

# A Serious Game as an Online Application for Dynamic Business Model Adaptation

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**Abstract.** *Adapt or Die!* is an educational online application designed in form of a serious game and aims for teaching and guiding the business model (BM) creation process in volatile, digital ecosystems. The prototype guides up to 20 players dynamically through the key building blocks of a digital BM and makes them solve quiz questions, adapt to change, understand evolutionary BM patterns, or master creative

to cope with the volatile, uncertain, complex, and ambiguous (VUCA) environment in order to survive in the market [1, 2]. This process of variation and selection to better adapt to environmental changes is comparable to the mechanisms of biological evolution and is [3]. Thus, it is not the competitor with the most capital, power, or experience that prevails, but the most adaptable to change [3]. Teaching the importance of adaptable BMs and guiding the adaptation process is a big challenge

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cope with the high variety of a VUCA environment [4]. We, therefore, decided to develop an educative serious game (ESG), since game







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