Welcome to The Incubator. You have been awarded $500,000 and 1 year to launch your startup.

**Time:** Every real-life minute = 1 month. So, maximum duration of game is 12 minutes. Time is continuously decreasing.

**Money:** Money decreases as you spend it. Or, if a loan is taken, it incrementally decreases with time (example – loan has interest so if you take a loan, you owe interest every month and a small amount is subtracted every minute which represents a month).

**Hiring:** Four options for hire – the founders can hire any combination of these people, but only one of each.

1. Design Consultant
   1. Cost: $100,000
   2. Effect: Unlocks level 2 of design specifications (meets standard)
   3. Display this message: “A design consultant will help your design meet industry standards. With their experience, you will have the option to choose specifications that comply with established design benchmarks.”
2. Design Expert
   1. Cost: $130,000
   2. Effect: Unlocks level 3 of design specifications (exceeds standard)
   3. Display this message: “A design expert will elevate your design beyond the standard. Their expertise will give you the option to choose advanced specifications that exceed industry norms.”
3. Manufacturing Engineer
   1. Cost: $80,000
   2. Effect: Reduces the cost of the design specifications
      1. This will act as a modifier. So, for instance, hiring the manufacturing engineer will make everything cost 80% of the original cost. Let’s put 80% as the placeholder for now and possibly change that value with pilot testing.
   3. Display this message: “A manufacturing engineer will help optimize your production process and reduce the cost of each design specification.”
4. Business Advisor
   1. Cost: $80,000
   2. Effect: Unlocks the global market
   3. Display this message: “A business advisor will grant you access to a global market. With their expertise, you will be equipped to grow your business beyond the United States, expanding your customer base and revenue potential.”

**Networking room:** Have 3 people standing in the room that the user can talk to. If the user spends more than 30 seconds (2 weeks) in the room, they unlock the third loan. Here are the speech bubbles for each person in the networking room as well as the pop-up screen for the third loan.

* **Person 1: Fellow founder**
  1. “Hey there! I'm Matt, a founder of a tech startup. One of the most important lessons I've learned is to design your product with your customer in mind. Understanding their needs and pain points is crucial. Always keep your user at the center of your design process to ensure you're building something truly valuable.”
     + Two options: 1) Hear more advice from Matt or 2) End the conversation
  2. "Networking has been crucial for my startup's growth. Connecting with the right people can open doors you didn't even know existed. Don't be afraid to reach out and ask for help or advice. Most entrepreneurs are more than willing to share their experiences."
     + Two options: 1) Hear more advice from Matt or 2) End the conversation
  3. "One last tip: be prepared to pivot. Our initial idea went through several iterations before we found the right fit. Stay flexible and listen to your customers. Their feedback is invaluable in shaping your product and business strategy."
     + End the conversation
* **Person 2: Financial Advisor**
  1. "Hello! I'm Cynthia, a financial advisor specializing in startups. One key piece of advice is to diversify your funding sources. Don't rely solely on one type of funding. Look into grants, loans, and investor capital to ensure you have multiple streams of financing available."
     + Two options: 1) Hear more advice from Cynthia or 2) End the conversation
  2. "Applying for grants can be a great way to get non-dilutive funding. Make sure your applications are thorough and clearly demonstrate the impact and potential of your startup. Grant committees are looking for innovative solutions that align with their funding goals."
     + Two options: 1) Hear more advice from Cynthia or 2) End the conversation
  3. "When considering loans, be mindful of your repayment plan. Ensure that you have a clear and realistic strategy for paying back the loan without jeopardizing your business's cash flow. It's crucial to maintain a healthy balance between debt and equity financing."
     + End the conversation
* **Person 3: Mentor**
  1. "Hi there! I'm Jessica, your startup mentor. One of the most important things I've learned is the value of perseverance. The journey will be tough, and there will be setbacks, but staying committed to your vision and being resilient in the face of challenges is key to success."
     + Two options: 1) Hear more advice from Jessica or 2) End the conversation
  2. "Building a strong team is crucial. Surround yourself with people who complement your skills and share your passion. A cohesive, motivated team can overcome obstacles more effectively and drive your startup toward its goals."
     + Two options: 1) Hear more advice from Jessica or 2) End the conversation
  3. "Remember, continuous learning is vital. The startup landscape is always evolving, so stay curious and open to new ideas. Attend workshops, read extensively, and seek advice from other entrepreneurs and experts. This mindset will help you adapt and grow."
     + End the conversation

Once someone has spent 30 seconds in the room interacting with the people, the following prompt pops up on the screen:

Congratulations! You’ve spent valuable time networking and it’s paid off! Your dedication to building connections has unlocked a third grant opportunity with an increased success rate.

**Effect:** The third loan is now open in the funding office.

**Financial office:** Three desks with one person at each.

1. Bank
   1. Small Business Administration Loan
      1. Amount: $250,000
      2. Interest: 6%
   2. Business Line of Credit
      1. Amount: $100,000
      2. Interest: 8%
   3. Networking Loan (third option that opens up based on time networking)
      1. Amount: $250,000
      2. Interest: 3%
2. Investment office
   1. Family
      1. Amount: $20,000
      2. Interest: 3%
      3. Hit Rate: 100%
      4. Cost to apply: 1 week
   2. Angel
      1. Amount: $100,000
      2. Interest: 4%
      3. Hit Rate: 10%
      4. Cost to apply: 1 week
   3. Venture Capital (VC) Firm
      1. Amount: $1,000,000
      2. Equity: 30%
      3. Hit Rate: 5%
      4. Cost to apply: 1 week
3. Grant office
   1. Small Business Administration (SBA) Growth Accelerator Fund
      1. Award amount: $50,000
      2. Hit Rate: 30%
      3. Cost to apply: 1 week
   2. Local Innovation Fund Grant
      1. Award amount: $100,000
      2. Hit Rate: 25%
      3. Cost to apply: 2 weeks
   3. NSF Small Business Innovation Research (SBIR) Grant
      1. Award amount $150,000
      2. Hit Rate: 20%
      3. Cost to apply: 1 month

**Customer Discovery:** Users must enter the customer discovery room before unlocking the room to make design specifications. Here, the user decides what level of feedback they want to receive regarding their design specifications. There will be three options:

1. No Feedback – the user gets no feedback/suggestions when making choices about the design specifications for the chair
   1. Present as: “Proceed with designing your chair without gathering any customer feedback. This approach relies solely on your vision and assumptions about what the market wants. While this might speed up the design process, it carries a higher risk of missing the mark on customer needs and preferences.”
   2. Cost: $0
   3. Time cost: none
   4. Effect: No feedback given in the design specification room
2. Basic Feedback –
   1. Present as: “Basic customer feedback involves gathering initial opinions and reactions from a small group of potential customers. This feedback will provide some insights into customer preferences and help you make minor adjustments to your design. It’s a balanced approach that combines your vision with some customer input. Interviews and interactions with customers will last two weeks.”
   2. Cost: $20,000
   3. Time cost: 2 weeks
   4. Effect: Includes basic feedback bubbles, gets to click the estimate accommodation button one time
3. Advanced Feedback –
   1. Present as: “Advanced customer feedback involves conducting surveys, focus groups, and usability tests with a diverse group of potential customers. This comprehensive feedback will give you deep insights into customer needs, preferences, and pain points, allowing you to fine-tune your design to better meet market demands. This level of feedback will require a month’s worth of time to complete.”
   2. Cost: $50,000
   3. Time cost: 1 month
   4. Effect: Includes advanced feedback bubbles gets to click the estimate accommodation button twice

Customer feedback pop-ups:

1. No Feedback
   1. Pop up that says: “You have selected to continue without collecting any customer feedback. You may proceed with the rest of the game.”
2. Basic Feedback
   1. Pop up that says: “You have chosen to gather initial opinions and reactions from a small group of potential customers. PLACEHOLDER here for where the feedback will go.”
3. Advanced Feedback
   1. Pop up that says: “You have chosen to conduct surveys, focus groups, and usability tests with a diverse group of potential customers. PLACEHOLDER here for where the feedback will go.”

I would like a pop-up box with this information in the customer discovery room so that the user can read it there, but it would also be nice if there could be a button in the specification room that says, “View Customer Feedback” and if they click that button, the same message pops up for whichever feedback they picked. If they chose not to have feedback, when they click this button, it should say “No customer feedback available.”

Design Specifications for a chair:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Category:** | Does not Meet Standard  (1) | Meets Standard  (2) | Exceeds Standard  (3) | Global Market  (4) |
| **Unlocked By:** | Available to everyone | Design Consultant | Design Expert | Business Advisor |
| **Data:** | Military Data | US | US | Japan + China |
| **Seat pan height (SPH):** | Fixed  Fixed at 51.5 cm (20.3 in) | Adjustable 1  Adjustable from 38 to 56 cm (15 to 22 in) | Adjustable 2  Adjustable from 37.6 cm to 51.2 cm (14.8 in to 20.2 in) | Three options for all specs at once: (1) does not meet standard, (2) meets standard, (3) exceeds standard  Cost: Additional $50k, $100k, and $150k respectively |
| Cost: $50,000 | Cost: $75,000 | Cost: $100,000 |
| **Seat pan width (SPW):** | No arm rest  Fixed at 43 cm (16.9 in), no arm rests | Adjustable arm rest (narrow)  45 cm (17.7 in) seat pan width, adjustable arm rests 35 cm to 46 cm (18.1 in) between armrests | Adjustable arm rest (wide)  51.7 cm (20.4 in) seat pan width, adjustable arm rests from 33.7 cm (13.3 in) to 52.3 cm (20.6 in) |
| Cost: $50,000 | Cost: $75,000 | Cost: $100,000 |
| **Seat pan depth (SPD):** | Fixed bad  Fixed at 45 cm (17.7 in) | Fixed good  Fixed at 43 cm (16.9 in) | Adjustable  Adjustable from 41 cm to 44 cm (16.1 in to 17.3 in) |
| Cost: $50,000 | Cost: $75,000 | Cost: $100,000 |  |
| **Choice of measurement:** | Worse than ANSI Standard | ANSI HFES Standard | BIFMA G1 Appendix C |  |

Choice Options

* Three chair features (SPH, SPW, SPD) with 3 options each -> 27 combinations
* Global Market has four possibilities (not unlocked/no global market, below standards, meeting standards, exceeding standards) -> 108 total combinations
* Users must pick an option for SPH, SPW, SPD, but do not need to do anything with the global market if they either don’t unlock it or choose not to buy it
* Bart, how this will work is the game will need to tell a function which specification levels were chosen. Then, we will write a function that spits out an accommodation level based on those inputs.

US Market Only: Level 1 = BELOW, Level 2 = HFES, Level 3 = BIFMA

|  |  |  |  |
| --- | --- | --- | --- |
| **Input** | | | **Output** |
| SPH (height) | SPW (width) | SPD (depth) | Accommodation |
| BELOW | BELOW | BELOW | 70.0 |
| BELOW | BELOW | HFES | 70.8 |
| BELOW | BELOW | BIFMA | 71.1 |
| BELOW | HFES | BELOW | 75.4 |
| BELOW | HFES | HFES | 76.2 |
| BELOW | HFES | BIFMA | 76.5 |
| BELOW | BIFMA | BELOW | 80.3 |
| BELOW | BIFMA | HFES | 81.2 |
| BELOW | BIFMA | BIFMA | 81.5 |
| HFES | BELOW | BELOW | 72.7 |
| HFES | BELOW | HFES | 74.2 |
| HFES | BELOW | BIFMA | 74.4 |
| HFES | HFES | BELOW | 78.4 |
| HFES | HFES | HFES | 79.8 |
| HFES | HFES | BIFMA | 80.1 |
| HFES | BIFMA | BELOW | 84.4 |
| HFES | BIFMA | HFES | 85.8 |
| HFES | BIFMA | BIFMA | 86.1 |
| BIFMA | BELOW | BELOW | 74.7 |
| BIFMA | BELOW | HFES | 76.6 |
| BIFMA | BELOW | BIFMA | 77.3 |
| BIFMA | HFES | BELOW | 81.1 |
| BIFMA | HFES | HFES | 83.0 |
| BIFMA | HFES | BIFMA | 83.7 |
| BIFMA | BIFMA | BELOW | 87.5 |
| BIFMA | BIFMA | HFES | 89.3 |
| BIFMA | BIFMA | BIFMA | 90.0 |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Seat pan height (SPH):** | Fixed at 39.5 cm | Adjustable from 38.5 cm to 50 cm | Adjustable from 37.5 cm to 52 cm | Three options for all specs at once: (1) does not meet standard, (2) meets standard, (3) exceeds standard  Cost: Additional $50k, $100k, and $150k respectively |
| Cost: $50,000 | Cost: $75,000 | Cost: $100,000 |
| **Seat pan width (SPW):** | Fixed at 470 cm with no arm rests. | Adjustable space between arm rests from 40 cm to 48.6 cm. | Adjustable space between arm rests from 38 cm to 51.5 cm. |
| Cost: $50,000 | Cost: $75,000 | Cost: $100,000 |
| **Seat pan depth (SPD):** | Fixed at 45 cm. | Fixed at 43 cm. | Adjustable from 41.5 cm to 45 cm. |
| Cost: $50,000 | Cost: $75,000 | Cost: $100,000 |  |