

Fair Future: Design a Business Board Game

TECHNOLOGY NUMBER: 2024-248

Accelerate Blue Foundry - 2025 (Physical Sciences)



OVERVIEW

This board game explores the process of building business models by having players design a restaurant using card-based building blocks and real-world scenarios, making business strategy accessible, interactive, and impactful for entrepreneurs, students, and teams.



Technology ID

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Category

Content

Software & Content

Accelerate Blue Foundry -

2025/Physical Sciences

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DESCRIPTION

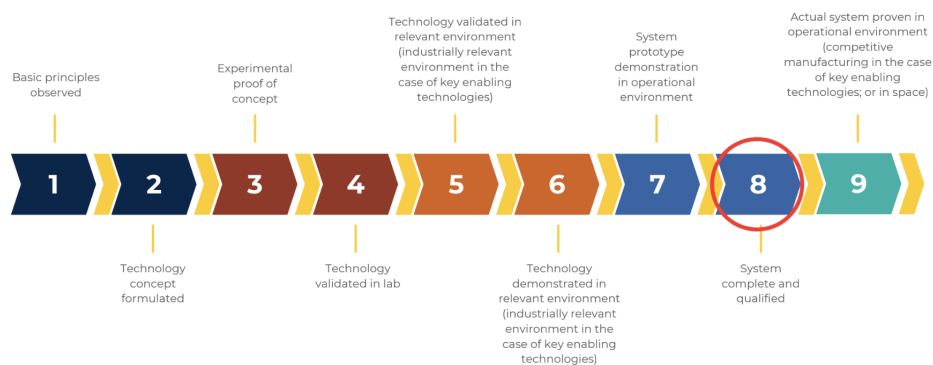
The game guides teams of players through creating a restaurant business model step-by-step with a physical board, a deck of cards representing key business components, and customer persona cards to simulate real decision-making. The interaction between diverse building blocks encourages experimentation with different business strategies, while facilitator resources and curated readings deepen learning. Unlike traditional business teaching tools, this board game emphasizes design thinking and hands-on, collaborative brainstorming and play, actively encouraging innovative and impactful decision-making from the start. The game is well-suited for large groups (20-150 participants).

VALUE PROPOSITION

- **Interactive and Experiential:** Transforms complex business modeling into a tangible, collaborative game, making learning more memorable and actionable than lectures or case studies.
- **Focus on Innovation and Impact:** Incorporates dedicated cards and scenarios to ensure players consider and build innovative, responsible businesses from the start—a unique approach compared to most business games.
- **Flexible for Many Contexts:** Adaptable to classrooms, entrepreneurship programs, or team-building sessions, with facilitator guides and extra readings supporting both beginners and more advanced users.

TECHNOLOGY READINESS LEVEL

Technology Readiness Levels



MARKET OPPORTUNITY

There is a growing demand for innovative business education tools among universities, accelerators, and corporate training programs seeking to build skills in entrepreneurship and impact. This board game provides a scalable, modular, and engaging solution suitable for both formal classrooms and informal team workshops, especially as businesses increasingly prioritize consideration of impact in their operations. Target industries include education, corporate training, and the nonprofit sector.

Rising interest in both gamified learning and social entrepreneurship training is evidenced by trends in educational program innovation and rapidly expanding “serious games” markets globally.