

Quick Start

Welcome to Awesomeville. Your mission is to imagine, design, and pitch a creative business that solves a problem in your unique town.

1 Draw

1 Town card 1 Opportunity card 1 Bylaw card

Together, these cards describe your community, its unique challenges, and any Bylaw requirement.

2 Build Your Idea

Create a business that solves your Opportunity.

- Name & slogan
- Problem & solution
- Your customer
- Business model
- Anything else that brings your idea to life!

3 Draw a Wildcard

Midway through, draw a Wildcard card and adapt your idea to respond to the new situation.

4 Share Your Idea

Build a short pitch to share your new idea: the problem, your solution, why it fits your town, and how you handled the Wildcard. One to three minutes is plenty.

5 Draw an Aha! Card

Reflect on your experience by answering the 3 questions with your team.

Tips: Be imaginative. There are no wrong answers.

First game or younger players? You may set the Bylaw aside for round one and add it in round two.

Town Hall — game guides, worksheets, slide deck, tips, and more at
awesomeville.ca/town-hall