



LIEVÄSTI OUTOA LIIKETOIMINTAA

LOL -Empowering entrepreneurship through gamification

LOL (Slightly Wacky Business SWAB) is a Finnish game which bases itself on social media. The LOL project pilots the use of a game-based approach in pedagogy as well as entrepreneurial education. Companies and entrepreneurs share their challenges or problems via Facebook, to which student teams attempt to find creative solutions. Companies participate in the evaluation of the solutions. Students that win in the game gain virtual trophies (non-tangible presents promoting entrepreneurship in developing countries).



In the LOL project, a business perspective, an entrepreneurial perspective, a pedagogical perspective and a social media perspective were brought together in an innovative knowledge community (Ylikoski & Oksanen-Ylikoski, 2014). The main finding in the project was that gamification can be employed as a tool in breaking down conventional silos.

The project was a game played in an online community of entrepreneurs, students and teachers. It featured an online game board and online rooms for preparing for game tasks. Pedagogically, it was designed to support learning on three educational levels.

In terms of innovation, the purpose was to let students work on real business problems and create creative solutions to them. Entrepreneurs offered their skills and knowledge for the community's use.



The game tasks focused on entrepreneurial day-to-day issues. This offered a dual benefit: it supported students' business studies through an opportunity to solve real entrepreneurs' authentic problems. For the entrepreneurs, the results provided new insights and solutions into business problems. The game lives on, having evolved into a pedagogical solution that InnoOmnia actively promotes.

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