

Business Plan: Software

Muttscape

{logo}

Burn Rate +20

“We’ll beat Microsoft, because the browser is the new OS!”

Business Plan: Software

Unplugged Planet

{logo}

Burn Rate +10

“The Internet—on your cellphone! Honest!”

Business Plan: Entertainment

Nogo.com

{logo}

Burn Rate +6

“Everyone plays games for free!”

Business Plan: Entertainment

Thiefster

{logo}

Burn Rate +6

“Intellectual property is dead. Get over it.”

Business Plan: E-commerce

Harridan.com

{logo}

Burn Rate +8

“First books—tomorrow the world!”

Business Plan: E-commerce

Petphobia

{logo}

Burn Rate +15

“We lose money on every bag of cat litter we ship—but we’ll make it up on the volume”

Business Plan: Consulting

Deviant

{logo}

Burn Rate +5

“We get the Internet and you don’t, so there. Group hug!”

Business Plan: Consulting

Mutant

{logo}

Burn Rate +8

“Our patented gobbledegook methodology will ensure that you achieve your e-goals!”

Business Plan: Software

Unreal Networks

{logo}

Burn Rate +10

“We solve the basic problem of the Internet—it’s not enough like TV!”

Business Plan: Entertainment

Ersatz.com

{logo}

Burn Rate +8

“Expensive video—tiny audiences! Streaming media is the future!”

Business Plan: Virtual Community

DaBomb.com

{logo}

Burn Rate +12

“We’re not entirely sure what we do, but our investors seem to like it. Party on!”

Business Plan: Virtual Community

iPotemkinVillage

{logo}

Burn Rate +10

“No one’s yet made money from virtual community—but we’re not going to let that stop us!”

Business Plan: e-Commerce

Kosimo.com

{logo}

Burn Rate +15

“Basically, we deliver stuff on bicycles, but we have a Web interface, so we deserve to be valued like a tech firm instead of a delivery service, right?”

Company Card: Entrepreneur

Itzhak Berg

Aggressive Israeli Entrepreneur

{portrait}

Burn Rate +2

Domain Knowledge: Software

“Revenues are a distraction.”

Company Card: Entrepreneur

Mark Benderssen

Boy Genius

{portrait}

Burn Rate +5

Domain Knowledge: Software

“I invented the Internet. Tim Berners who?”

Company Card: Entrepreneur

Josh Harass

New Media Impresario

{portrait}

Burn Rate +8

Domain Knowledge: Entertainment

“You need a huge ego to win in the New Economy.”

Company Card: Entrepreneur

Candice Lumberjack

Strong-willed Entrepreneur

{portrait}

Burn Rate +5

Domain Knowledge: Virtual community

“If you say the business plan makes no sense, you’re missing the point.”

Company Card: Entrepreneur

Geoff Jesus

E-Commerce Pioneer

{portrait}

Burn Rate +4

Domain Knowledge: E-Commerce

“Pay no attention to the losses behind that curtain.”

Company Card: Entrepreneur

Sean Funning

Bewildered Geek

{portrait}

Burn Rate +3

Domain Knowledge: Entertainment

“I coded it for fun, but I sure like the money.”

Company Card: Entrepreneur

Russ Skeevy

VC-Turned-Entrepreneur

{portrait}

Burn Rate +8

Domain Knowledge: None.

“Well, yes, we stole the business plan. So?”

Company Card: Entrepreneur

Stefan Paternoster

Founded Company in Dorm Room

{portrait}

Burn Rate +7

Domain Knowledge: None.

“Woohoo! Party on!”

Company Card: Entrepreneur

Norville Barnes

Idea Man

{portrait}

Burn Rate +2

Domain Knowledge: Entertainment

“You know—for kids.”

Company Card: Entrepreneur

Seth Globbo

Deal-Maker

{portrait}

Burn Rate +3

Domain Knowledge: None

“Viral marketing—mmm, tasty.”

Company Card: Entrepreneur

Seth Goldberg

Ubiquitous Computer

{portrait}

Burn Rate +4

Domain Knowledge: None

“Just remember this one word: Synergy! No wait, that was last week. I mean: Convergence!”

Company Card: Entrepreneur

Steve Crane

Tight-Fisted Entrepreneur

{portrait}

Burn Rate +0

Domain Knowledge: Entertainment

“Unfortunately, we actually make money, which makes it awfully hard to land more funding.”

Company Card: Entrepreneur

Maveen June

Serial Entrepreneur

{portrait}

Burn Rate +3

Domain Knowledge: Software

“We’re going to be bigger than Microsoft! Wait, sorry, I’ll try that again with a straight face this time.”

Company Card: Entrepreneur

Jordan Gold

Independently Wealthy Entrepreneur

{portrait}

Burn Rate +2

Domain Knowledge: None

“We’ll attract the eyeballs and someone else will figure out how to monetize them.”

Company Card: Strategic Alliance

...with Microsoft

Burn Rate: +3

Well, at least they won't crush us—today.

Company Card: Strategic Alliance

...with Sun

Burn Rate: +1

Trust Java. Java is your friend.

Company Card: Strategic Alliance

...with AOL

Burn Rate: +2

We sold our souls for access to 20 million users.

Company Card: Strategic Alliance

...with Disney

Burn Rate: +1

We're not entirely sure why, but it looks good in a press release.

Company Card: News

Analysts Love You

{image}

They're practically cumming on Wall Street.

Company Card: News

New Economy Magazine Profiles Your CEO

{image}

Calls him "chief architect of the new economy!"

Company Card: News

Silliness Reporter Calls You "A Company to Watch"

{image}

Makes a nice plaque for the conference room.

Company Card: Buzzword

Viral Marketing

{image}

Burn Rate: +2

We used to call it "word of mouth," but that's so old-economy.

Company Card: Buzzword

B-to-B-to-C

{image}

Burn Rate: +3

Well actually, it's more like b-to-c, but that's out of fashion this week.

Company Card: Buzzword

Portal

{image}

Burn Rate: +5

We don't actually do anything, we just provide a portal to sites that do! Isn't that great?

Company Card: Buzzword

P-to-P

{image}

Burn Rate: +2

We'll do it by stealing computer time on our customers' computers!

Company Card: Buzzword

Sticky

{image}

Burn Rate: +3

Our eyeballs are sticky! Don't think about that for too long.

Company Card: Buzzword

Push

{image}

Burn Rate: +3

We'll shove our content down our customers' throats! Don't worry, they'll love it.

Discard

Buzzword Goes Out of Fashion

{image}

Discard any one buzzword card in play.

Discard

Old News

{image}

Discard any one News card in play.

Discard

Staff Poaching

{image}

Move any one Entrepreneur card from its current company to any other company you desire.

Discard

Oops... He's a Felon!?

{image}

One entrepreneur of your choice is proven to have a past felony conviction. Remove his card permanently from play.

Discard

Forced Merger

{image}

Choose any one company with less than \$10 million remaining. Merge it with any other company of your choice. Remove the Business Plan card of the first company you chose from play; all of its other company cards, stock tokens, and money now belong to the second company.

Company Card: Revenues

We Actually Made Some Money!

Burn Rate: -1

...but not a material amount, actually.

Company Card: Revenues

We Made Some Money!

Burn Rate: -2

Well, some money, anyway.

Company Card: Revenues

Holy Crap, They'll Pay For this Shit After All!

Burn Rate: -5

Not enough, probably, but hey.

Company Card: Revenues

We Made Money!

Burn Rate: -0

Well, it's an accounting flimflam, actually, but it looks good on the books.

Discard

Daytraders are Salivating

{image}

Reduce IPO card limit by one.

Discard

It's Party Time!

{image}

The funded company of your choice blows \$5m on a pointless but extravagant party.

EVENT

“The Internet is the Greatest Creator of Wealth in the History of the World!”

...say analysts.

Reduce IPO card limit by one.

EVENT

“In the New Economy, the old rules are abolished!

...say analysts.

Reduce IPO card limit by one.

EVENT

“E-Commerce to Revolutionize Retailing! Soon malls will be wastelands!”

...say analysts.

E-commerce companies that IPO this turn +2 to die-roll.

EVENT

“Software infrastructure key to success on Internet!”

...say analysts.

Software companies that IPO this turn +2 to die-roll.

EVENT

Buzzwords Trump Bottom Line

Analysts ignore financials for “a good story.”

Companies with one or more Buzzword card attached that IPO this turn receive +2 to die-roll.

EVENT

•Crash

GAME OVER

Pre-IPO companies are now worthless. Venture firm with the most money on hand wins.