* Pharm
  + Trees of decisions that affect other companies as well with each one
  + Quill or Oil
    - Quill is for everyone cheap drug like for diabetes
    - Oil is exclusive/expensive for a rare condition, or for diabetes but special
  + Are you addressing a broad condition like diabetes or a specific new cure
    - If diabetes, how are you changing the market
  + How saturated is the market
    - Oversaturated
  + High risk drug big results or low risk drug low results
  + Chief need or not
  + Game theory of pricing
* Game Implementation
  + Make it roguelike possibly, 15 min play session but unlock something new each time
  + Long term two versions, in class and out of class, precedent of Minecraft for classroom
  + Investment simulator not pricing simulator
  + Make it not random but kinda random. Factors that influence it more specific