

Official Game Guide

An entrepreneurship game for teams of 3–5 · Ages 12+ · 45 minutes to 3 hours

Awesomeville is an entrepreneurship game where players work together to solve challenges in unique communities. Each town has its own personality, opportunities, and quirks. Your task is to create a product, service, or business that helps your community thrive — think creatively, adapt to change, and build solutions that fit the world you've been given.

Nothing in Awesomeville is real — so nothing you say is wrong. The wildest idea at the table is doing exactly what it's supposed to.

Objective

Work with your team to create a solution that:

- Fits your town and works within its quirks
- Includes the requirement on your Bylaw card
- Adapts when your Wildcard is revealed

At the end of the game, pitch your solution to the group.

What's Included

Town Cards — Discover a unique community with its own personality and quirks.

Opportunity Cards — Identify challenges your business can solve.

Bylaw Cards — Build within a real business rule or requirement.

Wildcard Cards — Adapt to unexpected changes and new challenges.

Aha! Cards — Reflect on your experience and key learning moments.

Setup

Divide players into teams of 3–5 people. Each team receives:

CARD	FACE	WHEN YOU USE IT
1 Town card	Face up	Step 1 — your community
2 Opportunity cards	Face up	Step 1 — choose one to pursue
1 Bylaw card	Face up	Step 1 — a requirement your business must include
1 Wildcard	Face down — don't peek	Step 4 — revealed mid-build
1 Aha! card	Face down	Step 7 — after all pitches

Your Bylaw is part of the brief from the start — real founders build with their constraints. Your Wildcard stays hidden because real disruptions don't warn you.

How to Play

1 Explore Your Town · 5–10 min

Read your Town, Opportunity, and Bylaw cards together. What is life like here? What do residents struggle with? What problems need solving? Then choose the one Opportunity your team will pursue.

2 Ideate · 10–20 min

Come up with as many ideas as possible. No bad answers. Quantity over quality. Build on each other's ideas.

3 Build Your Solution · 10–20 min

Choose one idea and shape it into a business that helps your town. Decide on a name, a slogan, a logo, your customer, how it makes money — and how it satisfies your Bylaw.

4 Reveal Your Wildcard · 5–10 min

Flip the face-down Wildcard. Something just changed — a competitor arrives, a law passes, the town turns on you. Adapt your business to survive it.

5 Prepare Your Pitch · 5 min

Plan 1–3 minutes: **The Problem** (what challenge exists in your town), **The Solution** (what your team created), **Why It Works** (how it fits the quirks and your Bylaw), and **The Pivot** (how the Wildcard changed your idea).

6 Pitch

Present to the group. Ask questions after each pitch. Then vote for Best Solution, Best Pitch, and Most Creative Idea — or run a Spotlight Round with fewer than five teams (see the Facilitator Supplement).

7 Reflect

Flip your Aha! card and take a few minutes as a team. Discuss what worked, what you would change, and the biggest insight you gained. Share one with the room.

Tips for success

- There are no wrong answers
- Don't aim for perfection — adapt when things change
- The most successful teams are the ones willing to experiment

Drew an impossible combination? Perfect. A floating town with no electricity just drew *AI Required*? That's a Tuesday for a real entrepreneur — the workaround *is* the innovation. Truly stuck? Your facilitator may swap one card. Try the impossible version first; it's usually the best pitch of the day.

Every town has challenges. Every challenge creates opportunity. What will your team build?