**A NOTE ON LEGITIMACY**

When we met on Tuesday I was not organized to talk about the dashboard and graphics and the specific issue of the LEGITIMACY INDEX.

**THIS NOTE ADDRESSES THAT ISSUE**

WE DO NEED TO INCLUDE THIS INDEX. **However, not in the Dashboard.** I want to include it as a GRAPHIC in the graphs page

I want to locate it under MARKET PERFORMANCE

The following notes are important.

1. Legitimacy in game terms only becomes key when the players are climbing the growth curve (Legacy 5 to 8; NewCo 4 to 7). So you can HIDE it until that time
2. In those periods we are looking at share of customers gained by niche. We agreed that each niche has a graph that displays the competition and evolves over time
3. (note the graph extends from the left not from the center)
4. My suggestion is that you use the HOVER technique to display each competitor’s legitimacy index at the end of each period and INCLUDE IT IN THE CUSTOMER SHARE GRAPHS BY NICHE. This would be a single number in each case
5. The alternative is to build a complete set of graphs that display only the legitimacy index by competitor by niche. An additional three graphs and tabs. I believe this is too much

Now excuse me while I indulge in a repetition of what the Legitimacy Index consists of

* The Legitimacy index carries the whole story of the game. The lesson that success is about word of mouth and social interaction.
* The legitimacy index construct is key in the growth periods and is largely the same for both Legacy and NewCo
* In the legacy game the index appears in period 5 and in NewCo in period 4
* The index is used to modify the impact of the market share calculation for each niche
* In NewCo at the start of period 4, the index is determined by the visionary or visionaries that the player won in period 2
* During the curve the base of the index is the number of customers acquired in prior periods in a particular niche
* The customer number and so the size of the index is modified by two things
  + The bowling ball effect as success in one niche affects willingness to buy in a different niche
  + Multipliers that are based on people hired, partners and other resources acquired, and actions selected
* In LegacyCo the starting point of the index AT THE START OF PERIOD 5 is 100 for all players. AT THE END OF 5 AND START OF 6 IT BECOMES BASED ON CUSTOMERS ETC. AS PER THE NewCo