

Ikigai Startup Idea Generator 生き甲斐

PURPOSE · PASSION · PROFIT

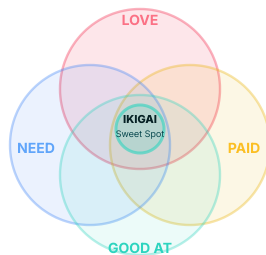
Activity I (Ikigai Worksheet)
Altitut / UC Davis

Discover the intersection of what you love, what you're good at, what the world needs, and what someone will pay for — your entrepreneurial sweet spot.

WHAT IS IKIGAI?

Before turning on any AI tool, the best startup ideas start with **honest self-reflection**. Ikigai is a Japanese concept that means "reason for being" — the intersection of what you love, what you're skilled at, what the world genuinely needs, and what has real market value.

This framework cuts through the blank-page paralysis of "just think of an idea." Your answers here become the **seed material** that the Altitut AI coach develops into a full business concept, pitch, and validation plan.



This framework is especially powerful for **K-12 students** still discovering who they are. It removes the pressure of "just come up with something" and replaces it with guided self-discovery.

Use this as a **pre-activity** before students open the Altitut platform at **game.altitut.ai**. Their ikigai responses feed directly into the AI entrepreneurship coach, which guides them from idea → pitch → competition in 5 structured steps.

STEP 1 — FILL IN YOUR FOUR CIRCLES



What do I LOVE?

What activities make you lose track of time? What would you do even without pay?

Examples: gaming, helping others, music, solving puzzles, animals, sports, storytelling, technology



What am I GOOD AT?

What skills or knowledge come naturally to you or have you developed?

Examples: coding, drawing, explaining, organizing, public speaking, research, writing, math, listening



What does the WORLD NEED?

What problems in your school, neighborhood, or community bother you?

Examples: mental health support, food access, tutoring, language barriers, job skills, senior loneliness, safety



What could I be PAID FOR?

Who would benefit enough from your solution to pay for it, fund it, or support it?

Examples: schools, parents, small businesses, nonprofits, local government, other students, healthcare, artists

STEP 2 — FIND THE INTERSECTIONS

Passion

LOVE + GOOD AT

What you love doing and do well.
Fuels motivation through hard days.

Mission

LOVE + WORLD NEEDS

What drives you to make a difference.
Your "why" as a founder.

Vocation

WORLD NEEDS + PAID FOR

A real problem with a real market.
Someone will pay to solve this.

Profession

GOOD AT + PAID FOR

Your competitive edge. What makes
you the right person to build this.



Step 3 — Your Ikigai Startup Idea

Where all four circles overlap. Write your first raw idea below — it doesn't have to be perfect. It just has to be yours.

MY STARTUP IDEA IN ONE SENTENCE

WHO I AM BUILDING IT FOR

Tip: "I want to help [who] do/feel/achieve [what] by [how]."

THE PROBLEM IT SOLVES

WHY I'M THE RIGHT PERSON TO BUILD IT

Tip: Connect this to your "Good At" circle. Your unfair advantage matters.

Getting Started: Login, Enrollment & NPCs

Create your account at game.altitut.ai, join your class with an instructor invitation or class code, then meet the in-world NPC guides who walk you through every step.

Activity II (Login, Enrollment & NPCs)
Altitut / UC Davis

Platform URL: <https://game.altitut.ai> — students and teachers share the same site. Works on Chromebook, Mac, and Windows. Your teacher manages rosters from **Altitut Instructor**; they will email you a **class enrollment invitation** or share a **class code** to get you in. Chrome or Edge recommended.

STEP 1 — CREATE YOUR ACCOUNT OR LOG IN

- 1 Open <https://game.altitut.ai> in Chrome or Edge — these browsers give the best experience on Chromebook, Mac, and Windows.
- 2 Select **Sign up** if you are new, or **Log in** if you already have an account. Use a school-appropriate email if your district requires it.
- 3 Complete email verification when prompted, then return to the game home screen. Your account is now ready to join a class.

STEP 2A — JOIN A CLASS VIA INVITATION LINK (AUTO-ENROLLMENT)

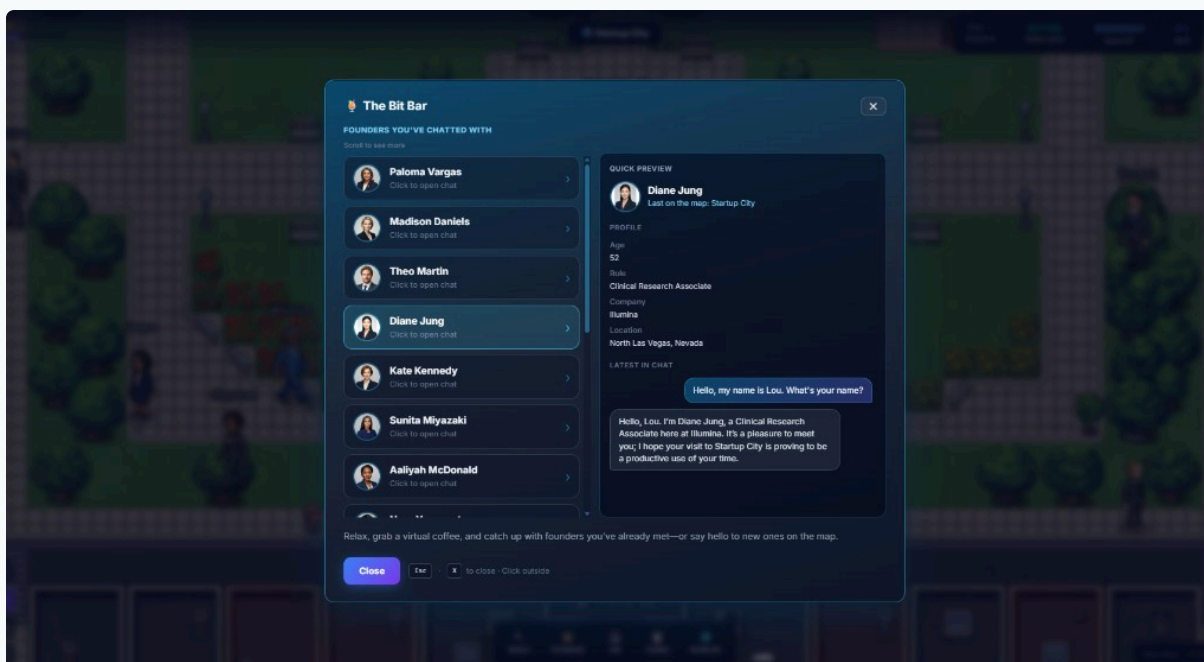
How the invitation flow works

- Your teacher generates a **class enrollment invitation** from the Altitut Instructor dashboard, targeting the **game** platform so the link opens directly at game.altitut.ai.
- **New students:** the link routes you through **register** with the invitation attached, then takes you to the **accept class enrollment** screen. **Returning students:** log in first, then open the same link to accept enrollment.

STEP 2B — JOIN A CLASS VIA CLASS CODE

- If your teacher shares a **class code** instead of a link, sign in to the game and use the **join class** or **enrollment** flow inside the app. Enter the code exactly as provided — codes are case-sensitive.
- Some classes use **join requests**: you submit a request from the game and your teacher approves it inside Altitut Instructor. Watch for an email or in-class confirmation before proceeding.

NPCS — YOUR IN-WORLD AI GUIDES



IN-GAME **The Bit Bar — Founders You've Chatted With.** Open the Bit Bar from anywhere on the map to revisit any NPC you've already met. Each card shows the founder's name, role, company, and last chat — click to resume the conversation right where you left off.

Pitch Practice Studio

Write your script, record a 60-second pitch, and receive instant K12-friendly AI coaching on delivery and structure — all inside the Altitut game environment.

Activity III (Pitch Practice)
Altitut / UC Davis

The **Pitch Practice Studio** has three tabs: **Script** (write your pitch with guided prompts), **Practice** (record a 60-second pitch with your script on screen), and **Review** (get instant K12-friendly AI feedback). No teacher grading required — the AI coach gives friendly, jargon-free suggestions designed for high school students.

60s

Target pitch length

∞

Retakes with no pressure

5

AI feedback tier levels

STUDENT FLOW — 5 STEPS

01

Write Your Script

Use the Script tab to fill in Hook, Problem, Solution and more with guided prompts for each section.

02

Record Your Pitch

Switch to Practice tab. Record a 60-second pitch with your script visible on screen. Retake freely.

03

AI Analyzes

Pitch Coach AI evaluates your delivery and generates K12-friendly structured feedback instantly.

04

Review Results

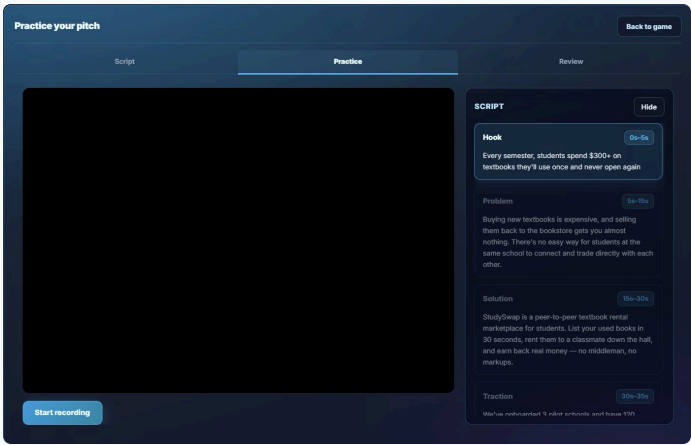
See your tier, overall impression, strengths, actionable advice, and time-coded coaching notes.

05

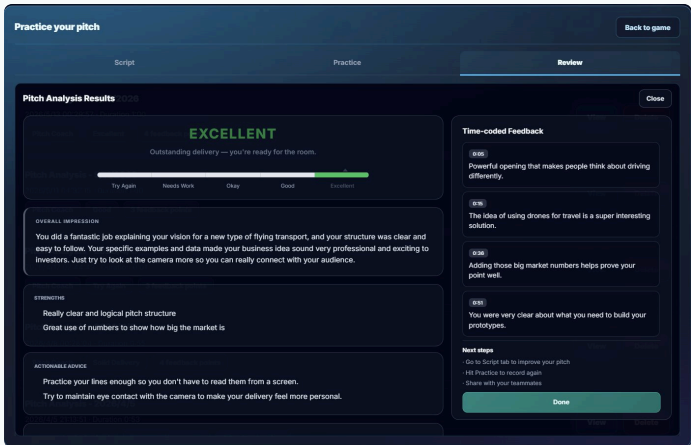
Iterate & Improve

Go back to Script, refine your words, re-record and watch your tier rise from Try Again to Excellent.

PRODUCT SCREENSHOTS



PRACTICE Practice Tab — Record your pitch with the Script panel visible on screen. Time-coded cues highlight your current section.



REVIEW Review Tab — K12-friendly AI feedback: tier rating (Excellent), overall impression, strengths, advice, and time-coded coaching notes.

WHAT THE AI PITCH COACH EVALUATES

Delivery

Pace, confidence, eye contact, and filler words — do you sound natural?

Structure

Hook → problem → solution → ask. Does your story flow logically?

Clarity

Can a stranger instantly understand your idea after 60 seconds?

Specifics

Real numbers, examples, or evidence that make your idea believable

Opening & Close

Strong hook at the start, clear ask at the end — bookends that stick

MVP Builder

Design, test, and validate a real product idea — no coding required.

Students **build a clickable app demo** using AI, then share it with classmates to **collect real user feedback** and see what works.

AI
Generates the full user journey

2
User roles:
Buyer & Seller

∞
Shareable demos for peer testing

STUDENT FLOW

01
Describe Your App
Enter app name, description, and whether users are buyers or sellers.

02
AI Builds the Journey
AI generates a realistic 4–6 step user flow tailored to the product idea.

03
Play the Demo
Navigate a phone-frame mockup, making decisions at each step.

04
Share with Classmates
Publish to the class gallery or share a link for peer user testing.

05
Review Results
See step-by-step drop-off rates, time spent, and an AI coaching summary.

PRODUCT SCREENSHOTS

Builder — Set Up Your App

Auto-fills from My Startup | Buyer / Seller Mode

Phone Demo — Click as a User

Step Progress Bar | 2-Choice Decision

Results — See What Worked

Per-Step Drop-off | AI Summary | Age Groups

STUDENT EXPERIENCE

- **No-code product design** — build a testable app without writing a single line of code
- **Real user empathy** — playing as a buyer or seller shifts perspective to the customer's view
- **Data-driven thinking** — step completion rates teach students to read basic UX metrics

CLASSROOM & ASSESSMENT

- **Gallery walk ready** — public demos let classmates test each other's ideas in minutes
- **Evidence of iteration** — session history and drop-off data show which steps improved
- **Linked to pitch work** — auto-fills from the student's existing startup profile

WHAT KEEPS STUDENTS ENGAGED

- **Phone frame immersion** — realistic mobile UI makes it feel like testing a real app
- **Instant social proof** — tester count and age breakdown motivate sharing
- **AI coach summary** — friendly, jargon-free feedback tells students what to fix next

10-MINUTE PEER TESTING SPRINT

0–2 min
Set the test goal
Pick one thing to learn: whether users understand the product, finish the flow, or choose the intended option.

2–5 min
Watch one tester
Do not explain the app first. Let a classmate click through the phone demo and narrate what feels confusing.

5–8 min
Read the results
Check step drop-off, answer patterns, and the AI coach summary. Circle the step where most testers hesitate.

8–10 min
Choose one fix
Rewrite one prompt, change one option, or reorder one screen. Save it as v2 so the iteration is visible.

Exit ticket — turn feedback into evidence
Before leaving the MVP Builder, students should be able to point to one user behavior that changed their design decision.

What surprised you?
Name one tester action you did not expect.

What will you change?
Identify one screen, choice, or wording update.

What proof do you have?
Cite a drop-off rate, comment, or repeated tester pattern.

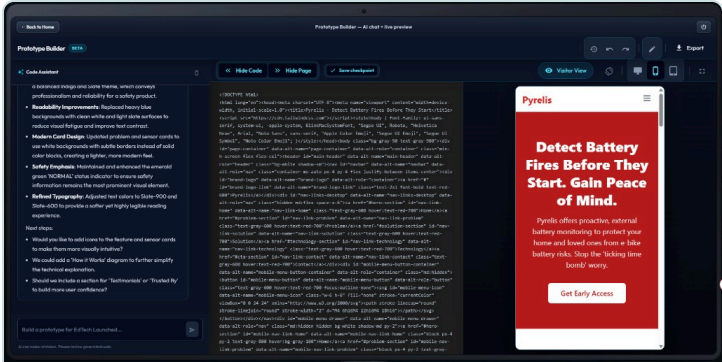
Building Your MVP: Landing Page & Product Picture

Use the built-in MVP Builder on the Altitut Game platform to go from napkin sketch to a shareable landing page and polished product visual — before you write a single line of code.

Activity IV (MVP Landing Page & Picture)
Altitut / UC Davis

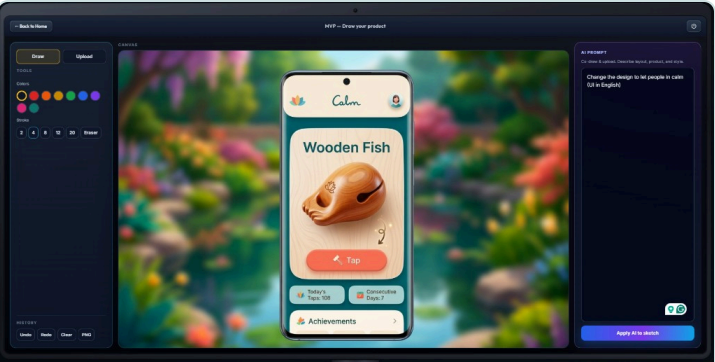
After logging in at game.altitut.ai, open the **MVP** area from the main navigation or the class hub your teacher assigned. The MVP Builder is Step 2 in the Altitut student journey — it sits between your Ikigai discovery and recording your 60-Second Pitch. You'll choose a **mode**: landing page builder or product picture canvas. Both save your work inside the platform and are tied to your class roster.

THE TWO MVP MODES



Prototype Builder — AI chat + live preview

Students describe a product, iterate with the AI assistant, then export a landing page that judges can open on pitch day.



Product Picture — sketch, upload, or AI refine

Students turn a rough idea into a visual mockup, then use prompt-based refinement to make the product feel real.

MVP Landing Page

Build a one-page website that presents your product — headline, features, testimonials, and a call-to-action button. Judges can visit a real URL on pitch day.

- Select **Landing page** from the MVP mode chooser.
- Fill in the **Hero** section: title, subtitle, and optional image or link.
- Add **feature rows** describing what your product does. Use clear, student-friendly language — no jargon.
- Add optional **testimonials** (quotes from classmates or your target user group).
- Set your **CTA** button text and destination link (e.g. a sign-up form or demo video).
- Use the **live preview** to check layout on desktop and mobile before sharing.
- **Export or save** when your teacher asks — output is HTML, a share link, or download depending on your build version.

MVP Product Picture

Sketch or refine a visual for your product — wireframe, app screen, or poster-style mockup — to align your team before you start building.

- Select **Draw your product** or the canvas/picture mode from the MVP chooser.
- Use **pen, shapes, text, and color** tools on the canvas. Undo/redo freely — iteration is the point.
- Label key screens or features directly on the drawing so reviewers understand what each area does.
- If your teacher enables it, use **AI enhance** or mockup generation to polish your sketch automatically.
- **Export as PNG** (or available format) for pitch decks, portfolio uploads, or printing.
- Use clear version names (e.g. **sketch_v1**, **sketch_v2**) for team projects so your progression is visible.

FINDING THE MVP TOOLS & SAVING YOUR WORK

- Sign in at game.altitut.ai and look for a menu item labelled **MVP**, **Create**, or **Garage** — the exact label depends on your platform version. Your teacher can share a direct deep link if you cannot locate it.
- MVP outputs are **tied to your class roster**. Always work from your enrolled class session — switching accounts or browsers may not show saved drafts. If a draft disappears, check that you are signed in to the correct account.
- The MVP Builder connects directly to the **Funding Discovery Engine** — completing your landing page can unlock matched competitions and grants specific to your idea stage and student profile.

Quick Links & QR Reference

All Altitut URLs in one place — summit landing, raffle entry, student game platform, company site, and K-12 pitch resources. Safe to share with students, parents, and administrators.

Links & QR Reference
Altitut / UC Davis

Type carefully or scan the printed QR code. Bookmark this sheet's photo to your PLC channel — all URLs use HTTPS and are safe to share with students and parents. If a link appears broken, check for a trailing slash or extra space before reporting it.

Raffle QR code points to the same destination as typing **altitut.ai/form** in any browser. It is the fastest way for teachers to enter the drawing and request a follow-up teacher kit. The two-step form saves contact info on "Next" and collects optional details on "Submit."

OFFICIAL URLS — ALL ALTITUT PLATFORMS

SUMMIT LANDING

WeTeach_CS Summit page

<https://altitut.ai/weteach-cs-summit>

Session overview, downloadable handouts, the embedded raffle entry area, and links back to the form. Share this with anyone who missed the session or wants a recap.



SCAN

RAFFLE & TEACHER KIT

Drawing entry & follow-up form

<https://altitut.ai/form>

Enter the prize drawing and request a teacher kit. Scan the QR at the summit table or open this URL on any device — works on mobile. Two-step form: "Next" saves your contact; "Submit" adds optional details.



SCAN

K-12 GAME

Altitut Game — students & teachers

<https://game.altitut.ai>

Main student-facing platform: account sign-in, class enrollment via invitation link or code from instructor, NPC-guided tutorials, 60-Second Pitch Studio, MVP Builder, Customer Discovery, and Funding Discovery Engine. Works on Chromebook, Mac, and Windows.



SCAN

EDUCATORS

Teacher resources & onboarding

<https://altitut.ai/educators>

Educator-specific page: ready-made curriculum modules, quick-start guide, real-time analytics overview, and how to set up your first class in 5 steps. Deployable standalone or embedded in existing LMS.



SCAN

COMPANY SITE

Introduction to Altitut

<https://altitut.ai>

Main marketing site — product story, team background, contact information, and navigation to the summit page and all programs. Share with administrators or parents who want context before approving the platform.



SCAN

K-12 PITCH DECK

Student pitch templates & examples

https://altitut.ai/Altitut_K12_Game_Deck.pdf

Public page for pitch deck templates and student examples. **The final URL path has not been decided yet.** Ask the Altitut team for the live link before sharing with students, and update this row when the path is published.



SCAN

AI Ethics in the Classroom

A structured discussion guide for educators exploring responsible, equitable, and student-centered AI use in entrepreneurship and CS education.

Session: AI-Powered Entrepreneurship

Dr. Alfredo Costilla Reyes & Lu Sun

Altitut / UC Davis

As AI tools enter our classrooms, educators must actively guide students in becoming **ethical AI users** not just consumers. This sheet is designed to spark honest, practical conversations about how we integrate AI responsibly in student programs, especially when building real-world skills like entrepreneurship. Use these prompts individually, in pairs, or as a full-group discussion.

SIX PILLARS OF ETHICAL AI USE



Fairness & Equity

AI systems reflect the data they are trained on. Biased data produces biased outcomes. Every student deserves AI tools that work equally well for them.



Transparency

Students and teachers should understand how an AI makes decisions or generates content. Black-box tools require critical evaluation before trust.



Privacy & Data Rights

Student data is sensitive. Knowing what is collected, stored, and shared is a right, not a privilege, especially for minors under FERPA and COPPA.



Autonomy & Agency

AI should scaffold student thinking, not replace it. The goal is to amplify student brilliance, not outsource it. Students must remain the author of their ideas.



Societal Impact

AI-powered student ventures will affect real communities. Teaching students to anticipate harm, unintended consequences, and opportunity gaps is critical.



Accountability

When AI-generated content causes harm or spreads misinformation, who is responsible? Students, educators, and platforms all share accountability.

DISCUSSION QUESTIONS

FOR EDUCATORS

- 1 How do you currently communicate AI use expectations to students? What does **academic integrity** look like when AI is involved in a business pitch or project?
- 2 If an AI tool recommends a business idea to a student, and that student uses it for a competition, **who owns the idea**? How should attribution work?
- 3 Which of your current students might be **disadvantaged** by AI tools (e.g., English language learners, students with limited devices, neurodiverse learners)? How do we mitigate that?

FOR STUDENT-FACING CONVERSATIONS

- 4 Imagine an AI suggests your business idea. You develop it further and win a competition. Is this **your** work? What would you tell your investors?
- 5 An AI chatbot tells your student their startup idea is "great" but it is similar to a venture that already failed. What does **critical thinking** about AI feedback look like?
- 6 If an AI model consistently suggests business ideas that work better in urban settings, what does this tell us about **bias in training data**? What should students do?

REAL-WORLD SCENARIOS — WHAT WOULD YOU DO?

SCENARIO A · THE PITCH PROBLEM

A student submits an AI-generated pitch deck to a startup competition. The judges ask follow-up questions the student cannot answer. The student wins second place.

As an educator, how do you address this? What policy would prevent it?

SCENARIO B · THE DATA CONCERN

A free AI tool your district wants to adopt collects student conversation logs to "improve the model." No opt-out exists. The privacy policy is 12 pages long.

What questions do you ask before approving it? Who do you involve?

SCENARIO C · THE FEEDBACK LOOP

An AI platform gives positive feedback to a student's harmful business idea (e.g., a surveillance app for parents to track teenagers). The student is excited.

How do you guide this student using both ethical and entrepreneurial lenses?

SCENARIO D · THE EQUITY GAP

In a class of 30, 22 students have reliable home internet access. AI tools require constant connectivity. Eight students consistently fall behind in AI-assisted tasks.

What accommodations do you put in place? How do you design for all learners?

MY AI ETHICS COMMITMENTS — TAKE ONE ACTION THIS WEEK

I WILL TEACH STUDENTS TO...

I WILL REVIEW IN MY CLASSROOM...

I WILL SHARE WITH MY TEAM...

Privacy is a design principle, not an afterthought.

Altitut is built from the ground up for K-12 education. Student data is never sold, never used for advertising, and never shared with third parties for commercial purposes. Our platform exists to serve students and the educators who believe in them.

COMPLIANCE & STANDARDS

FERPA COMPLIANT

COPPA COMPLIANT

CCPA ALIGNED

STUDENT PRIVACY PLEDGE

TLS 1.3 ENCRYPTION

SOC 2 TYPE II (IN PROGRESS)

NO THIRD-PARTY ADVERTISING

DATA PRACTICES AT A GLANCE

What Altitut Collects

- Account info:** First name, last name, school-issued email or teacher-created login
- Learning activity:** Business ideas submitted, pitch deck content, AI feedback interactions, progress milestones
- Platform usage:** Pages visited, features used, session duration (for improving the experience)
- Teacher-entered data:** Class rosters, assignment configurations, feedback notes on student work

All data is collected solely to support the educational experience. No behavioral tracking for advertising purposes.

What Altitut Does NOT Collect

- No Social Security numbers** or government-issued IDs
- No biometric data** of any kind (facial recognition, fingerprints, etc.)
- No financial information** about students or families
- No health or disability records**
- No persistent device identifiers** used for cross-site tracking
- No data sold** to data brokers, marketers, or third parties

RIGHTS OF STUDENTS, FAMILIES & EDUCATORS

Right to Access

Educators and parents can request a full copy of any student's stored data at any time.

Right to Correct

Inaccurate records can be corrected by the student, parent, or authorized educator upon request.

Right to Delete

Students' accounts and associated data can be permanently deleted within 30 days of a verified request.

Right to Portability

Exported student work and data can be downloaded in standard formats (PDF, CSV) at any time by the educator.

FREQUENTLY ASKED QUESTIONS

Q Does student-generated content (their business ideas) belong to Altitut?

No. All student-created content remains the intellectual property of the student. Altitut stores it solely to deliver the educational service and does not use it to train external AI models without explicit, written consent from the institution.

Q How long is student data retained after a class ends?

Active account data is retained for the duration of the school year plus a 90-day grace period. After that, data is automatically anonymized unless the school requests archival. Accounts for students under 13 follow stricter 30-day deletion protocols per COPPA.

Q Who can see student work on the platform?

Only the enrolled student, their assigned teacher(s), and authorized school administrators can view student work. Altitut staff may access data solely for technical support purposes and are bound by strict confidentiality agreements.

Q Does your AI use student data to improve itself?

Altitut's AI models are trained on appropriately licensed, de-identified datasets. Student interactions are not used to retrain AI systems without a formal Data Processing Agreement (DPA) with the school district.

PRIVACY QUESTIONS Lu.Sun@altitut.ai	PLATFORM altitut.ai	FULL PRIVACY POLICY altitut.ai/privacy	DATA DELETION REQUEST altitut.ai/data-rights	REQUEST A DPA altitut.ai/dpa
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