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ENTRINNO – LEARN ENTREPRENEURSHIP THROUGH GAMING

Inova Consultancy Ltd, in partnership with companies from Cyprus, Italy, Poland, Malta, Romania and Lithuania has released EntrInnO – an online gaming experience which simulates the process of setting up a new business. The game takes the player through the entire process of coming up with a business idea and creating a company.

EntrInnO was developed with funding from the European Commission Erasmus+ programme and aims to strengthen the early formation of entrepreneurial skills in students and young adults. Entrepreneurs create new jobs and are contributing to economic growth and a higher level of employment. Fostering and stimulating youth entrepreneurship has been one of the primary objectives of the EU agenda.

For the past 2 years, the EntrInnO team has worked hard to deliver an easily accessible and fun experience for those that want to learn more about entrepreneurship. Quotes about the game include: *"It's a very interesting experience. It takes you on a journey and teaches you a lot about entrepreneurship."*

"When you're thinking of starting a business, what it teaches is very relevant – it sort of gives you a trial run without any risk. It has great potential for helping people understand how to start a business."

"It's bright and easy to navigate"

Representatives from Inova Consultancy Ltd will be attending the BIN@Sheffield Conference (<https://paginas.fe.up.pt/~binsheffield2017/>) on 30th and 31st October to help promote the game, where there will be a chance to register and try it out!

If you want to try your hand at becoming an entrepreneur, you can find the game here - <http://entrinno.org/game,> You can also find it in the [Google Play Store](#).

If you're interested in learning more about the project, or if you're an educator and you want to know how the game can be used to support your teaching, visit the project website at <http://entrinno.org/>

You can also follow the project on Facebook by searching for 'EntrInno'.

NOTES FOR EDITORS

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