

Structure for the Escape Room exercise for RightNow

Contents

Volcano- Introductory Level – **Challenge 1**4
 Volcano- Introductory Level – **Challenge 2**6

1. Start with a storyline. Create a story that the player will go through when advancing the steps of your challenge. Fit the learning materials into your storyline
2. Find images or videos that visually support the story you created. This helps the player to visualise your narrative and keep them motivated
3. Create challenges that help to assess the competences / learning outcomes and theme them to fit your story. The easiest type are challenges that require writing a correct word (or number), or choose the correct option from a list of options. These types are also the easiest to reproduce.

RightNow
<u>Requirement</u>
2 introductory
1 intermediate
1 advanced
2 expert

RightNow
<u>Travel agency</u>
1 introductory 2C
1 intermediate 3C
1 advanced 4C
1 expert 5C

RightNow
Volcano (this one)
RightNow
<u>Second story</u>
1 introductory 2C
1 expert 5C

Entrepreneurial Spirit

On successful completion of this resource, learners will be able to:			
Levels	Knowledge	Skills	Attitudes
<i>Introductory</i>	Basic knowledge of: <ul style="list-style-type: none"> • what entrepreneurship is. • the skills and attitudes required to be 'entrepreneurial' • how to be 'entrepreneurial' in every-day life • case studies of young entrepreneurs 	<ul style="list-style-type: none"> • Apply reasoning skills to solve a simple puzzle. • Identify examples of where individuals have spotted an opportunity. 	<ul style="list-style-type: none"> • Openness to learning more about what it takes to be entrepreneurial. • Awareness of entrepreneurial individuals in the media. • Awareness of entrepreneurial individuals in their local area.

VOLCANO – Entrepreneurial Spirit - Introduction

In a world where entrepreneurs use their intuition, you must delve into your true entrepreneurial spirit to succeed. You are working as a promoter for *MovieWeb*, an online streaming platform you have set up. Your first task is to develop the promotional material for a new movie franchise – *VOLCANO*. You know that the most important thing for your venture to be successful is to use your best entrepreneurial skills. You want to set up a triumphant publicity stunt to ensure that it appeals to your target audience and promotes the *VOLCANO* franchise. You understand that networking is important in all fields, and it is very important to consider when you think about the media sector. Don't forget to be creative and use your initiative!

Image



VOLCANO – Entrepreneurial Spirit – Challenge 1

1.1 Scenario

The movie is called *VOLCANO* and details the story of a young group of mountaineers who face impending doom when Mount Hekla, a stratovolcano shows signs of high magma pressure. Mount Hekla is a popular excursion destination and has said to be well worth the venture, as told by those who have visited and survived to tell the tale. However, during their excursion the seismic activity begins to worry the group and promptly unfolds unforeseen challenges as they attempt to escape to safety.

1.2 Image



1.3 Challenge

This movie will undoubtedly leave the audience on the edge of their seats. It has it all. From amazing scenery to action, to impending doom – what more could you ask for? But how will you sell this to the public? You are designing a promotional poster advertisement, using the picture above. Now all you need to input is the title and a snappy tagline. You start to think about great movie taglines that resonate with their audience. You think of how iconic “Who ya gonna call?” was for *Ghostbusters* and how when anyone hears the line the theme tune instantly plays in their head.

You know that this challenge will take a lot of entrepreneurial spirit, gumption and positive thinking! You see a poster on the wall of the studio:

Entrepreneurs today

Who are they?

More than **350,000** business owners have used 99designs as their graphic design solution and we wanted to hear how they have built their own businesses and brands.

These days it's less about the corporate ladder and more about doing it yourself.

We present the profile of a **DIY Entrepreneur...**

They work hard...

They are motivated by **passion, independence, and freedom** (not money).

They work on average **8-12 hours** per day.

yet **they try to find some balance**

They get most of their support from their **partner/spouse**.

65% of them spend more than **3 hours a day** with their family.

55% of entrepreneurs **take married or as a relationship**.

They achieve a lot with very little

They **teach themselves online**.

56% raised less than **\$10k** to start their first business.

55% have fewer than **2 employees**.

They invest in these skills

The **1st** thing they teach themselves is **Marketing**.

12% Creativity

28% Gaining confidence

20% Networking

15% Patience

They live in the real world

Social media channels are not considered a must-have to generate new leads. **23%** don't even use social media!

Free! **55%** of their marketing efforts are free.

36% Word of Mouth

19% Social media

Facebook is the most popular channel for their marketing.

Word of Mouth

They're not turning back

19% consider "not asking for help" as their biggest mistake.

"The Entrepreneur" unlimited refills

87% Almost all of them would do the same thing again (founding a business) but would learn from some mistakes.

They're empowered

Entrepreneurs today are resourceful, empowered, confident and self-skilled. They work hard, yet value their time and quality of life, choosing balance and freedom over climbing the corporate ladder. The modern business men and women are passionate about what they do; they do it themselves and would do it all again in a heartbeat. We salute you and support you all the way!

99designs

Source: <https://magazine.startus.cc/what-a-diy-entrepreneur-really-looks-like-infographic/>

1.4 Question

Which 4 skills does the poster advice to invest in?

1.5 Solution

Creativity, Gaining Confidence, Networking, Patience.

1.6 Congratulate the learner

Well done! By investing in these skills, you are sure to unleash your entrepreneurial spirit! When most people think of entrepreneurial skills, they tend to consider; leadership, business management technical skills, but being confident, creative, patient and knowing how to network are essential in pursuing your entrepreneurial endeavour!

1.7 Image



VOLCANO – Entrepreneurial Spirit – Challenge 2

2.1 Scenario

Now it's time to put your skills to the test! It is important to think of how you will promote the movie to your audience. You know that your target group for this movie are young adults aged 18-25, so it is important to weigh out your options carefully. You want to use the most appropriate forms of media platforms and promotion tactics to have the highest possible publicity for *VOLCANO*. An important component of entrepreneurial spirit is to think about your marketing strategy. You should be focused on the perspective of your audience and how you can use this point of view to your advantage.

2.2 Challenge

It is important to create a plan of how you will promote the movie to the target audience of 18-25-year-old young adults. In order for your promotional material to reach others, you will need to decide how you will share the material.

2.3 Image



2.4 Question

What do you think would be the best media platforms to use to appeal to your target audience?

- Instagram
- LinkedIn
- Online newspaper
- Facebook
- Magazines
- Twitter

***Correct answers**

2.6 Solution

/ follow up on the next page

Studies have shown that young adults tend to mostly use the media platforms of Instagram, Facebook and Twitter.

Choosing these social media platforms would ensure that your promotional material reaches the maximum amount of people possible for this target age group!

2.7 Image



2.8 Congratulate the learner

Perhaps these are the best options to advertise your promotional material for *VOLCANO*. Good thinking! You really know the key steps in getting your message out there!

Conclusion:

Congratulations! You really have what it takes to get your entrepreneurial movie business up and running! You have identified some of the key skills and attitudes you need to be successful. Now all you need to do is put your ideas into (Lights, Camera,) Action!