

BOARD GAME INSTRUCTIONS

Start: Players will pick up three cards from the **Industry** card stack. From the three cards, the players will choose one to think of a business idea. When a player thinks of an idea, he/she will say it out loud to the other players.

One dice is used for the game. A player throws the dice once each turn. Every player begins with 0 traction. If a player goes below 0 traction, then traction is reset to 0. Each player should have one **Character** to track their gameplay.

There are five colors on the game board path. **Green** is a **Building** space. The player picks up one green building card. **Blue** is a **Growth** space. The player picks up one blue growth card. **Red** is an **Experience** space. The player picks up one red experience space. **Gold** is a **Steal** space. Have the player roll the dice and multiply the number by x5. The player get to choose one opponent and subtract the amount from the opponent's traction. **Black** is a **Stop** space. A player needs 30 traction to pass the first stop and 150 traction to pass the second stop. If the player doesn't have enough traction, they must restart the game. At the end of the game, have the player choose to stay private or go public.

There are 6 event spaces on the game board. You must stop at these spaces.

Co-Founder: You got your first co-founder! Roll the dice and multiple the number by 10%. The total is the amount of equity you give your co-founder.

1st Sale: Roll the dice and receive x5 traction based off the number on the dice.

Seed Funding: The number you roll corresponds to the event on the wheel. 1 = Lose all traction and restart the game. 2 = receive 50 traction. 3 = receive 20 traction. 4 = receive 50 traction. 5 = receive 30 traction. 6 = receive 40 traction.

Expansion: Roll the dice and receive x5 traction based off the number on the dice.

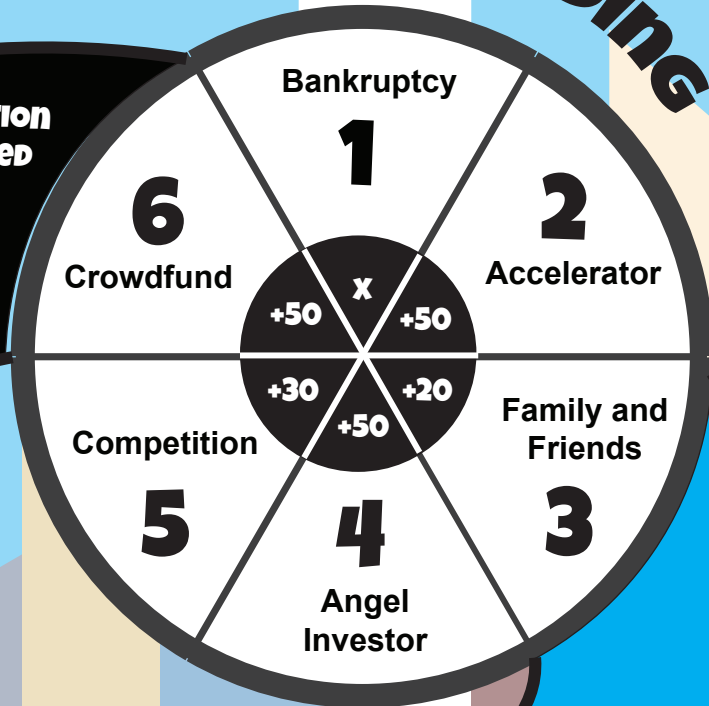
Mature Funding: Roll the dice. The number you roll corresponds to the event on the wheel. 1 = Lose all traction and restart the game. 2 = receive 100 traction. 3 = subtract 50 traction. 4 = receive 100 traction. 5 = subtract 100 traction. 6 = receive 100 traction.

International: Roll the dice. The number you land on is the continent where you went international. 1 = Asia; 2 = Europe; 3 = Asia; 4 = Australia; 5 = North America; 6 = South America.

The winner of the game is the player with the most traction at the end.



SEED FUNDING



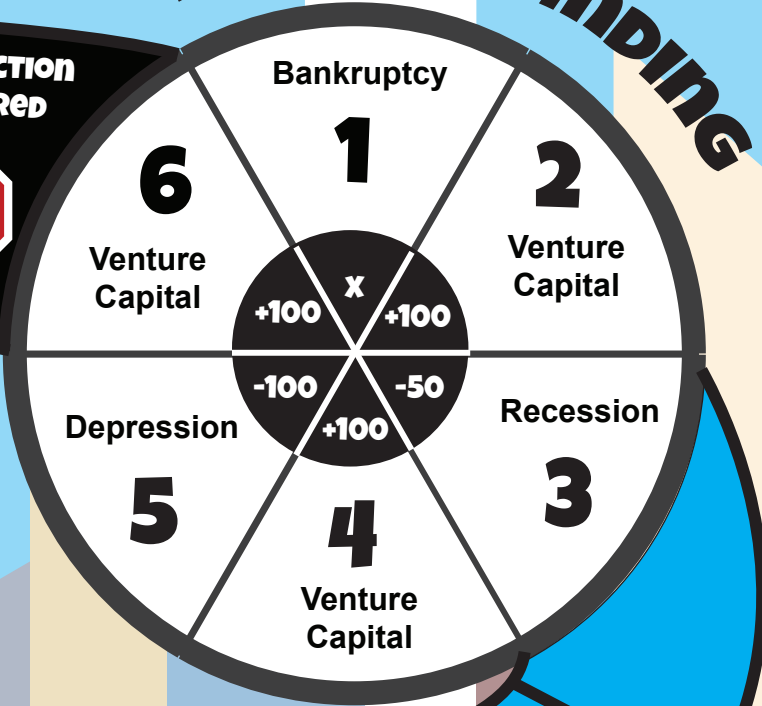
50 TRACTION
REQUIRED



EXPANSION



MATURE FUNDING



INTERNATIONAL





**GO
PUBLIC**

**STAY
PRIVATE**



Negative Review

A customer saw problems with your product/service and posted it all over their social media.

-15 Traction



PIVOT

In the same industry, slightly alter your business idea.

Sleep Deprived

You overwork yourself and have temporarily lowered your mental capability.

-5 Traction

Lawsuit

A customer sues you for falsely advertising your product/service.

-20 Traction

Investor Feud

Your primary investor fights with you over the direction of the company. Your time is spent defusing the situation.

-10 Traction



PIVOT

In the same industry, slightly alter your business idea.



PIVOT

In the same industry, slightly alter your business idea.



Office Vandalized

Someone broke into your office last night.

-10 Traction

Power Outage

The power in your office goes down for two days.

-5 Traction



Co-founder leaves

Your co-founder left for a rival startup!

-35 Traction



Missed Payment

You missed your interest payment on a loan. Roll the dice and multiply the number by 5. Subtract the total from your traction.



Delayed Materials

Required materials for your product/service are stuck on a ship.

-10 Traction



You get sick

A bad virus keeps you in the hospital for weeks. Your leadership is missing in the business.

-10 Traction



Computer Hacked

Sensitive business information was hacked on your computer.

-10 Traction

Lossed Motivation

You start to doubt that your company will ever be successful.

-5 Traction

Employee Harrasment

One of your employees claims your company fosters a culture of harrasment.

-15 Traction

Copyright Infringment

Companies in foreign countries are mimicking your brand.

-15 Traction



Sales Freeze

Your sales declined for the 5th month!

-15 Traction



New Office

You move into a bigger office space to accomodate all your employees.

+5 Traction



Donate to Charity

You have donated your product/service to a major charity event.

+5 Traction

Acquire Startup

You have acquired a new startup in your industry that has seen rapid expansion.

+25 Traction



Roll the dice. If it lands on an even number, give yourself +10 traction. If it lands on an odd number, take -10 traction away from a competitor.



Choose a competitor and have them think of business idea from one of the remaining industries. If you think it's a good idea, give them +5 traction.



Sales Take-off

Your sales doubled this month!

+25 Traction



Positive Review

A customer loved your product/service and posted it all over their social media.

+5 Traction



Positive Review

A customer loved your product/service and posted it all over their social media.

+5 Traction



Positive Review

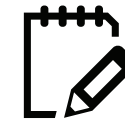
A customer loved your product/service and posted it all over their social media.

+5 Traction

Competitor Fails

Your competitor has just released a product that had to be recalled for failing parts.

+15 Traction



News Article

A major news outlet writes an article about your startup

+20 Traction

New Service

You just released a new service and sales have spiked!

+15 Traction

Viral Video

Your marketing department created a video that is going viral on social media!

+25 Traction



Company Award

A major trade publication has awarded you for the best new company in your industry.

+15 Traction



Sales Take-off

Your sales doubled this month!

+25 Traction



Roll the dice and multiply the number by 5. Choose a competitor and subtract that number from their traction.



Top Result

Your company is now listed on the first page for the top online search engine.

+25 Traction

New Product

You just released a new product and sales have spiked!

+15 Traction

Real Estate

Say Your Idea!

Landscaping

Say Your Idea!

Food/Beverage

Say Your Idea!

Automotive

Say Your Idea!

Insurance

Say Your Idea!

Technology

Say Your Idea!

Energy

Say Your Idea!

Logistics

Say Your Idea!

Finance

Say Your Idea!

Healthcare

Say Your Idea!

Marketing

Say Your Idea!

Media

Say Your Idea!

Fitness

Say Your Idea!

Clothing

Say Your Idea!

Travel

Say Your Idea!

Farming

Say Your Idea!

Restaurant

Say Your Idea!

Sports

Say Your Idea!



Advisor

You get an expert in your industry to become an advisor.

+20 Traction

Co-Working Space

You lease a desk at a local coworking space.

+10 Traction

Mission Statement

You finish creating your mission statement.

+5 Traction



Business Model

You refine your business model.

+15 Traction



Create Instagram Profile

You create a business profile on Instagram.

+5 Traction



Create Facebook Profile

You create a business page for your company on Facebook.

+5 Traction

Register Name

You register your business name with the state.

+5 Traction



Network

You network with local professionals in your industry.

+10 Traction



Create Website

You finish creating your business website.

+5 Traction



Business Model

You refine your business model.

+15 Traction



Create Google+ Profile

You create a business profile on Google+.

+5 Traction

Finish Pitch Deck

You finish creating your pitch deck for presenting to investors.

+10 Traction

Bank Account

You setup a business bank account.

+5 Traction

Form LLC

You form a Limited Liability Company in your state.

+5 Traction



Build your prototype

You finish creating a prototype of your product.

+25 Traction



Business Model

You refine your business model.

+15 Traction



Create Snapchat Profile

You create a business profile on Snapchat.

+5 Traction

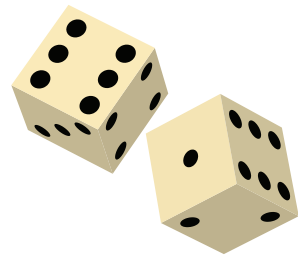
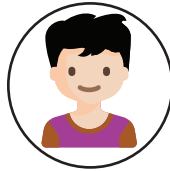
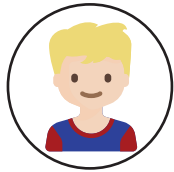


Create Twitter Profile

You create a business profile on Twitter.

+5 Traction

Game CHARACTERS



dice not included

