



THE GOOD VENTURES

A GAMIFICATION GLOBAL GAME

Tackle Global Problems and become
the top Regenerative Entrepreneur!

HOW TO PLAY

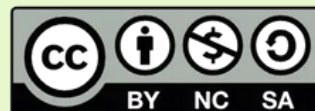


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Designed and produced with
love

in Krakow, Poland



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The Good Ventures

In a world on the brink of collapse, you and your fellow changemakers are founding companies that put people and the planet first. Welcome to **The Good Ventures**, the business game where your ideas tackle global problems and shape sustainable futures.

You'll build visionary companies that serve real audiences while tackling global problems. Together, you can address the planetary crisis. But only one of you will become the top **Regenerative Entrepreneur**.

Let the pitching begin!

Game Objective

Your mission is to co-create a business ecosystem that solves the selected **Global Problem**. Each player builds companies by assembling cards from various decks.

The game ends as soon as there is one completed company for each required **Field** on the Global Problem. The player with the most points at the end of the game wins.

The challenge is competitive, but every company contributes to solving the Global Problem. Just like in real life, the ecosystem grows through both cooperation and rivalry.

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Card Decks

There are six primary decks, distinguished by the colour of the cards:

- **Global Problem (G)**
- **Audience (A)** – who your company serves
- **Venture (V)** – how your company makes money
- **Craft (C)** – what your company mainly does or sells
- **Principle (P)** – sustainable practice integrated in your company
- **Support (S)** – approval & validation of your company

Two special types of cards are shuffled into the **Craft** and **Principle** decks:

- **Risk (R)** – disrupts your company with setbacks
- **Magic (M)** – boosts a Craft or Principle with a twist



Fields

Venture, Craft, Principle, and Support cards have **Fields (F)**. Symbols on the card show which:

- **Society** (inclusion, health, justice)
- **Waste Management** (circular economy, zero waste)
- **Energy & Infrastructure** (renewables, mobility)
- **Innovation** (tech, new ideas)
- **Governance** (ownership, strategy)

These are used to meet the Field requirements on the Global Problem card.

In the game box, you will find:

- **15 Global Problem cards**
- **36 Audience cards**
- **37 Venture cards**
- **37 Craft cards** (including **6 Risks** and **4 Magic**)
- **37 Principle cards** (including **4 Risks** and **4 Magic**)
- **10 Support cards** (2 for each Field)
- **4 Reference cards**

Game Setup

1. Shuffle each deck separately and place them face down.
2. Draw **1 Global Problem (G)** and place it face up in the centre. It's this game's challenge. Set the rest of the deck aside. You can only tackle one Global Problem per game.
3. Draw **3 Audiences (A)** and place them face up, vertically, on the left of the Global Problem. Keep the rest face down on their deck. There should always be 3 available to take from this display.
4. Draw **3 Supports (S)** and place them face up to the right of the Global Problem. Keep the rest face down on their deck in the open display, just like with the Audience cards.



Starting randomly and continuing clockwise, each player:

- Select **1 Audience (A)** from the open display to start a new company. Place it face up in front of you on the first row of your portfolio.
- Replace the taken Audience on the open display with a new one from the deck.
- Draw **1 Venture (V)**, **1 Craft (C)**, and **1 Principle (P)** to form your starting hand. Replace any Risks or **Magic** drawn during setup by placing them back into the respective deck in a random position (this rule only applies during setup).



Your Turn: Take These Actions

On your turn, you take the following actions in the order mentioned:

1. **Draw** – Take 2 cards from the **Venture**, **Craft**, or **Principle** decks (any mix).
2. **Play** – Place 1 card from your hand into your portfolio (any row you choose). With each card you play, tell the story of what it does in practice in your company. Narrate how your company works by connecting the dots, one card at a time!
 - Alternatively, play an **Audience** card from the open display to a row on your portfolio, thus defining the target group for a different company. Draw a new Audience card from the deck to replace the one taken on the open display.
 - Or you can also **swap** a card on your portfolio with one from your hand, or **exchange** cards between rows.
3. **Pitch** – Tell your company story (A + C + V + P). If approved, gain **Support**. You can only pitch if there is a Support card of a matching Field available in the open display.
 - If you cannot pitch yet, **replace a Support** card in the open display (discard the old one to the bottom of the deck).
- **Optionally: Trade** – Exchange cards with another player. Both partners draw 1 more card (Venture, Craft, or Principle) after the trade.
4. **Discard**. You may hold up to 5 cards. If you go over, discard down to 5 at the end of your turn.

👉 All you really need to know is **Draw, Play, Pitch**.



Risk Rules

Drawn **Risks** must be played instantly on the topmost incomplete company row.

- Cover the existing **Craft** or **Principle** with the newly drawn **Risk** so that the text at the bottom of the **C/P** sticks out. The effect of the **Risk** is instant.
- If there is no **Craft** or **Principle** card in your topmost incomplete company row yet, then place the **Risk** on that row. It will disable the next **C** or **P** you will play there.
- To deactivate, play a new **C** or **P** over it in a future action.
- You can only have **one Risk per row** and a **total of two Risks** in your portfolio. If a third **Risk** is drawn, you may discard it to the bottom of the deck, or you can choose to play it to gather points for the win.



Magic Rules

- **Magic** boosts either a **Craft** or **Principle**, depending on the card colour.
- **Magic** is optional (you choose if and when to play this card).
- You can play **Magic** only with a **C** or **P** as a **combo**. The two-card combo counts as one play action.

Tuck the **Magic** card under the card it boosts, leaving the Magic effect visible under the card it boosts.

Trade Rules

- You may negotiate and exchange any number of cards from your hand or portfolio, as long as both players agree.
- After a trade, each trading partner immediately draws 1 card from any deck (Venture, Craft, or Principle).
- Remember: the other players now know what you've traded — sometimes the deal helps them as much as it helps you!

✓ Pitching your Company

To pitch, your company must have **A** + **C** + **V** + **P**. Tell your story:

- Who is your **Audience**? Who does your company serve or benefit?
- What is your **Craft**? What product or service are you selling?
- How does your **Venture** earn money? What is your business model?
- Which **Principle (P)** makes it sustainable? How do you ensure your business is good for the people and the planet?
- How does it solve the **Global Problem**? How is your business part of the solution rather than the problem?
- Mitigated **Risks**: When a **Risk** disrupts a **Craft** or a **Principle**, it's a reason for learning. If the company you are pitching contains a **Risk**, include in your story what your intended **C/P** was, how the **Risk** disrupted it, and how you dealt with it (the story of the new **C/P**). Mitigating a Risk early in your company's development can convince others that your company has a higher chance of continuing to be successful and contribute to your success!

If the **majority** of the other players approve (2/4 players, 1/3 players, automatic in 2-player games), your company is validated. Take a **Support (S)** of the matching Field (♟️, ♻️, ⚡, 💡, 💼). Your company is complete, counts towards **G** requirements and gets you points!

If **rejected**: put the **Audience** back on the row, return the other cards to your hand, then immediately play one card (any type) before ending your turn with 5 cards max at hand.

🗣️ Example Pitch

“Our Audience is local farmers. Our Craft is producing affordable biochar from agricultural waste. The Venture sells the biochar as a soil enhancer to boost crop yields. Our Principle is a closed-loop system that reuses waste and cuts emissions. This helps solve the Global Problem of soil degradation and carbon emissions. We seek Support through philanthropy to scale our impact.”



Building Your Company

Each company row in your portfolio must include:

- **1 Audience (A)**
- **1 Craft (C)**
- **1 Venture (V)**
- **1 Principle (P)**

It may also include:

- **1 Support (S)** – you can only get **S** as a result of a successful **pitch**
- **Magic (M)** – boosts **C** or **P** (only playable in **combo**)
- **1 Risk (R)** – disrupts **C** or **P** (covers the intended C or P on your row)

All cards in a row must belong to the same Field (, , , , ) , unless **Magic** allows mixing.

A company is complete only when it has **A + C + V + P + S**. **Pitch** when you have **A+C+V+P** and get **S** if approved by the majority!

There is no limit to the number of rows in your portfolio. You decide how many companies you will build according to your strategy. Just remember that **each row should focus on one Field**.

You can build your companies by playing cards in any order on any row, but there can only be one of each card deck (**A**, **C**, **V**, **P**) in the same row (unless **Magic** overrides that).



Game End

When each of the **Global Problem**'s required **Fields** has been met by at least one **complete company**, the game ends instantly. All four required Fields have to be met, each by a complete company. It doesn't matter whose company meets each requirement. As long as a complete company of each required Field is in the game, the game is over.

 The player with the **most points** wins. Use the following chart to calculate the points from your portfolio:

- **Complete Companies** (**A** + **C** + **V** + **P** + **S**)
 - +3 points for each complete company row
- **Across your portfolio** (incomplete companies included)
 - +1 point per different **Field** (each row counts once)
 - +1 per mitigated **Risk** (including old and new **C/P**)
 - +1 per **Magic** combo (only active combos count)
 - +2 to the player with the most incompletes only (0 on a tie)

FAQ

Q: Do I have to complete the row in order?

A: No, you can play your cards in any order. However, it helps to maintain a consistent layout.

Q: Can I mix Fields (symbols) in a company row?

A: No, unless you use Magic that allows it.

Q: Can I pitch without meeting the Audience's needs?

A: You can try—but you'll likely get rejected.

Q: Where do I discard the cards again?

A: Place them back at the bottom of their respective deck, so they can still be played in the future. Alternatively, you can offer to gift them to another player.

FAQ

Q: Can I remove Magic from a combo?

A: Yes, but this will deactivate the combo, so you have to take back the boosted C/P to your hand. This counts as an action.

Q: Do Risked companies count?

A: Yes, but only if the Risks are mitigated (the row should include both the old C/P and the new one). Only approved and supported companies without active Risks count (Risk must be dealt with in order to count).

Q: Should I only build companies in the required Fields?

A: No. You can build companies in any Field, and a higher variety can give you extra points (+1 for each company row of a different Field). But the game ends when there is one company of each required Field in the game, so adjust your strategy carefully.

Q: How do I play with different player numbers?

A: The game can be played with 2-4 players. All four Fields mentioned on the Global Problem card must be met, each by a complete company, regardless of who built it. That's when the game ends. Your pitch is successful when the majority of the other players approve of your company. This means that in a 4-player game, you need 2 to approve, in a 3-player game, you need just 1, and in a 2-player game, approval is instant (every pitch is successful). All other rules apply as usual.



Strategy Tips

- Focus early on the required Fields of the Global Problem.
- Build your story as you play your cards – be ready for your pitch!
- Strong stories convince others. Link your company clearly to the Global Problem for higher chances of Support.
- Your Audience can be more than a customer – they can be part of your business.
- Use trades to unlock momentum. A well-timed trade gives you fresh cards and can set you up for a faster pitch.
- Magic combos can be mighty — use them.
- Inspire others with your pitch.

QUICK REFERENCE

Goal

Build companies to solve the **Global Problem**.

Each company needs: **Audience**, **Craft**, **Venture**, **Principle**, **Support**.

- **Global Problem**: Major problems affecting humanity as a whole
- **Audience**: Who your company serves or benefits
- **Craft**: What product or service does your company offer
- **Venture**: The business model of your company; how it makes money
- **Principle**: Values your company aligns with for sustainability
- **Support**: Financial and moral support that helps you launch/run your business
- **Risk**: Challenges your company may face
- **Magic**: Out-of-the-box advantages for your business

Fields

-  **Society** (inclusion, health, justice)
-  **Waste Management** (circular economy, zero waste)
-  **Energy & Infrastructure** (renewables, mobility)
-  **Innovation** (tech solutions, new ideas)
-  **Governance** (ownership structure, strategy)

Quick Setup

1. Shuffle all decks separately.
2. Place **Global Problem (G)** in the centre.
3. Reveal **3 Audiences (A)** (always keep 3 visible).
4. Reveal **3 Supports (S)** (always keep 3 visible).
5. Each player:
 - Take **1 Audience (A)** → place in front (start company).
 - Replace it with a new **A** from the deck.
 - Draw **1 Venture (V)**, **1 Craft (C)**, **1 Principle (P)**.
 - Replace any **Risk (R)** or **Magic (M)** drawn during setup.
6. Start turns clockwise.

QUICK REFERENCE

Turn Summary

1. **Draw** – Take 2 cards from **Venture**, **Craft**, or **Principle** (any mix).
 2. **Play** – Place 1 card from your hand into your portfolio (add a **Venture**/**Craft**/**Principle**, play an **Audience** from open display, or swap/replace a card in an incomplete company).
 3. **Pitch** – Present a complete company. If approved, gain **Support**. Valid only if matching Support is available. Otherwise, replace 1 Support in the open display.
- Optional: **Trade** cards with another player; both draw 1 card afterwards.
- Finally, **discard** down to 5 cards (hand limit)

Pitching a Company

To pitch, you need **A** + **C** + **V** + **P**. Tell your story:

Who is your Audience (A)? What is your Craft (C)? How does your Venture (V) earn money? Which Principle (P) makes it sustainable? How does it solve the Global Problem (G)?

If approved → **Support (S)** → company complete → points for the win!

Scoring

- **+3** points: each complete company (A+C+V+P+S)

On your portfolio (regardless of completion status):

- **+1** point: each different Field (F)
- **+1** point: each Risk (R) overcome
- **+1** point: each Magic (M) combo
- **+2** points: if you have the most incompletes

Notes for Players

- **Risks (R)** must be played instantly to your topmost incomplete company. Max 1 per row - 2 in portfolio.
- **Magic (M)** boosts a Craft or Principle, but only if played together.

GAME VARIANTS

Short Game: Rapid Response

The game ends when only two out of the four Fields on the Global Problem are met by a complete company each! (35-50 min)

Win Condition:

- The game ends when any **2 out of the 4 required Fields** are met
- **Highest score wins** using the regular scoring system

Rule Modifications:

1. **Field Requirements:** Only 2 Fields need to be met (instead of all 4)
2. **No Trading:** Players cannot trade cards with each other
3. **Automatic Pitch Success:** All pitches automatically succeed - no voting required. Tell your story and take the matching Support card
4. **Strategic Discarding:** When discarding cards, you may place them anywhere in their respective deck (top, bottom, or middle)
Discard a Risk on top to hit the next player who draws, or bury unwanted cards at the bottom to keep them out of circulation

Setup and scoring: identical to the regular setup and point system

Strategy Changes:

- Focus on 2 Fields only: Ignore cards from the other 2 Fields
- Speed matters: Points determine the winner, so pitch fast
- Discard strategically: Use discard placement to help yourself or hinder opponents
- No pitch rejection: Build companies confidently without fear of rejection
- No negotiation delays: Game moves faster without trading discussions

This variant maintains strategic depth while significantly reducing play time through streamlined mechanics and reduced Field requirements.

GAME VARIANTS

Co-op Mode: United We Build

All players play against the game with a shared portfolio! (~90 min)

Work together against time to solve the Global Problem within **10 rounds** (each player takes exactly 10 turns). If you cover all 4 required Fields within 10 rounds, everybody wins. If the 11th round begins without completing all four required Fields, all players lose.

Setup Changes:

- Use the same setup as a regular game, BUT create a **shared portfolio** in the centre that you all manage together
- Use a **counter** to keep track of the game rounds
- Each player still draws their starting hand (1V, 1C, 1P)
- Take only **1 Audience** total for the shared portfolio (not per player)
- All players work together to build companies in this shared space

Gameplay Changes:

- **Turn Structure:** Players take turns in order, but all decisions can be discussed openly
- **Shared Resources:** Any player can play cards to any company row in the shared portfolio
- **Hand Management:** Players can freely share information about their hands and coordinate plays
- **Pitching Together:** When pitching, all players contribute to the story - pitches automatically succeed if the story makes sense
- **No Trading:** Players cannot trade cards in the co-op mode

Victory Condition:

- Build companies covering all 4 required Fields within **10 rounds**
- If round 11 begins without completing all 4 Fields, everyone loses

Play this variant to explore cooperative strategies.

Facilitator Cheat Sheet

Learning Focus

Systems Thinking & Sustainability | Storytelling & Pitching
Collaboration & Critical Thinking

Session Flow (120 min)

1. Intro (15 min)

- Explain theme: *regenerative entrepreneurs tackling global problems*.
- Teach $A \rightarrow C \rightarrow V \rightarrow P \rightarrow S$ sequence.
- Demo a quick pitch example.

2. Play (90 min)

- Setup: 1 Audience, draw 1 C, 1 V, 1 P.
- Turns: Draw, Play, Pitch, Discard.
- Pitch: Storytelling with $A+C+V+P \rightarrow$ gain S if approved.
- End: All required Fields covered.

3. Debrief (15 min)

- Share company stories.
- Discuss principles, trade-offs, and risks.
- Reflect on systems thinking & sustainability.

Pitching Example (demo for players)

“Our **Audience** is local farmers. Our **Craft** is producing biochar. The **Venture** sells it as a soil enhancer. Our **Principle** is zero-waste closed loop. With **Support**, we tackle soil degradation and carbon emissions.”

Reflection Questions

- How did your company balance profit and sustainability?
- Which Principles felt most impactful in real life?
- How did Risks and Magic mirror real challenges and innovations?
- What new connections did you see between global problems and local solutions?
- Which company ideas in your game did you find more inspiring? And which felt actually feasible?
- What will you do differently as a result of playing this game?

Epilogue: The Legacy of Your Work

The Good Ventures is more than a game. It's a simulation of the regenerative business world we urgently need. As you play, imagine how these ideas could become real. You're not just crafting companies, you're shaping futures.

Your pitch might just plant the seed of tomorrow's solution.

More information about the game and all the background behind its inspiring content can always be found on
<https://gamificationglobal.com/2025/goodventures/>

