

**The Mob:** You are starting a criminal organisation based on drug traffic and extortion. You work mostly with your family. This is a business with a high risk factor. You have to keep everyone on board and loyal, otherwise your company is bust. *Deliver is crucial.*

Define					
Discover					
Design					
Develop					
Deliver					
Drive					

**The Red Stars:** You are starting a professional sports club. You aspire to be one of the best in the world, but you have a heavy debt and a great dependence on a few starplayers. Well there are other clubs but topplayers are hard to get. In order to attract them you have to offer them something special. *Develop is crucial.*

Define					
Discover					
Design					
Develop					
Deliver					
Drive					

**Madbirds Games:** You are starting a mobile game company. Your goal is to make the best games in an already saturated market. It is almost impossible to market a mobile game. Either you hit or miss and this is decided in the first few days after your release. Stand out from the crowd. *Design is crucial.*

Define					
Discover					
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Drive					

**MeDesign:** You are a freelance designer and copywriter. You are a one person advertising agency: concept, writing, designing and building websites. You know it all. You could do almost everything, so it is important to focus and keep yourself on the right track towards the customers you want and like. *Define is crucial.*

Define					
Discover					
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**SavonBio:** You are starting a biological soap company. The best products, sustainable and also a bit exclusive. But customers could also buy soap at the supermarket.

*Design and drive are crucial.*

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**Health Aid:** You are an inspired public health advisor and you want to start a hospital for the poor in a country where health care is not accessible for everyone. *Discover is crucial.*

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