

Donovan Valle

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The Founder – Response

Francis Tseng's "The Founder" is an interesting take on the process of building a new startup company and working through the elements of creating new products. It's interesting how you compete with the of the game to make money and incorporate different elements like social networking, biotech, and entertainment. It was sort of confusing at first because I'm not used to playing games of this nature. However, it was cool to see how you could apply certain ideas like business and startup into the context of a game. It was sort of like a Sims for startup companies.