

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.



PathFinder

Your Mission

You design an interactive AI career advisor that helps refugees and migrants identify vocational training and employment opportunities.

Your goal

Partner with one local NGO and test your tool with real users while respecting cultural sensitivity and digital inclusion.



PedalPay

Your Mission

You're building a bike-powered delivery service for local businesses that integrates a digital carbon-offset calculator.

Your goal

Test logistics, partner with 3 local shops, and build your app MVP.

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.



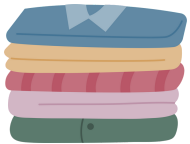
DataSense

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.



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.



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



Echo

Your Mission

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.



LoopLab

Your Mission

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.



FairStage

Your Mission

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.



CleanSlate

Your Mission

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.



ZeroSip

Your Mission

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.



FairCart

Your Mission

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.



FarmIQ

Your Mission

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.



ROLE



ROLE



ROLE



ROLE

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.



ROLE



ROLE



ROLE



ROLE

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?

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?

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?

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?



DIGITAL DILEMMA



DIGITAL DILEMMA



DIGITAL DILEMMA



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?

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?

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?

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?



DIGITAL DILEMMA



DIGITAL DILEMMA



DIGITAL DILEMMA



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?

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?

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?

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?



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?

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?

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?

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?



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?

- A. Stick to your original vision.
- B. Pivot entirely toward the feature.
- C. 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?

- A. Accept—it's a huge opportunity.
- B. Decline—you'll lose focus.
- C. 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?

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?

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?

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?



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?

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?

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?

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?

