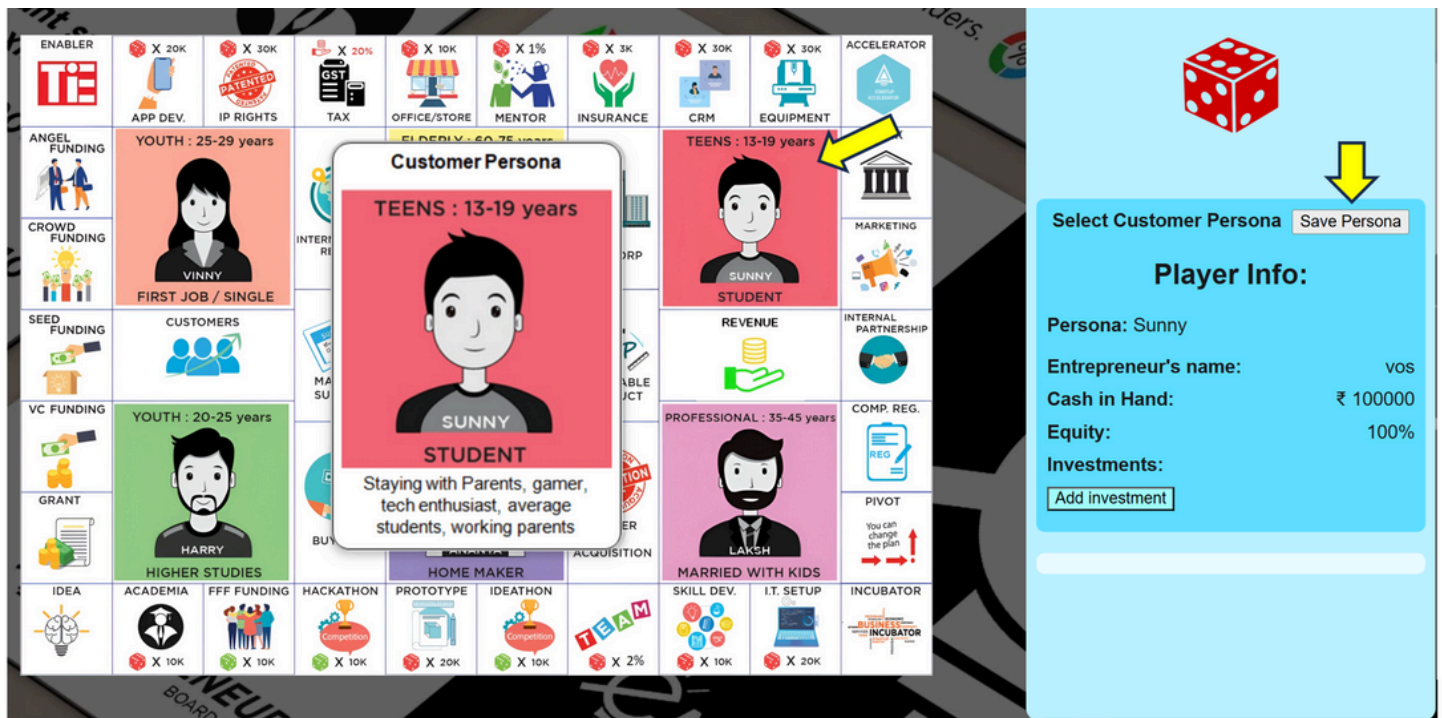


# How to Play: Entrepreneurial Board Game

## Objective:

This game is designed for individual players to practice and develop entrepreneurial skills in a fun and interactive way. Players will explore different scenarios and decisions that mimic real-life business challenges, allowing them to learn about investment, equity management, and strategic thinking as they progress toward launching their venture.

## Game Setup:



### 1. Choose Your Customer Persona

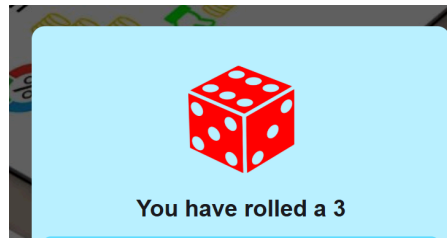
- The game begins with the player selecting a customer persona that their business idea will serve.
- Click on one of the persona cards, then press the "**Save Persona**" button to finalize your choice.

### 2. Starting Resources

- Each player starts with **100% equity** in their venture and an initial investment fund of ₹1,00,000.

## Game Controls:

- Press the **ESC key** to close any persona card or popup during the game.



- Click on the **die image** to roll a number, then drag your pawn to a desired block.
  - **Movement Rule:** This game allows for free exploration—players can start from the middle or any point and move in any direction.

### Types of Blocks and Their Significance:

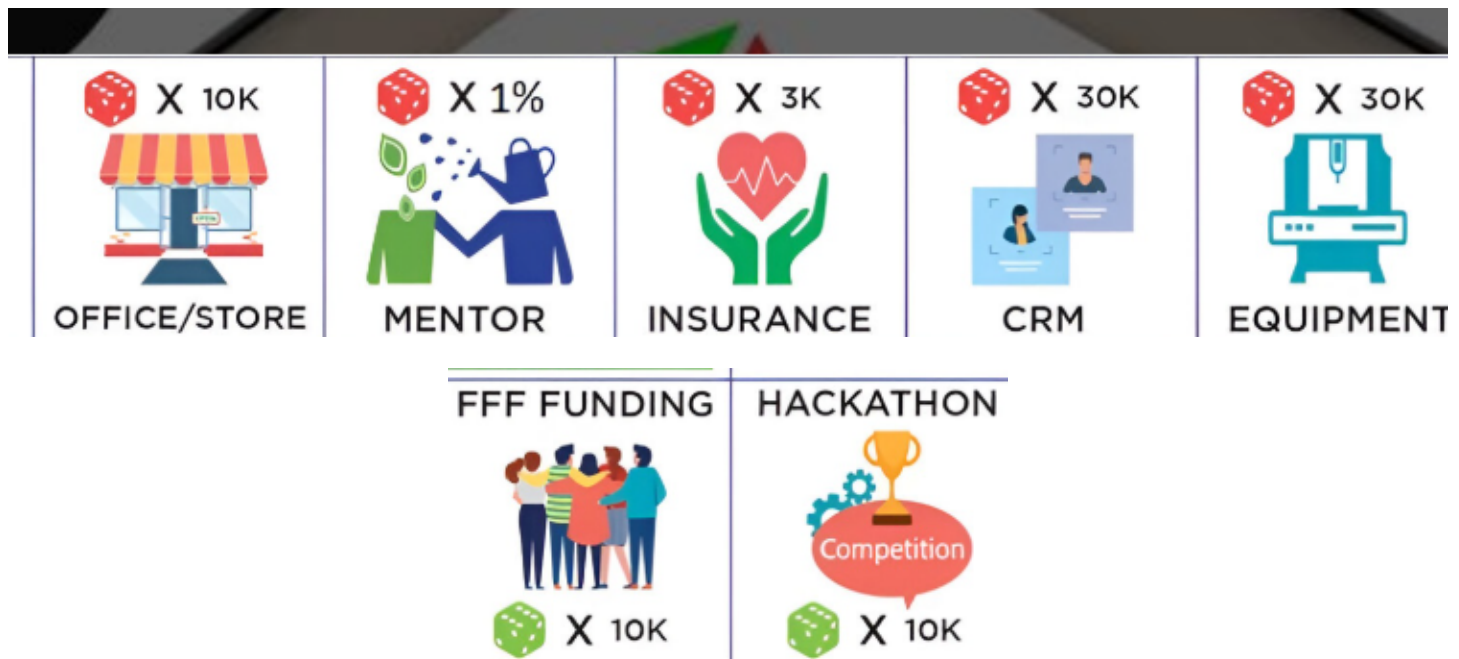
Once the pawn lands on a block, click on it to read the corresponding card's instructions. Blocks fall into two categories:

#### 1. Red Dice Blocks

- These represent **expenses** or money outflows.
- The card will specify the details of the expense and its impact on your resources.

#### 2. Green Dice Blocks

- These represent **income** or money inflows.
- The card will outline the details of the income and how it contributes to your venture's progress.



Each card contains specific instructions or scenarios related to the entrepreneurial journey.

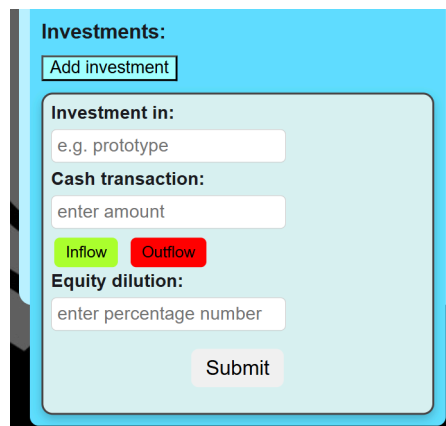
### Actions After Landing on a Block:

#### 1. Read Instructions

- Carefully read the instructions provided on the block's card.

#### 2. Investment Decision

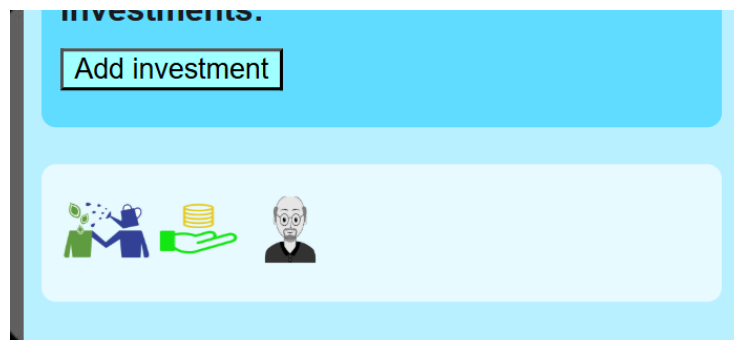
- If the card prompts an investment opportunity, decide whether to proceed.
- Use the **“Add Investment”** button to record the transaction. Fill in the fields for cash transactions or equity dilution. If no financial activity occurs, enter **0** in the respective fields.



The screenshot shows a light blue card titled "Investments:". At the top is a button labeled "Add investment". Below it is a form with three sections: "Investment in:" with a text input field containing "e.g. prototype"; "Cash transaction:" with a text input field containing "enter amount" and two buttons, "Inflow" (green) and "Outflow" (red); and "Equity dilution:" with a text input field containing "enter percentage number". A "Submit" button is at the bottom right of the form.

### Track Investments:

- After submitting the investment, a corresponding icon will appear below your game board to represent your investment history.



### Gameplay Strategy:

- The game is a **self-exploration experience**, allowing players to choose their path and explore various entrepreneurial challenges.
- Experiment with different strategies and decisions to see how they affect your venture's progress.

### Winning the Game:

There is no single “win” condition. The objective is to practice decision-making, understand trade-offs, and learn from outcomes. Enjoy the journey of entrepreneurship as you navigate the board!

**Hope You Enjoy the Game!**

This board game is designed to help aspiring entrepreneurs learn and practice critical skills in an engaging and dynamic way. Take your time, make calculated decisions, and see where your entrepreneurial journey takes you!