**Characters:**

Alexander (Alex) Rodriguez - CFO Staff and producer of recommendations. When the attack hits, he resigns his position effective immediately.

Georgio (Gio) Exotico - Relationship Manager at NiFTy, a blockchain NFT company specializing in beautification of data

Offers exclusive crypto-related funding/investment opportunities, that tend to be shady. Opts for a non-rational investment.

After attack, will use this as an opportunity to further push blockchain and buzzwords on the player, while also KNOWING too much about the attack before details are public

Frederico (Fredo) Percante - Business head for Otto’s Autos, car and vehicle wholesale for specialty vehicles (food trucks, school buses, and delivery vans).

Offer relatively rational opportunities, usually related to upgrading the fleet of vehicles at Caligula’s disposal

After attack will appear angry and complaining, indicating that their records of sales had also been lost and that they are also facing threats from their customers, will put pressure on the player to find a quick resolution.

Junia (Juny) Messino- Lawyer for Caligula’s pizza, personal friend and initial investor for Caligula’s

Provides legal advice and makes recommendations based on where Caligula’s should position itself in market, with compliance in mind

Post attack - will coordinate with law enforcement while also opting to be relatively cool headed

Constanzia (Connie) Pazzi - Cousin of the Player - Provides fun anecdotes and personal advice

After the attack, offers sympathy and comforting words, but will be aggressive when their information is found among the hacked info.

Caterina (Cat) di Napoli - Heiress of a massive Ice Cream and Pizza business, rivals to Caligula but Caligula has better market share

Offers snide remarks regarding Caligula’s business endevors and negotiates over owning certain areas - clearly not the rational move to give in to her but is a form of comic relief

After attack - is very critical of Caligula’s and attacks the business integrity, and weighs in on how this is indicative of their reputational loss

**Prompt format:**

Text: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum

(Option to continue down main branch) [go to prompt #abc)]

(Option to continue down “left” branch) [go to prompt #abc)]

(Option to continue down “right” branch) [go to prompt #abc)]

Text “Survey” to the below number:

+1 352 645 3591

## 1) Introduction (1)

1a) Benvenuto a Pizza Tycoon 2! Prepare to be immersed in a world of culinary mystery, gastromatic intrigue, and fantastical pizza. Rise to the top of the delivery world, and expand your pizza empire.

To play the below text-adventure game, you will need your phone, pen & paper, and a vast vocabulary of pizza-related puns. Italian language skills are completely optional and batteries are not included.

Interaction with non-player characters (NPCs) will be conducted through your phone, with the premise that you will be using a new professional messaging service by the name of “antiPosto.” Selections will be provided, similar to the message below indicating the various options you can take to increase your business return and become a pizza Kingpin!

**(Reply okay to continue (go to 1b)**

***Okay***

1b) You’re the chief technical officer of Little Caligula’s, a large pizza chain. There are 5,000 locations, each serving an average of 600 pizzas a day for a grand total of $24,000,000. Mama mia, that’s a lot of Pizza

***(reply okay to continue) [go to 1c)]***

***Okay***

1c)

## 2) Pre-ransomware Prompt (x)

2a) [Connie]:

Hey cuz :) ! Cant believe you finally got on the bandwagon and setup a *antiPosta* account! We just started using the app for managing orders and vendors for our business.

And no, I still won’t tell you where I actually work - don’t want you sending pizza after pizza to our address! You’ll have to find out through my mom.

I’ll put you in contact with some of the people i’ve met recently! I feel they would be great for business - pizza comes first!

***(reply okay to continue) [go to 2b)]***

2b) [Fredo]:

Hey there! Fredo here, Connie mentioned that you just set up this app. My car rentals went up 4000% after signing up here! I was able to meet Giorgi,

Half of the orders are placed via the website, and the other half by phone. Unfortunately, an infamous hacking group called Praetorian Guard just compromised your website littlecaligulas.com and took down your servers. Without the website, the number of orders has dropped by thirty percent, and your most loyal customers are mad they have to talk on the phone to place an order.

***(reply okay to continue) [go to 2b)]***

***Okay***

2b)

2c)

2d)

2e) An investor has approached you looking into opening a series of franchise locations for Little Caligula’s. Expanding locations has the potential to increase net profit over time, but comes with a high upfront cost. This investor is indicating that the target market will only grow over the next few years, as the location serves an up and coming FAANG tech commune.

1. Allow franchised locations in this area
2. Deny the investor

2f) An Italian restaurant chain named “Mangia di Gaius Augustus“ has approached you and threatened legal action, indicating that one of your aptly named “Caesar’s Delight” salads is infringing on copyright. They have issued a cease and desist through a US corporate law office.

1. Fight the legal battle for copyright
2. Accept the cease and desist

2g)

2h)

## 3) Ransomware Prompt (1 or 2?)

3a)

3b) Do you pay the five million dollar ransom to get your website back online? Or, do you hope to fix it quickly without losing too much money?

**(end test survey questions)**

## 4) Post-ransomware Prompt (y)

4a)

4b)

4c)

4d)

## 5) Ending Message (1)

5a)