



Venture Ethically *Educator guide for designing Impact- Driven Startups*

* Note to manage waste please print this document in greyscale or black and white rather than in color. Please print on both sides of the paper (duplex) and if you can print multiple slides or pages on one page.

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Venture Designing Impact-Driven Startups Ethically

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Tool

Relevance

In today's world, entrepreneurial ventures cannot exist without social responsibility. The expectation is no longer just about innovation and profit, it's about giving back, acting ethically, and addressing real problems in real communities. That is why ventures must do more than function, they must serve. Entrepreneurs are not just builders of ideas but architects of social impact.

Overview of the Tool

This guide equips educators with a structured framework to help students modify pre-defined business models to meet local challenges. The focus is not on creating something new from scratch, but on creatively reinventing something existing in a way that reflects empathy, ethics, and impact.

How the Tool works

- Students are assigned a pre-defined modern venture
- They are also assigned a community, a social problem and a constraint
- They explore how to adapt the business to serve the community
- They must create a "give-back" mechanism integrated into the business
- They present their socially responsible redesign as a final pitch

Sample Application: "Edubot" Reinvented

Venture: Edubot → a chatbot that tutors students in math and science

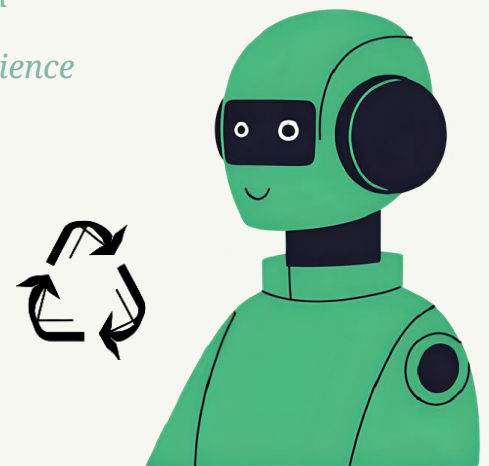
Community: A suburb with frequent power outages

Problem: Girls dropping out due to caregiving responsibilities

Constraint: Poor access to digital wallets

Redesign Plan:

- Introduce SMS-based EduBot that works without internet
- Install solar-powered study kiosks via NGO partnerships
- Offer flexible learning modes for girls with family duties
- Hire local youth as 'EduBot Guides' for peer tutoring
- Provide micro-scholarships funded by platform revenue



Instructions for Educators

1. Introduce the Project as a tool for adapting a modern pre-defined business venture to meet the needs of a community, solve a problem, and embed ethical, responsible give-back strategies.

Each student team will:

- Adapt an existing business idea
- Solve a real-world social problem
- Ensure the venture gives back to the assigned community
- Present their ethical solution by the end of the week

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2. Assign Ventures and Challenge Sets

Utilize the *Random Generator Tool*

Start-up	Community	Problem	Constraint
Post-art: FixIt Tools	Post-remed urban center rebuilding public services	Limited access to affordable healthy food	Small business resources and experience
PackPal	Densely populated informal settlement near factories	Lack of job readiness skills among high school graduates	No formal address system for deliveries
SkyView Shots	Isolated coastal suburb with growing tourism	Rising rent forcing residents to move frequently	Cultural resistance to female entrepreneurship
LearnNest	University town with many international students	Electricity outages disrupting online work and study	Unstable electricity supply during peak hours
ClickReach	Flood-prone city zone with informal housing	Mental health issues related to social pressure and isolation	Language diversity without translation services
Printify 3D	Peri-urban neighborhood with unreliable internet	High digital addiction and screen fatigue among students	Frequent internet shutdowns during protests
AppHive	High-rise apartment district with limited green space	School dropout among teen girls due to early caregiving roles	High cost of importing tech tools
WorkNet	Urban tech hub with high youth unemployment	Local businesses can't compete with large online platforms	No public funding for new startups
TalentBox	Isolated coastal suburb with growing tourism	Frequent flooding destroying small business stock	Local government approval process is slow
RepairPod	University town with many international students	Dependence on diesel generators harming air quality	High rates of informal employment
FoodLoop	Flood-prone city zone with informal housing	Limited access to professional mentors or networking	Public schools lack tech infrastructure
SpeakEZ	Peri-urban neighborhood with unreliable internet	Unemployment among youth with disabilities	Social stigma around mental health topics
HygieneX	High-rise apartment district with limited green space	Online misinformation and lack of media literacy	Low digital literacy among middle-aged users
HealthBridge	Urban tech hub with high youth unemployment	Informal vendors struggle with cashless payments	Community distrust in online platforms
	Red industrial district with aging infrastructure	Gender divide between researchers and computer scientists	High risk of cyberattacks to critical infrastructure

to assign each team the *Project Concept* defined by:

- 1 Start-up Venture
- 1 Community
- 1 Problem
- 1 Constraint



All options can be
designated at random
and be combined together

Distribute the Student Workbook, Impact Canvas & Peer Assessment Form

3. Guide Exploration and Planning

Encourage students to:

- Understand how the original venture works
- Research or reflect on the assigned community
- Use the Impact Canvas to start redesigning
- Focus on empathy, sustainability, and responsibility



4. Support Ethical Thinking

Example questions:



- “What are the unintended consequences of your idea?”
- “How does your solution support fairness or inclusion?”
- “How does this business benefit the community beyond profit?”

5. Facilitate the Pitch

Each student team should present:

- Their adapted venture
- What makes it ethical and community-centered
- Their measurable impact or give-back plan

Use the assessment sheet and peer feedback form for teacher and student scoring.

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6. Assessment Criteria

- Creativity and Relevance of the adaptation
- Community Fit and ethical awareness
- Clarity and Feasibility of the give-back strategy
- Engagement and Communication during the pitch



Expected Learning Outcomes

- Recognition of the role of social responsibility and ethics in contemporary entrepreneurship
- Adaptation of existing business models to solve real-world community challenges
- Application of creative problem-solving under defined constraints
- Integration of empathy in the design of inclusive, community-centered solutions
- Clear and persuasive communication of venture ideas through structured pitches
- Effective collaboration and constructive peer evaluation
- Use of structured design tools for planning and presentation

Tools and Materials

- List of 35 start-up ventures with summaries
- Challenge Landscape document (communities, problems, constraints)
- Digital randomizer tool / Excel File with the necessary data
- Worksheets, canvas template, assessment sheet & feedback form

Next Steps for Educators

- 1. Integrate into Entrepreneurship or Innovation Modules** → Use the toolkit as a hands-on project within business, economics, or innovation curricula, reinforcing both startup thinking and social responsibility.
- 2. Run as a Pop-Up Innovation Lab or Challenge Week** → Implement the project as a focused design sprint or startup lab across 3–5 days, ideal for project weeks, extracurriculars, or entrepreneurship fairs.
- 3. Facilitate Community Engagement or Real-World Connections** → Invite NGOs, local businesses, or civic leaders to provide input and evaluate student ventures. This bridges classroom learning with authentic impact
- 4. Embed as a Capstone Project in Entrepreneurship Curriculum** → Use *Venture Ethically* as a culminating activity where students apply their understanding of business models, market fit, innovation, and ethics. This will shift the focus from “profit-first” ventures to purpose-driven entrepreneurship, helping students build ventures that solve real problems and contribute meaningfully to society.

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Annex I

Random Generator Tool

How to build the Random Generator (Flippity.net)

Your goal is to create a generator that picks one item from each of your four categories (Venture, Community, Problem, Constraint) at random.

Set-up Steps

- Visit the Flippity Randomizer page: <https://www.flippity.net/v2/Randomizer.htm>
- Scroll downwards and open the Flippity Randomizer Template from “Option 2: Google Sheets”.
- Click “This Template” to open the spreadsheet version
- Choose “Make a copy” (File → Make a copy) so it becomes your own editable spreadsheet
- Rename the Columns
- In row 1 of the copied sheet, rename the default headers (e.g. “Thing 1”, “Thing 2”) to:
 - Venture
 - Community
 - Problem
 - Constraint
- Enter Your Lists from the provided Excel Document “Random Generator Data”.
- *Under each column, paste your list (only names, no descriptions):*
- *Column A (Venture): 35 venture names*
- *Column B (Community): 15 communities*
- *Column C (Problem): 30 problems*
- *Column D (Constraint): 45 constraints*
- *Ensure each item occupies one cell (one row). Leave blank rows only at the end if necessary.*
- *Publish the Spreadsheet to the Web*
- *Go to File → Share → Publish to the web*
- *Select Entire Document as Web page*
- *Click Publish and confirm*
- *Copy the URL generated (you’ll need it in the next step)*
- *On the spreadsheet, look for the sheet tab named “Get the Link Here”*
- *Click it and paste the link of the published document. Flippity then will generate a viewable randomizer page using your lists.*
- *Open the generated randomizer link*
- *Confirm that each click gives you one random item from each of the four columns (so you get a combined scenario: e.g. Venture “X”, Community “Y”, Problem “Z”, Constraint “W”)*
- *Share with Students*
- *Distribute the Flippity link to your students (or display it in class)*

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Annex II

Visual Instructions for the Random Generator Tool in [Flippity.net](https://flippity.net)

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Option 2: Google Sheets

Step 1: Modify the Google Spreadsheet Template

- Make a copy of [this template](#). (You'll need to sign-in with your Google account.)
- Edit the column headings in row 2.
 - You may use up to 10 columns.
- Create lists of words, names, phrases, etc. you want randomly mixed up under the column headings.
- Label your Randomizer by changing the name in cell A1.
- **Do not edit any cell with a blue background.**

Step 2: Publish Your Spreadsheet

- Go to File, Share, Publish to web, then click Publish.
- Copy the link generated in the Publish to the web dialog box (you'll need it in Step 3).

Step 3: Get Your Flippity.net Link

- Click on the Get the Link Here tab of the template (at the bottom).
- Paste the link you copied in Step 2 into cell A3.
- Click on the link that appears in cell A5 to go to your Flippity.net randomizer.

Step 4: Bookmark and Share

- Bookmark the page to find it again quickly.
- Share the Flippity.net link with anyone you want to use the randomizer.

Frequently Asked Questions

Can I include images?

- Yes, in the Google Sheets version. Just paste the URL (address) of a picture you find on the web in the appropriate cell.
 - URLs must end in ".gif", ".png", ".jpg", ".jpeg", or ".webp".
 - **You cannot use Google Drive to store your images.**
 - You can use Google Drawings. Use the "Publish to the web..." link.
 - Images are automatically resized.
 - Smaller images load quicker.
 - (You may use text or an image in a cell, but not both.)

Can I include links?

- Yes, type the text you'll be clicking on, followed by [[Link: followed by the full URL of the link you want to visit, followed by]]. Like this:
 - Spanish411 [[Link: <http://www.spanish411.net/>]]

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2



Copy a document

Do you want to create a copy of the **Flippity.net Randomizer Template**?



Create a copy

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	A	B	C	D	E
1	Randomizer				
2	Column1	Column2	Column3	Column4	Column5
3	Start-Up	Community	Problem	Constraint	
4	AppHive	Urban tech hub with high youth unemployment	Local businesses can't compete with large online platforms	No public funding for new startups	
5	Printify 3D	High-rise apartment district with limited green space	School dropout among teen girls due to early caregiving roles	High cost of importing tech tools	
6	ClickReach	Peri-urban neighborhood with unreliable internet	High digital addiction and screen fatigue among students	Frequent internet shutdowns during protests	
7	LearnNest	Flood-prone city zone with informal housing	Mental health issues related to social pressure and isolation	Language diversity without translation service	
8	SkyView Shots	University town with many international students	Electricity outages disrupting online work and study	Unstable electricity supply during peak hours	
9	PackPal	Isolated coastal suburb with growing tourism	Rising rent forcing residents to move frequently	Cultural resistance to female entrepreneurship	
10	Fixit Tech	Densely populated informal settlement near factories	Lack of job readiness skills among high school graduates	No formal address system for deliveries	
11	PodLab	Post-conflict urban center rebuilding public services	Limited access to affordable healthy food	Small business licenses are expensive	
12	AgriMetro	Remote mountain village gaining access to solar power	High levels of food delivery waste (containers, plastic)	Lack of digital payment access in rural areas	
13	RetroRack	City neighborhood with aging infrastructure and few youth programs	Cultural divide between newcomers and long-time residents	High risk of cybercrime in online transactions	
14	QuickCash	Digital nomad zone with expensive housing	Informal vendors struggle with cashless payments	Community distrust in online platforms	
15	CyberSafe	Low-income suburban sprawl with long commute times	Online misinformation and lack of media literacy	Low digital literacy among middle-aged users	
16	MindBridge	Urban renewal area with a mix of wealth and poverty	Unemployment among youth with disabilities	Social stigma around mental health topics	
17	TechHelpNow	Migrant transit hub near a regional capital	Limited access to professional mentors or networking	Public schools lack tech infrastructure	
18	GreenWrap	Old industrial district with emerging art scene	Dependence on diesel generators harming air quality	High rates of informal employment	
19	CauseCast		Frequent flooding destroying small business stock	Local government approval process is slow	
20	CodeLaunch		Street harassment making public areas unsafe for women	Poor road access during rainy seasons	
21	RideLink		Few after-school options for youth	Gentrification pricing out local families	
22	EthiWear		Limited financial literacy among young entrepreneurs	No access to secure online storage or backup	
23	ZoomFlow		Underrepresentation of local voices in media	Community divided by ethnic/political tension	
24	SkillSwap		Inequitable access to remote jobs	High mobile data costs	
25	ClickCart		Lack of creative spaces for community expression	Few safe public spaces to gather	
26	GreenCharge		No recycling options for tech/e-waste	Lack of free Wi-Fi zones	

A5 =IF(A3="", "", . . . ,HYPERLINK("https://www.flippity.net/v2/ra.php?k=" & REGEXEXTRACT(A3,"/d/(.*)/"), "https://www.flippity.net/v2/ra.php?k=" & REGEXEXTRACT(A3,"/d/(.*)/")))

- 1: Publish Your Spreadsheet** (Click on File → Share → Publish to web → Publish)
- 2: Copy the link you are provided and paste it into cell A3 below ↓**
- 3: Click on the link in cell A5 below to go to your Flippity.net Randomizer ↓**
- 4: Bookmark your Flippity activity to find it again quickly. Share the Flippity link with anyone you want to use it.**

Changes made in the spreadsheet will automatically be reflected in your Flippity activity — no need to re-publish or get a new link.
Changes may take up to 5 minutes to appear in your activity.

[See Troubleshooting for more help.](#)

Template Version 5

