1. Get rid of gio spam text
2. Research shows - voice is not consistent, need to know when messages are coming from the app or not. Where is this recommendation coming from? Maybe Juny
3. SYSTEM:

HACKED AT 25 MINUTES

SURPRISED NO OTHER CHOICES AFTER TEXT

Hits news after someone has been notified

Maybe move responses to texts to within the ransomware responses, during the first part

They should make a decision during/

1. Ransomware hit
2. Juny texts notifying everyone
3. People say i got the alert from the company, what does this mean?
4. THAT’S WHEN DECIDE PAY, INVOLVE AUTHORITIES, DENY
5. In between texts, include texts from others

At some point, hackers will retaliate by releasing information -

After that, FBI takes 2 days to get back to you

IMPACT to user’s choices

Juny - need to tell everyone, obligated by FTC to release information

1)

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.

2)

You’re the chief financial and operations 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.

3)

Hi there boss,

Thank you so much for the opportunity to work with you! I know you mentioned that we

would download this app together, but I’ve already managed to send a few friend requests to some close acquaintances of yours.

I know I’m fresh out of MBA, but you have been a business savant and role model for me for a long time! Nobody could be prouder

to represent Little Caligula’s,

I’ll serve as your eyes and ears as your personal assistant, and provide some input

whenever a business deal comes by our desk.

Sincerely,

Alex

Reply OKAY to continue.

4)

Hey cuz :) ! Can't believe you finally got on the bandwagon and set up an 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!

Connie xx

Reply OKAY to continue.

5)

Hi there boss,

Thank you so much for the opportunity to work with you! I know you mentioned that we

would download this app together, but I’ve already managed to send a few friend requests to some close acquaintances of yours.

I know I’m fresh out of MBA, but you have been a business savant and role model for me for a long time! Nobody could be prouder

to represent Little Caligula’s,

I’ll serve as your eyes and ears as your personal assistant, and provide some input

whenever a business deal comes by our desk.

Sincerely,

Alex

Reply OKAY to continue.

6)

Hey There! Fredo Here, Connie Mentioned That You Just Signed Up. My Car Rentals Went Up

4000% After Signing Up Here!!! I Was Able To Meet Giorgi, One Of The Smartest People I

Know - He Set Me Up With One Of Those Bitecoin Chain Things?

Anyway - Thought It Might Be A Great Time To Let You In On Some Kickin’ News! I Was

Touring Some Of Our Car Lots And Noticed A Ton Of Old Electric Cars Just Sitting There! No

One Tells Me Anything!!

SO - I Know You’re Trying To Get Those Delivery Numbers Up - Do You Want To Buy Them At

A Lower Price? I See Those Delivery Carts And Bikes Of Yours Strugglin’. I Have 2,340 Cars

For SALE, For $8,000 Each!!! You Won’t Get This Steal Anywhere Else!

PURCHASE the fleet of cars

REFUSE the offer

CFO Staff Recommendation: The cost to purchase the car may be mitigated by gas savings

($300/month) and efficiency of orders ($2500/month). Employee happiness due to using a

company car may also increase.

7)

Hi there,

Junia Messino, general counsel. How do you like my new title? It goes nicely with “initial stakeholder,” corporate shark, and let-me-bail-you-out-while-you’re-still-living-in-your-van. Too

much? LOL

Don’t worry, I’m only messing with you. I planned on pranking you on this app and hiring some

teenage kid to send you one of those phishing emails to get your login, but we can definitely

agree there’s some legal gray area in there.

Anyway, I noticed that there was a company newsletter that went out regarding offering more

stock options for employees? I think it might be a good idea - employees will put in part of their

salary and receive the commiserate value in stock options, with a four year vesting period. At any point they should be able to withdraw with no impact to their portioned salary.

Cordially,

Junia Messino, Esq.

ALLOW the new stock options

DENY the new stock options

CFO Staff Recommendation: Personally, I don’t think I should comment on this since it could

affect my own stock options. However, I’m completely on board with this idea and I think it

definitely encourages staying at Little Caligula’s. Just my two cents, I’ll leave it up to you!

8)

ALLOW the deal

DENY the deal

9)

Caligula’s,

I just want to introduce myself as I do not think we have had the opportunity. My name is

Caterina Bianchi di Napoli, but you may call me Cat.

As a student of history myself, the significance of your company’s name is not lost on me -

Caligula’s rule began noble and just, but later devolved quickly into chaos and bloodshed. My

hope is that you experience more of the former than the later.

With this in mind, I am well aware of your company’s market position - in some geographical

locations, positioned directly opposite of us. I am willing to excuse this affront, as the Napoli

food company does not have rivals. However, I am fully willing to pardon you if you were toaccept a mid-tier management position within our company. Bear in mind that our stock value

will only go up, while our forecasters predict your will decline drastically.

I only offer this opportunity to individuals who show promise - and this offer will come only once.

Cross me, and face whatever consequences the lord has in store for you.

Ciao,

Cat

DENY this offer

DENY this offer

CFO Staff Recommendation: I’m sure you’ll make the right choice. She’s clearly here just to

intimidate us.

10)

Hey there boss,

Thought i’d get my hands dirty and find some business opportunities myself! An investor has approached us 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.

Initial upfront costs of leasing a single brick and mortar franchised location range from around

$100,000. This includes my own calculations, adding in the cost of training new staff, building

modifications, but also subtracting the franchisee’s initial payment. There are around 10 stores

that are looking to lease to Little Caligula’s immediately (previously a major ice-cream

franchise).

The FAANG company will be moving in an initial batch of 2,000 workers. I highly recommend

pushing out our prototype “Cauliflower Conundrum” pies ($14 per pizza) - they have marketed

well among the 18-24 and 25-34 customer demographic, which matches the incoming FAANG

employees.

ALLOW franchised locations in this area

DENY the investor

11)

Hi there,

It’s Juny - I feel that I come to you a lot since you’re both our Ops and Finance head, but I wanted to bring something to your attention. In the twittersphere I managed to find out that an Italian restaurant chain “Mangia di Gaius Augustus” is currently lawyering up.

They say that our “Ceasar’s Delight” salad infringes on copyright. Through one of my friends, I found out that they’ve already filed a cease and desist through Bradford, Fuller, & Sons, a UScorporate law office. Thought we should act on it before it hits the ‘Times, else we’ll have a

media battle on our hands too.

Nipping this in the bud, it might be worth it to just put an indefinite hold on deploying the salads -

they make up a small amount of our market share, and are generally positioned as a non-meat

alternative. After hearing our prototype team discuss the new “CC pie,” I think we can let this

one slide.

Cordially,

Junia Messino, Esq.

FIGHT the legal battle for copyright

ACCEPT the cease and desist

CFO Staff Recommendation: It might be worth fighting back on this front. Personally, I have no

knowledge of legal matters, but I doubt that “Caesar's Delight” is a term that can be copyrighted.

I personally defer to Juny’s recommendation.

12)

Cuz! Just wanted to send a quick message - I noticed that your parents were coming over for

the holidays and wanted to check to make sure we had enough food

I can cover the starters, desert, and drinks but could you maybe bring some entrees? The

hubby and I won’t be able to make anything in time, work has definitely picked up.

P.S. Please don’t bring pizza this time! You know how I feel about that haha

Reply OKAY to continue.

13)

Greetings,

Good connecting with you here. I was just taking a look at your profile and I see that you have

good experience in Restaurant Industry. Have you ever explored into opportunities for passive

income creation in your spare-time, without disturbing your professional career?

As part Real Estate Frontiers, the company wish High return in short time with little risk to you.

Have you ever considered doing any investment in capitol markets?

Thank you for accepting my connection request I am honored to be apart of your giant web. I

value this connection good luck.

CFO Staff Recommendation: Not sure if Gio intended for us to receive this message. I’m wary to

accept any further messages from him on this front. I’ll make sure to take it as a personal

responsibility to filter his messages from now on.

Reply OKAY to continue.

14)

My dear competitor,

With the utmost respect, I hope you are doing well. I refuse to believe that just because we are

vying for the same market share in multiple cities across the US, that we cannot be friends. I keep my friends close so that we can come to a...mutual understanding.

We only use the best quality in our premium ice cream and shakes, and I’ve noticed your cheese quality has been...slipping. Then again, it was never something to call home about. How about I hook you up with our dairy farmers? They’re right out of the central valley in California and you know what they say about happy cows.

I can set up a meeting with the head distributor. We’re huge fans of bocce ball, and have been

front row at a few tournaments. The circuit itself is quite prestigious.

But, I'll need something from you. You need to take those claws of yours out of our market in

Minneapolis, Chicago, and Indianapolis.

Ta-ta,

Cat

ACCEPT Cat’s Deal

DENY Cat’s Deal

CFO Staff Recommendation: Sorry, I’m just dumbfounded by this message. The central valley is

completely dry during this season - how are there any productive cow farms there right now!?!?

That and ceasing our business in the midwest? I know for a fact those are areas that are

booming for us.

15)

Fredo Again! What Do You Mean I Don’t Have To Capitalize Every Word? Doesn’t That Show

I’m Excited?!?! MAYBE I’LL DO THIS INSTEAD - I’M SHOUTING IN JOY.

Anywhoo - One Of My Floor Managers Struck Gold - The Ice Cream Store Outside Of Town

Was Having A Massive Inventory Sale! We Bought A Set Of 200 Old Ice Cream Trucks. They Have The Hardware For Food Truck Kitchens And Brick Ovens. My Son Was Telling Me About Something Called HIPSTERS? Sounds A Lot Like The Hippies I Used To Be With - But They Love The Food Trucks? SomeThing Like S’more Gas Board In NYC, NY?

I Can Sell Them For You For Cheap But Don’t Tell Caterina - She Wanted These For Ice Cream.

Haaaahaaahaaa I’m Lactose Intollerant!!!!!! I’ll Take $12,000 Per Truck, With The Kitchen

Already Installed (You’re My Favorite Customer)

PURCHASE the former Ice-cream Trucks

REFUSE the Offer

CFO Staff Recommendation: Expanding into food trucks is a trendy option, with a large market.

Rather than remain a fast-food delivery company, it may be helpful to leverage this to enhance

our brand. There may be a cost to recruit staff, train them in running the truck, and securing permitting.

Those are all negligible costs next to the potential return - We may make $800 per event, as we

can up-market our pizza costs (using our secret prototype artisanal pizza). Realistically, each

truck can attend 24 events a year.

16)

INCOMING MESSAGE

17)

WE ARE PRAETORIAN GUARD. A collective. A cohort. A calamity. And we have chosen you

as our target.

You peddle your measly food at our doorstep thinking we would not notice. But we did.

You desecrate neighborhoods and destroy cultural heirlooms with your false messages. While

you say your pizza is for everyone, we both know who benefits - the fat cats in their thousand

dollar suits. Gluttony and pride flow from the very top - we target you specifically to send our

message.

For this, you will suffer. Your data is now ours. Your records and orders are ours. Your secret recipes and operations are ours. A shame, how would your customers feel if they knew you overcharge them 200% for a simple slice of pizza?

Do not contact the authorities. Try us and you will fail. Follow our instructions and little will affect your petty operation.

Unity. Order. Discipline.

Ave Praetoria.

Reply OKAY to continue.

18) MESSAGE BREAK

19) Hey :/ I heard about the attack and wanted to text you as soon as I could. Are you doing all

right? I know it’s been really tough and I just want you to know that you have my support 100%

!I’m worried about this strange group - do they have a reputation for being compliant? Juny showed me the first text and they sound really scary.

What’s the extent of the attack? Did...everyone’s data at Little Caligula’s get leaked? Or did you

get a handle on things. Just asking for a friend~

Reply OKAY to continue

20)

Hello,

Please accept this as formal notification of my resignation from Little Caligula’s Corporate,

effective immediately.

I really appreciate the experience and growth opportunities I have gained while working with you; my successor, like me, will be fortunate to be a part of your dynamic and supportive team

operations.

I wish you and Little Caligula’s continued success.

Sincerely,

Alexander Rodriguez

ARodeo@email.com

555-222-3344

Reply OKAY to continue

21)

Hey!!!! I’ve Been Hearing That Some Of Our Vehicle Data Has Been Released To The Public! I

Can’t Be Shown To Have Turned Down Caterina Of The Napoli Ice Cream Company!!!!!

I Don’t Know What You’re Trying Here But You’re Not My Best Customer Anymore - I’m

Planning On Speaking To The Attorney General Regarding This. I Treated You Like Family And

Gave You The Best Deals. My People Will Reach Out To Your People But You Better Resolve

This Soon.

Reply OKAY to continue

22)

My dear competitor,

I just want to give you a rousing round of applause. As soon as the news broke out that you, the

great Caligula’s, was facing a ransomware attack, I could not control myself.

This is priceless, and almost makes up to the pitiful decision our mutual friend Fredo made. I always knew he was not only disastrous when texting, but also incapable of making adequate business decisions . I will have to have a conversation with him before all this is over - I am sure we can come to some sort of arrangement over a new set of ice cream trucks.

I will be ordering from the local Caligula’s tonight - heaven knows you will need it.

Cat

Reply OKAY to continue

23)

Hey,

So I’ve done my best to contain some of this information to the media but I’m sure that we don’t

have very long before our brand suffers some heavy reputation damage. We need to make sure

that on the privacy front that the data contained doesn’t include anything that could lead to lawsuits. Phone numbers, birthdays, addresses, and credit card numbers are already horrible

enough, but we don’t collect any other data, right?

I’ve already collected some FBI contacts if we want to go to the authorities. I’m not sure that the

Praetorian Guard group, or whatever they call themselves is legit - but their threats certainly

have some weight behind it.

I already know my stock options and ownership have drastically depreciated. Don’t even get me

started on some of the other Board of Directors.

Good Luck,

Juny

Reply OKAY to continue

24)

Hey! I haven’t heard from you after our initial deal. I’ve heard recently that you’re in the middle of a ransomware fiasco. I’m so sorry you have to work through that! I just wanted to use this opportunity to show why backups are super important!

We at NiFTy have developed a distinct software as a service (SaaS) model that would secure all

your data moving forward. We use proprietary blockchain technology and unique cryptographic hashes to send your data to the chain. Our decentralized system does not allow for unauthorized use and stores your data in exactly the format you wish!

I wasn’t able to contact you but if you had simply invested I believe all of this could have been

avoided. I will say that it’s a little late to provide this service now during your ransomware attack.

Maybe check your communication blockages?

Best of luck to you!

Reply OKAY to continue

25)

I can’t believe what is happening.

I just lost my job at the Department of Veterans Affairs - they found out you and I were related.

They said that I can’t be trusted with sensitive data.

This is all your fault. Just handle it. I’m deleting this app. Tell your mom to message me.

Reply OKAY to continue

26)

Bonjourno! I'm sure that if you take a look at your website, http://www.littlecaligulas.com/ you'll notice something....strange! Don't be alarmed! This is only temporary. In fact, you have complete control over how temporary you want it to be.

Reply OKAY to continue.

27)

We have infiltrated your brooklyn data center. You'll notice that all of your administration machines' files are encrypted, you customer database is encrypted, and your backend servers are down. While it may look daunting, the fix is very simple. All of the files are encrypted with the same key, and for the very low price of 5 million dollars, we will send it to you right away.

Reply OKAY to continue.

28)

Lastly, we have an extra copy of all of your sensitive pizza ordering information. I had no idea that congressman smith had such an affinitey for \*pineapple artichoke\*. I'm sure he wouldn't want that going public, now would he? Don't worry, upon payment we promise that we will delete your data so that it never goes public.

Reply OKAY to continue.

29)

Research shows that this hacking group gives the encryption key after payment with 90% frequency, fulfils their promise to not sell the stolen data with 50% frequency.

Reply OKAY to continue.

30)

Your options are as follows:

Pay the attackers the full amount (five million dollars), and hope that they fulfill their promise.

Contact the FBI, this will potentially delay payment towards the hacking group if the fbi requires coordination.

Do not pay the hacking group. This will incur a cost on the service due to downtime, but there will be no loss in dollars from the ransom payment itself. The hacking group will likely sell the stolen data.

PAY attackers.

CONTACT the FBI.

DENY the hacking group.

31)

You have decided to pay the ransom and not contact the fbi. The attackers may or may not have sold your data, and you have lost profit from the time the service was down, and from the dollars used in the ransom payment.

Reply OKAY to continue.

32)

Thank you for participating in this game. Please fill out this exit survey to conclude the study.

https://docs.google.com/forms/d/e/1FAIpQLScIOYzaxUD\_7uPD\_VZtf8ZpJTxOGGIJdvn\_dwbdWRHnRjka1Q/viewform