In Corporate Clash, players run businesses, selling Widgets (useless hunks of metal) to robot consumers.

The goal of the game is to complete 1 of your 3 Personal Objectives (which can be all sorts of things: have the most money, make the highest quality widget, drive another player out of business, etc.)

After selecting characters and getting their initial starting land, the game is played over 15 rounds. Each round has 2 phases

**Build Phase:** When players use their money to purchase and deploy new buildings, move employees around (if they have any), or use special Director Abilities (unique to their characters).

**Consumption Phase:** When consumers purchase Widgets from players’ businesses, earning money for the players. Players take no action during this phase. Consumers automatically wander the city roads, visit shops, and make purchase decisions based on the pre-set, randomly generated rules of their Consumer Cluster

**Consumer Clusters:** there are 4 Clusters each game, with 25% of the consumers every round belonging to exactly 1 cluster. Example cluster behaviors include: “I visit every shop I can in 10 seconds, then go back and buy the cheapest widget I found.”, “I visit shops until I find a widget that costs less than $10, then buy that and leave”, “I buy a widget from the first shop I see with a Billboard”

At the end of every third round, players receive a land permit or an employee. Land permits let you build on more spaces, employees can be assigned to your buildings to enhance their effects.

At the end of the 5th round, players receive 3 Personal Objectives. At the end of the 10th round, players choose one of those 3 Personal Objectives. At the end of the 15th round, all players who achieve their Personal Objective win the game.

Character Selection

Setup

Round 1

Build Phase

Consumption Phase

Round 2

Build Phase

Consumption Phase

Round 3

Build Phase

Consumption Phase

Land Permits || Employees

Round 4

Build Phase

Consumption Phase

Round 5

Build Phase

Consumption Phase

Receive 3 Personal Objectives

Round 6

Build Phase

Consumption Phase

Land Permits || Employees

Round 7

Build Phase

Consumption Phase

Round 8

Build Phase

Consumption Phase

Round 9

Build Phase

Consumption Phase

Land Permits || Employees

Round 10

Build Phase

Consumption Phase

Commit to 1 of your 3 Personal Objectives

Round 11

Build Phase

Consumption Phase

Round 12

Build Phase

Consumption Phase

Land Permits || Employees

Round 13

Build Phase

Consumption Phase

Round 14

Build Phase

Consumption Phase

Round 15

Build Phase

Consumption Phase

Victory Check - Personal Objective Complete?