



www.juegoelplan.cl

Available from our online store:
www.momentocero.cl/tienda

El Plan

The adventure of enterprise

Bilingual  



Seed
Capital 2008

CORFO

Innovation
Award 2008



Finalists
2010

avonni



PRIZES AND
RECOGNITION

PREMIO
PYME
2012

Small Business
Prize 2012

AsexMa
Chileexportador

Technological
Development 2013

torneo
EL PLAN

Official
Game

Players experience the emotions that
come with being an entrepreneur:

- Uncertainty - frustration
- Analysis - understanding
- Empowerment - confidence
- Enthusiasm - competitiveness

Learning curve



Concepts included in the game

- | | | |
|----------------------|--------------------|---------------|
| • Economic crisis | • Market | • Resources |
| • Exchange | • Marketing | • Sales |
| • Exports | • Opportunity cost | • Scarcity |
| • Imports | • Prices | • Services |
| • Insurance | • Processes | • Subsidies |
| • Investor | • Production | • Supply |
| • Logistics | • Products | • Tax returns |
| • Loss | • Purchasing | • Value |
| • Management | • Raw materials | |
| • Manufactured goods | • Recession | |

What players will learn

How to identify opportunities

- How to strategize
- How to take risks
- How to deal with scarcity
- Flexibility in the face of change
- How to take responsibility for your decisions
- Motivation to succeed

Target users

- Students
- Teachers
- Work-based education professionals

Technical details



Bilingual



Game time
75 minutes



3 to 6
players



Ages
12+