The Innovation Game

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The language of entrepreneurs is the language of play. They’re not out there solving problems; they’re out there playing – and it’s during this process that they’re coming up with disruptive technologies and life-changing products.

— Bruce Nussbaum, Author of “Creative Intelligence”
This is Moonshot

- Moonshot is a physical serious game that allows teams to playfully develop new ideas for entrepreneurial challenges.

- Moonshot is based on a framework of 30 adapted creativity techniques and motivating game mechanics.

- Through recombination, timeboxing, creative constraints and productive irritation, Moonshot makes it possible to experience how play and innovation are connected & what can be learned through this.

- These insights can be fed back into the organisation to develop measures for a more effective innovation culture.