Contents

About	the authors —— 4
Prefac	e —— 5
	fication, games and play as drivers of innovation and epreneurship
Chapte	er 1
Challe	nges: Gamification and games to tackle grand challenges —— 16
1.1	The power of games to tackle grand challenges —— 17
1.2	Previous findings on gamification and games for innovation and
	entrepreneurship —— 25
1.3	Preview of the book —— 28
Chapte	er 2
Play: F	Playing games to develop ourselves —— 31
2.1	Learning to play —— 32
2.2	Creating structures for play and games as structured play —— 34
2.3	Playing to learn —— 36
Chapte	er 3
Innova	tion and entrepreneurship: Gamification and games in the innovation
and er	ntrepreneurship space —— 42
3.1	What is the innovation and entrepreneurship landscape? —— 43
3.2	The core body of knowledge —— 44
3.3	Games for map-making at the innovation frontier —— 48



Part II

Using, adapting and creating games

Chapter 4	Cna	ıbte	r 4
-----------	-----	------	-----

Patterns: A pattern a	pproach to	gamification	for innovation	and
entrepreneurship —	- 52			

- 4.1 Design patterns to develop gamified facilitation formats for innovation —— 52
- 4.2 The structure of the gamification pattern collection —— 53
- 4.3 Individual flow and component patterns 62

Chapter 5

Games: Using and adapting games for innovation and entrepreneurship — 66

- 5.1 Using existing games for relatively simple, pre-defined challenges 66
- 5.2 Adapting and customizing games for individual organizations and innovation projects —— 69
- 5.3 Innovation and entrepreneurship games to use or adapt 72

Chapter 6

Gamification: Creating new gamified formats and games for unique challenges —— 81

- 6.1 Five steps and a canvas to create new games from scratch using patterns —— 81
- 6.2 Contexts for gamification and selecting the right methodology —— 86
- 6.3 Guidelines and insights for design and implementation ---- 89