1. How did you do in the game? What was your final cookies-per-second (CPS) score after 15 minutes?

I played for more than 15 minutes, and my cookies per second was about 1 million.

1. Did you tend to spend your "cookies" immediately as soon as something new was available, or did you save up so that you could buy something more expensive later? Why did you choose that strategy?

I didn’t spend my cookies immediately as I wanted to save them up. I chose this strategy because I wanted to see how many I would get in 15 minutes.

1. The game hides the amount of cookies-per-second a new "vendor" (the grandmothers, the cookie farm, the mines, etc.) will grant you until you have purchased your first unit of that upgrade. How did that affect your strategy? How is that similar or different from what real businesses confront when creating a business plan?

I usually bought the first unit and then evaluated it vs the other options for investment. It’s similar in that you spend money that way when reinvesting in a business. It’s different because in the game, it’s 100% unknown, where in a business you have a plan and a little bit of an idea of the return on the investment.

1. In the game, you can choose between upgrading existing vendors or buying more "units" of an existing vendor. How did you balance when to upgrade, and when to start working with a new vendor? Do you think real businesses are faced with similar decisions?

I made investment decisions based on the cookies per second increase vs the cost. Yes businesses are faced with this exact decision.

1. Think about your overall strategy when you played the game. Describe that strategy, and in particular how you changed your strategy or maintained it over the course of your play time. What convinced you to either change your strategy or stick with your original plan?

Strategy was always least expensive investment to get the largest cookies per second increase. As time progressed, it became obvious the investment in ovens became the safest place to put money because increases propagated through other investments.

1. What is Zipcar and Buzzcar?

Zipcar buys cars and parks them throughout dense metropolitan areas for people to use by the hour and by the day. Buzzcar lets people rent out their own cars to their friends and neighbors.

1. What are some of the aspects that peers and companies are bringing together in ventures such as Buzzcar?

They bring the power of a corporation to individuals who add their cars to the network.

1. What were some of the challenges that Chase encountered with setting up Buzzcar?

Building the communication platform was complex, you have to be thinking about the owners who are going to rent them. Every single decision, you have to decide what is right for both sides. Lawyers figuring out responsibilities, car insurance, the owners protections, and discussing the risks with insurers.