

A founding teammate wants to leave and take their equity with them—before product-market fit.

### What do you do?

- A. Let them leave with it—it's their right.
- B. Renegotiate terms to protect the team.
- C. Pause and bring in legal advice.

 **Devil's Advocate Prompt:**  
Is fairness always equal?

## Team Turbulence

Two of your teammates strongly disagree on the direction of your business model and tensions are rising.

### What do you do?

- A. Take a vote and move on.
- B. Facilitate a team retro to unpack the disagreement.
- C. Assign one of them to test an alternative route solo.

 **Empath Prompt:**  
Is conflict always a problem—or a signal?

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## BUSINESS STRATEGY DILEMMA

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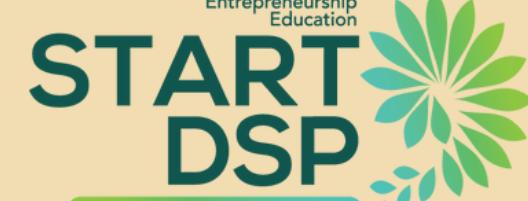


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## BUSINESS STRATEGY DILEMMA

## Marketing Mirage

Your product looks amazing online, but behind the scenes it's still half-built. Your teammate wants to start heavy promotion now.

### What do you do?

- A. Start promoting—you'll fix it on the go.
- B. Wait until it's stable enough for first users.
- C. Launch a soft beta with honesty about what's ready.

 Spokesperson Prompt:  
Does hype help or harm?

## Partner or Compete?

A similar startup reaches out to propose a collaboration, but you know they've copied one of your key features.

### What do you do?

- A. Say no—they're a threat.
- B. Accept and monitor closely.
- C. Set clear terms, and use it as a strategic move.

 Devil's Advocate Prompt:  
Can collaboration be a power play?

## Pricing Panic

Early users love your product, but no one wants to pay for it.

### What do you do?

- A. Stay free and hope to monetize later.
- B. Introduce a paywall and risk losing users.
- C. Create tiered access or freemium features.

 Strategist Prompt:  
Can pricing be part of the learning process?

## Mission Drift

You started with a strong purpose—but now you're chasing growth and barely mention your mission anymore.

### What do you do?

- A. Ignore it—it's just part of scaling.
- B. Pause to reflect and realign the team.
- C. Add impact goals into your KPIs and product roadmap.

 Reflector Prompt:  
How do you measure success beyond profit?

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