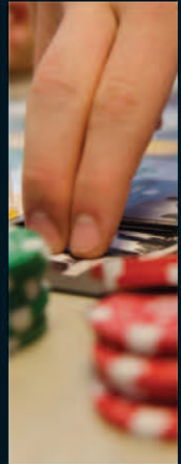


FreshBiz™

Changing the way you play life

GAME INSTRUCTIONS





WELCOME TO FRESHBIZ!

It is said that 90% of success is simply showing up: essentially becoming an active player in the game of FreshBiz, and in the game of life. FreshBiz, in addition to being an engaging and fun board game can also become a powerful tool for changing the way you play life.

The FreshBiz game creates a business simulation, but it's not just about the businesses. Rather it's about the mindset of proactive creativity in thinking and turning ideas into reality. Entrepreneurial thinking is the new mindset. You have THE game that will give you the training to work those new mental muscles. Each game will unlock a new experience and bring to light Fresh insights and breakthroughs.

Be conscious of them, let them affect you, and bring them into your real life.
So let's begin the journey!

1

SETTING UP THE GAME

IT'S TIME TO BUILD THE ENTREPRENEURIAL ARENA THAT YOU'LL BE PLAYING IN.

1 | CHOOSE YOUR GAME CHARACTER



The game is for 3 to 4 players, so choose your game character now and take the matching pile of same colored Business cards. Place the characters on the Start lot (bottom right quadrant) and begin the game when each player has a character standing on the Start lot.

2 | THE GAME NEEDS A BANKER, SO CHOOSE ONE NOW.

Place the chips, Loan cards, and 4 Business Initiative cards next to the Banker.

3 | STOCK CARDS

are to be placed between the bear and the bull (top right section of the board).

4 | BUSINESS OPPORTUNITY CARDS


are to be shuffled & placed face down on the Business Opportunity square, near the center of the board.

5 | ACTION CARDS

are to be shuffled & placed face down on the Action Card square, on the left side of the board.

2 STARTING THE GAME

THE GOAL OF THE GAME

The goal is to reach the **Winners Lot**  on the Island, **without debt and within 90 minutes of game time**. Bankers make sure that each player sees the Winner lot. Since all players start at the Start lot and the goal of the game is to reach the Winners Lot, you will need to pass through the different sections of the board on your journey.

When you cross over from section to section, you need to pay the Toll Fees according to what is written on the board. 2 Million for the first 2 Toll Passages and 5 Million for getting into the Island. Once a toll is paid, the player never has to repay it, if for any reason they find themselves in a previous section.

PAY ATTENTION!



To enter the Island, a player must land exactly on the Island Passage lot and pay the toll fee of 5 Million. Other Passages can be passed through even if you don't land directly on the Toll lot.

All players begin with some money but it won't be enough to pay all the tolls and get to the Island to win. So, you will probably need to make some money along the way to get there. You'll find out how in the next section.



GETTING YOU GOING

BANKER, Here are the first few things to do so everyone can start playing the game:

BUSINESS OPPORTUNITY CARDS [GREEN]



Open the top Business Opportunity card and read it out loud for everyone. Each card describes the business climate of the board, and the current stock price that is now relevant for all players.

EXAMPLE > If the card states that each player in turn may open a new business on any vacant lot, then each player in turn may open a new business anywhere instead of or in addition to just building a business on the lot where they are standing.

New Business Opportunity cards are placed on top of the older cards in the pile making the previous business opportunity no longer relevant.

NOTE: The stock price that appears on the bottom of the card is only relevant when trading on the stock market and is not linked to the Business Opportunity. More about this on Page 11.

ACTION CARDS [BLUE]



Distribute 5 Action Cards to each player:
Each Action Card is unique and describes a special action the player may perform, along with a tip on how to use that card.

Each player may use one Action Card per turn, meaning one card in their turn **and** one card during another player's turn if they choose. When playing an Action Card, the player reads the card aloud to the other players and immediately takes action accordingly. When the action is completed, place the card on the bottom of the main pile of Action Cards.

BUSINESS INITIATIVE CARDS [RED]



Distribute one Business Initiative card to each player:
With 4 great options to choose from, choose **one**, and play this card once whenever you'd like. You may either:

1. Play the stock market
2. Play the casino
3. Sell a business
4. Collect your profits

After playing the card, give it back to the Bank.

PAY ATTENTION!

As of now each player should have:

- > A game character on the Start lot waiting for action.
 - > 8 Business cards matching your character color.
 - > 5 Action Cards.
 - > 1 Business Initiative card.
-

In a few moments, you will have your starting money, but let's first take a quick look at how to make money through starting businesses!

ESTABLISHING BUSINESSES

On each Business card is the name, profit to be collected, and the establishment cost of the business. New businesses can be opened on vacant lots on the board (anywhere but the Passing Lots and the Island), just pay the establishment cost to the bank and then place the business on the board. **PLEASE NOTE:** Only one business per lot.

HERE ARE A FEW WAYS TO MAKE MONEY FROM BUSINESSES

(during the game you might come across some other creative ways as well)

- > When another player lands on your business, they pay you the profits.
- > When you land on your own business, the bank pays you the profits.
- > When you land on a "Collect Profits" title , you collect the profits of all your businesses across the entire board.
- * In all cases, the player collecting money must request it. If the next player takes their turn by rolling the die, then that opportunity to collect any profits is over.



3 PLAYING THE GAME

You are all set to start the game now. Let's take you through your first few turns and then you'll take it from there.

STARTING MONEY

EACH PLAYER ROLLS THE NUMBERED DIE

to determine how much money they will start with.

The **Bank** gives each player one Million times the number on the die (i.e. if the player rolls a 3, they start with 3 Million).

So roll the die and get your starting money right now!

THE PLAYER WITH THE LEAST AMOUNT OF STARTING MONEY GETS TO GO FIRST

and then the game play continues clockwise from there.

IN TURN, EACH PLAYER ROLLS THE DIE AND MOVES IN THE DIRECTION OF THE ARROWS ACCORDING TO THE NUMBER OF THE DIE

Go! Roll the die, your first turn will take you to an empty lot that probably has a title.

SO HERE'S WHAT IS POSSIBLE NOW FOR THE PLAYER WHO GOES FIRST:

- > START A BUSINESS ON THE EMPTY LOT YOU LANDED ON
- > PLAY AN ACTION CARD
- > FOLLOW THE INSTRUCTIONS OF THE ICON TITLE
(Red is mandatory, Green is optional. For the full explanation of all icons see pages 10-11)
- > TAKE ADVANTAGE OF THE BUSINESS OPPORTUNITY IF RELEVANT
- > PLAY THE BUSINESS INITIATIVE CARD
- > ENGAGE WITH OTHER PLAYERS

Besides for red title icons which are mandatory, you can do neither, either or all. It's your choice.

WHAT'S POSSIBLE FOR THE OTHER PLAYERS:

- > PLAY AN ACTION CARD
(each player can each play one Action Card)
 - > PLAY THE BUSINESS INITIATIVE CARD
 - > ENGAGE WITH OTHER PLAYERS
-

ALL BUSINESS RELATED ACTIVITIES BETWEEN PLAYERS IS BOTH ALLOWED AND RECOMMENDED

as long as the game's rules are not broken. So feel free to loan money to another player; sell your share of stock to another player; create some form of partnership, etc.

YOUR 90 MINUTES START NOW

Let's now continue clockwise with the next player's turn! From this point on, pay attention that if you or someone else lands on your business, you get to collect the profits. It's time to take a look at the dock and start counting the 90 minutes you have to win the game.

As you go through the board you will come across the opportunity to buy and sell stocks and take out loans. You can learn all about it on page 11.

OPEN YOUR MIND AND HAVE SOME FUN!



TITLE DESCRIPTIONS



CASINO

To play in the casino the player places the amount of money he/she wants to gamble, in the center of the Casino area (bottom right area). The player then rolls the red/green die. If the die shows green, the player gets their money back and the bank matches it. If the die shows red, the bank takes it. (The Casino may be played once per turn.)



BUSINESS OPPORTUNITY

The player on this lot may choose to flip over a new Business Opportunity card (the previous opportunity is no longer in play). Once flipped, it stays until a new opportunity is opened..



STOCK

On this lot, players may either buy or sell up to 2 shares of stock at the current market value (found on the bottom of the active Business Opportunity card).



NEW ACTION CARD

When standing on this lot, the player may take new Action Cards according to the number indicated by the icon.



DOUBLE THE PROFITS

The profit of a business established on this lot is always doubled when collecting profits from the bank or another player.



PAY EXPENSES

A player who lands on a lot with this icon **MUST** pay the bank the sum of all the profits of their established businesses on the board. (Opposite of Collect Profits)



COLLECT PROFITS

On this lot, a player collects from the bank the sum of all the profits of their established businesses on the board. (Opposite of Pay Expenses) Again, the player only collects their profits, if they request it from the banker.



SELL A BUSINESS

A player may sell one of their established businesses on the board back to the bank. The player takes back the business and then receives the establishment cost from the bank. (Businesses are always sold at the establishment cost price)



GET A MILLION

A player who lands on this lot receives one Million from the bank.



PAY A MILLION

A player who lands on a lot with this icon **MUST** pay Millions to the bank according to the number indicated by the icon.

ALL TITLES IN THE ISLAND ARE MANDATORY

(Except "Sell a Business" & "Collect 1 Million")



TRANSFER A PLAYER BACK TO ENTRANCE

Transfer another player from anywhere on the board directly to the Island Entrance where the 3rd and final toll is.

- > The transferred player does not need to pay any tolls on the way except the last one to enter the Island itself.
-



PLAY AGAIN

Roll the number die again and move according to that number.



WAIT A TURN

Landing on this lot means that the player will not throw the die and take their next turn.

STOCK CARDS | For each share of stock that a player purchases, they receive a Stock card. Stock cards are all the same and their current value is determined by the stock price written on the bottom of the active Business Opportunity. When a player sells their stock to the bank, they put the Stock card back in the pile and collect from the bank the current price of the stock. The FreshBiz stock market ranges from 200,000 to 2 Million.

LOANS | Players may take out and repay loans from the bank at any time during the game. To take out a loan of One Million the player must upfront give the bank 300,000 as securities and 100,000 in interest, for a total of 400,000. The player receives One million in chips and a Loan card that must be paid back to the bank in order to win. When paying back the loan you get the securities back from the bank.

IMPORTANT NOTE!

A player who is required to pay the bank or another player, and does not have the money to do so and is unable to come up with a solution for the situation, is declared bankrupt. That player is out of the game and all of their businesses are removed from the board. Working smart is the new working hard!

FRESHBIZ MISSION STATEMENT

TO INSPIRE, EDUCATE, AND MOTIVATE ENTREPRENEURIAL THINKING THROUGH GAME-BASED LEARNING.

We believe that by going through a game experience, and actively choosing to observe new insights and develop new skills, you can improve your life experience. FreshBiz is the tool for you, your family and your various communities to expand what you are already doing and to enrich what you will be doing as you turn more ideas into reality.

“FRESHBIZ HITS THE SWEETSPOT AND SUPPORTS A MORE COLLABORATIVE MINDSET”

Ivan, New York City





“AFTER PLAYING FRESHBIZ, ONE OF OUR HOTEL MANAGERS CAME UP WITH NEW IDEAS THAT WILL GENERATE OVER ONE MILLION DOLLARS IN PROFITS FOR THIS YEAR ALONE.”

David

**“I FIGURED OUT A CREATIVE WAY
TO PAY BACK A 50,000 EURO DEBT
IN LESS THAN 2 WEEKS AFTER PLAYING
A FEW GAMES OF FRESHBIZ.”**

Concha, Madrid

