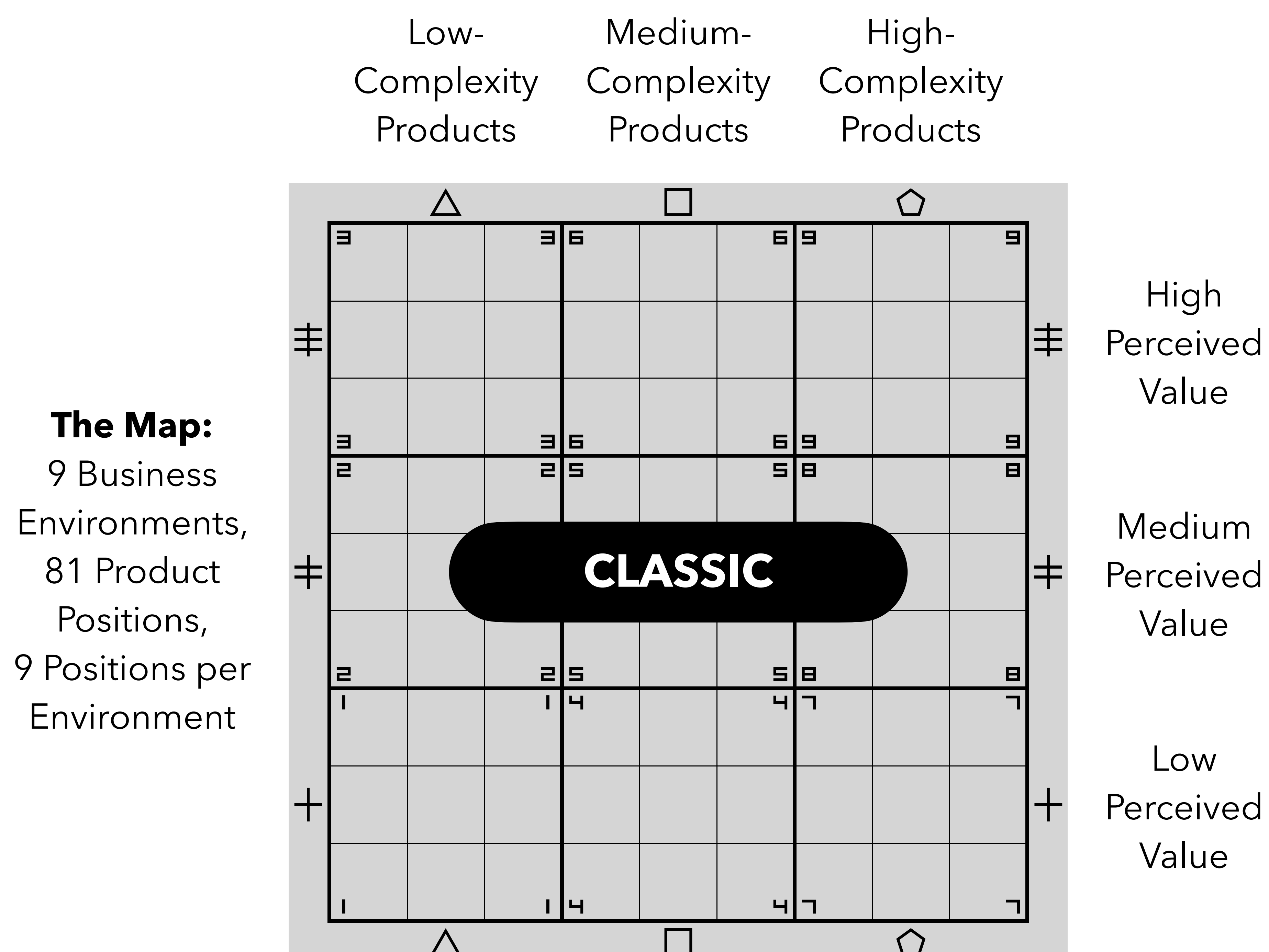


THE BUSINESS BIG PICTURE GAME®

Be the CEO... Prove that you are the best by taking a multi-product company through its life cycle, creating more prosperity and wealth than any other boss around. Think Big & Good Luck!

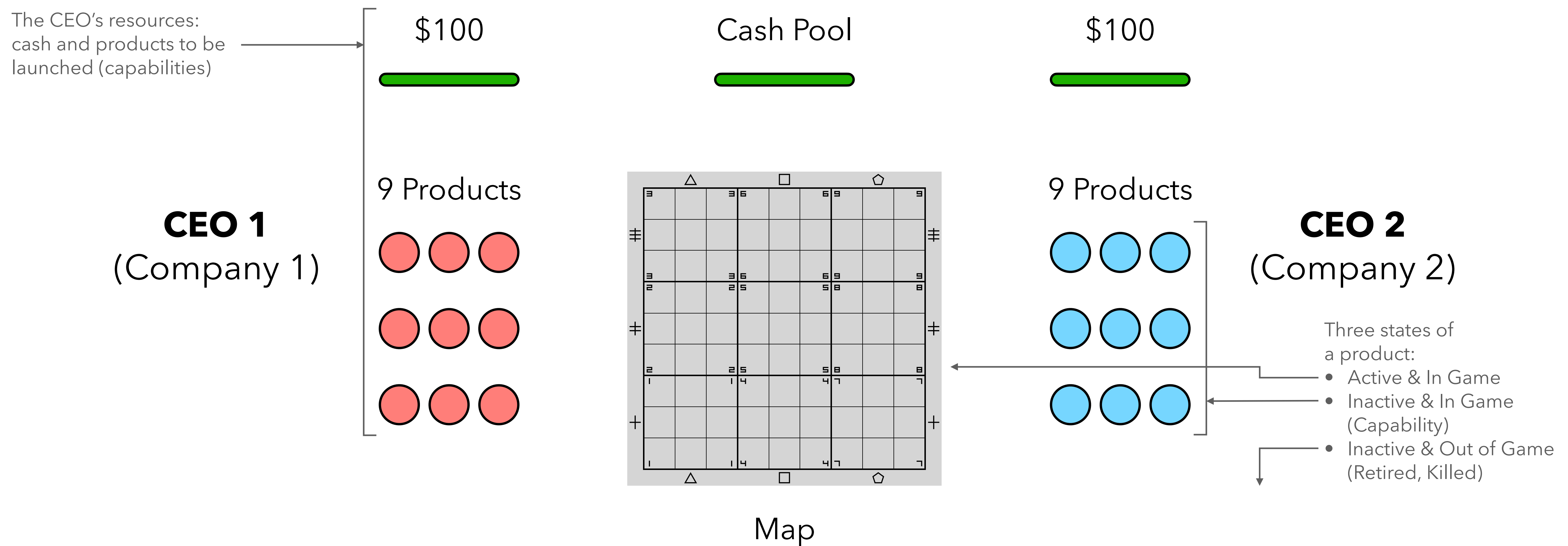
LAUNCH OPERATE ALIGN EXIT WIN



Age 13+, 2-4 Players

INSTRUCTIONS

PLAY



Start with \$100 (millions) and 9 products to launch. Use these initial resources to build and run your company, creating more wealth than your rival CEO.

As you both lead your respective companies from inception and toward their orderly closure, end the contest when either you or your opponent gets there first. The CEO with the most cash on the table at that moment wins.

(You also win if your opponent runs out of money or simply gives up.)

Decide who goes first. Take turns, with a single action per turn, and independently advance through the corporate stages. Use the section STAGES for a summary of the actions and the 'bonus' events available at each stage.

At each turn, select an action area on the board that, depending on the stage, includes one or more environments (basic action areas). Each environment is defined by a category of product complexity (triangle, square, pentagon) and a category of perceived value or utility (one notch, two notches, three notches).

For each action taken, execute the financial transaction that comes with it, always paying into and collecting from the cash pool. Use the section CASH for a summary of all the possible ways in which your cash flows in and out.

Calculate the amount of each financial transaction by using the number associated with the environment (basic action area) of your action and the corresponding formula, as indicated in the sections STAGES and CASH.

(In the formulas, E indicates the number associated with an environment. Like the numbers on the money chips, the numerical values of E, from 1 to 9, represent those particular amounts in millions of dollars.)

STAGE I

One by one, launch 9 products – one in each of the 9 environments.

- **Select** an action area (1 environment), where you don't have a product yet.
- **Launch** a product in one of the open positions in the selected environment. Pay \$E.

STAGE II

After the last product has been launched, manage your company toward its orderly closure.

- **Select** the action area (all 9 environments), freely.
- **Operate** a product, moving it downward in the open position below. Collect \$E.
- **Operate** a product, moving it downward and taking out a competing product positioned immediately below. Collect \$E.

- **Operate** a product, moving it laterally (left or right) in an open neighboring position. Collect \$0.

- **Operate** a product, moving it laterally (left or right) and taking out a competing product positioned in a neighboring position. Pay \$E.

- **Exit** with (take out) a product positioned on the bottom row of the board. Collect \$E.

- **Exit** with (take out) a product positioned anywhere on the board (not bottom row). Pay \$9.

- Generate a bonus by creating a horizontal **alignment** of 3 or more neighboring products. Execute the financial transaction for the action taken (\$A), then collect the sum of all \$E corresponding to the positions of all products in the alignment.

- Generate a bonus by adding 1 or more neighboring products to an existing **alignment** of 3 or more products. Execute the financial transaction for the action taken (\$A), then collect the sum of all \$E values corresponding to the positions of all newly-added products in the alignment.

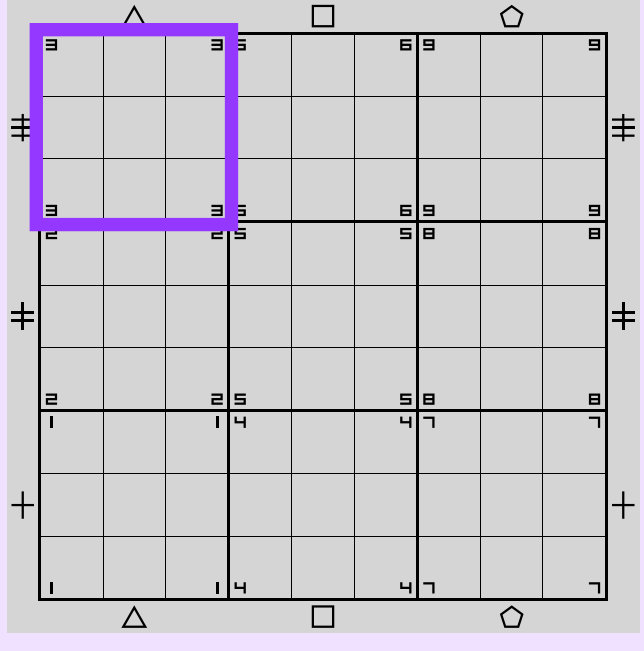
End the contest when you or your rival retire the last active product. Counting only the cash accumulated to that point, show the most of it and win.

Think Big & Good Luck! TM

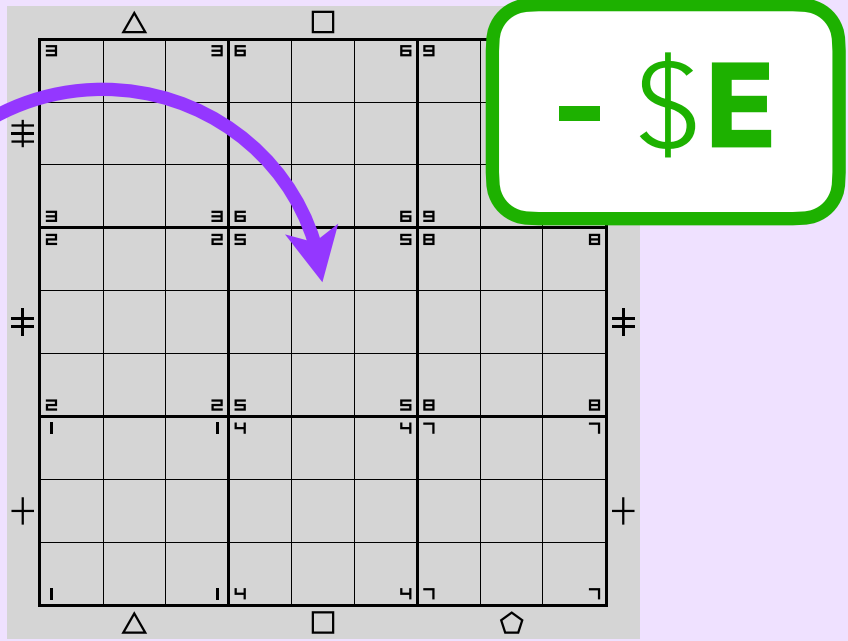
STAGES

STAGE I

Start your company and launch 9 products.



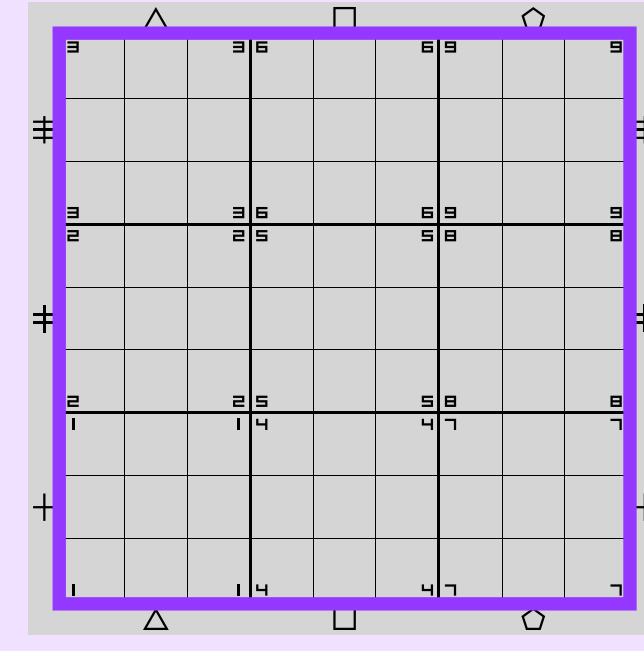
SELECT
Action Area



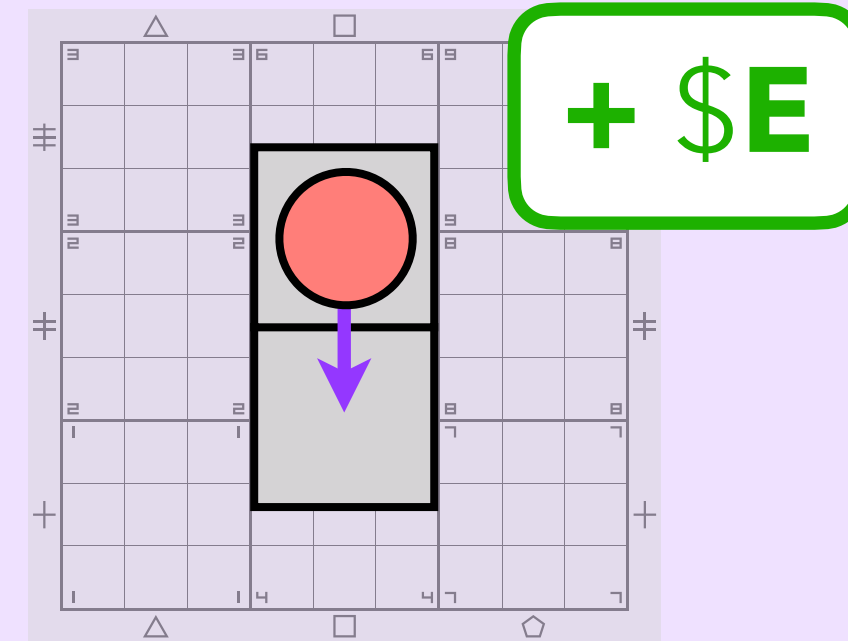
LAUNCH
in Action Area

STAGE II

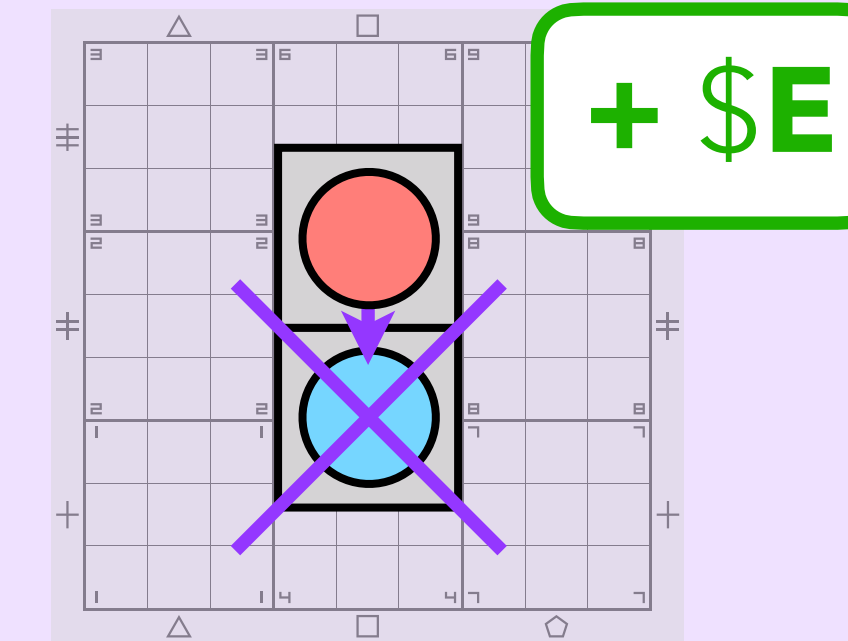
Manage and bring your company to an orderly closure.



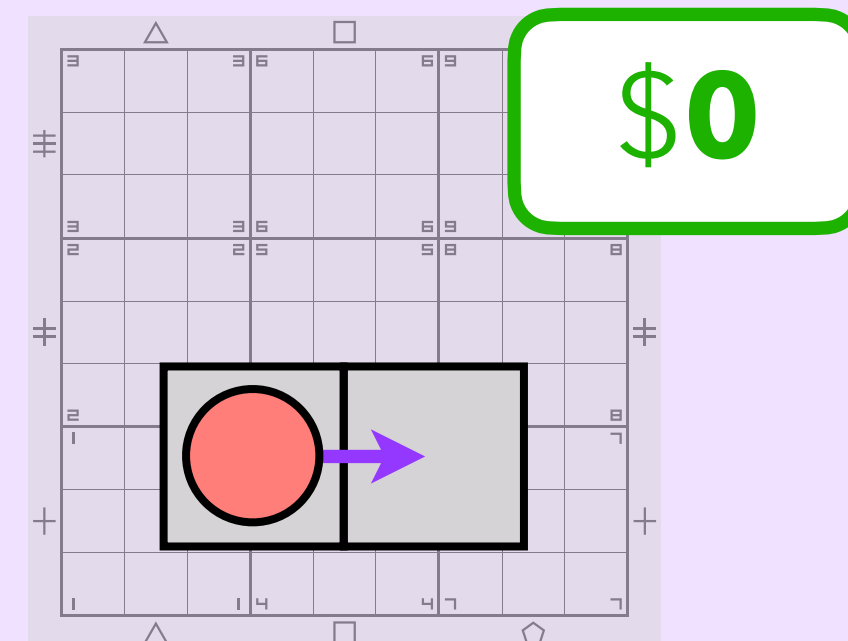
SELECT
Action Area



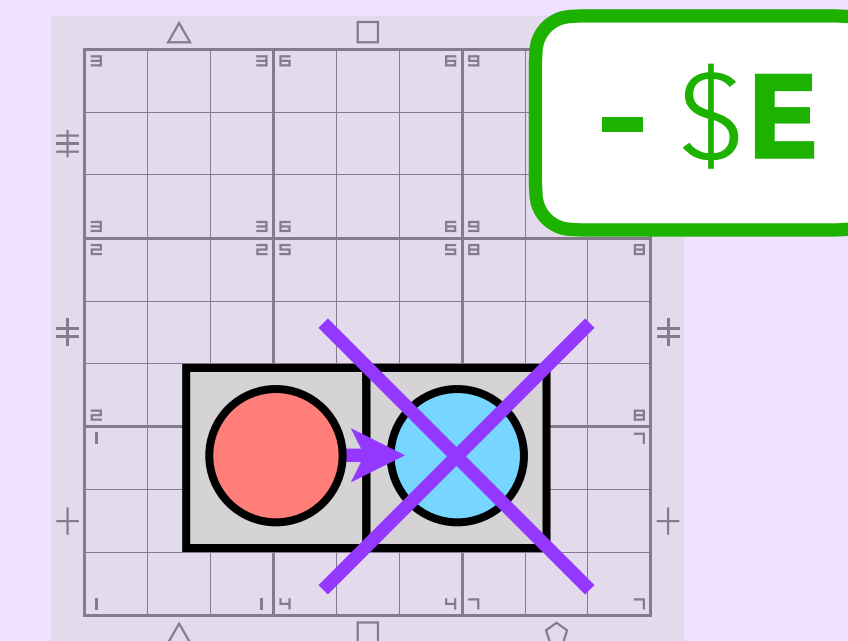
OPERATE
Downward



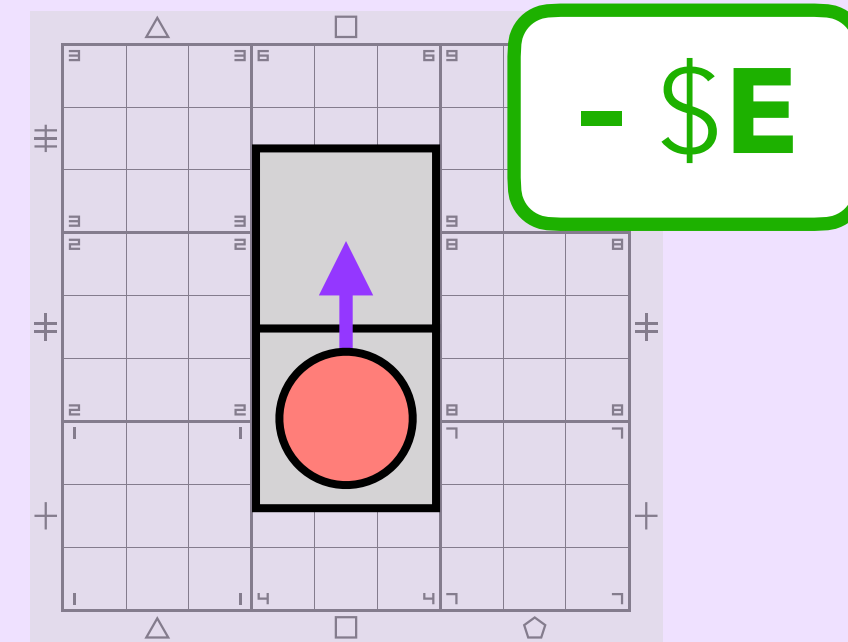
OPERATE
Downward, with Kill



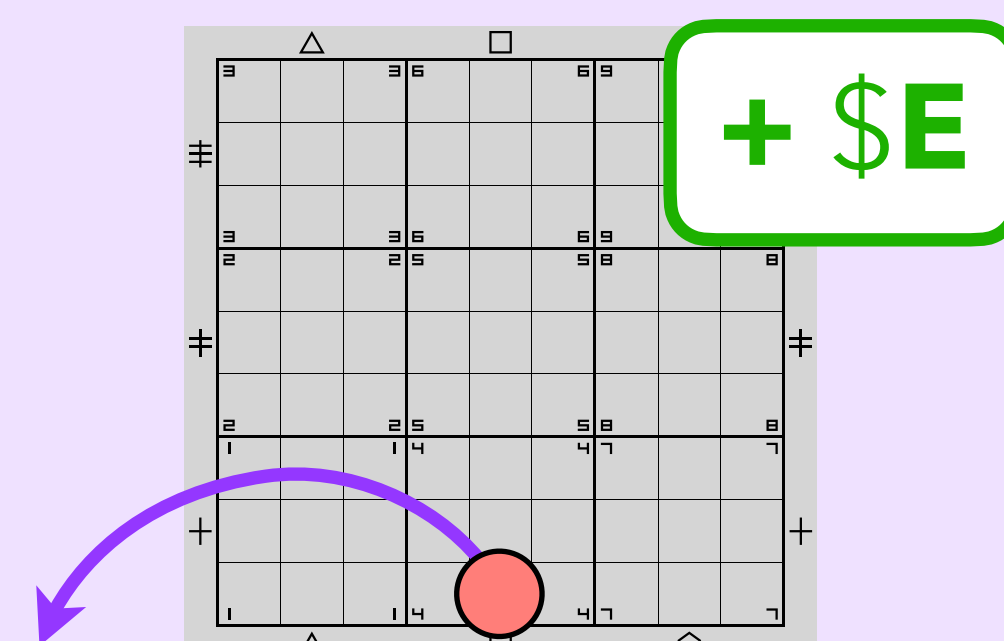
OPERATE
Laterally



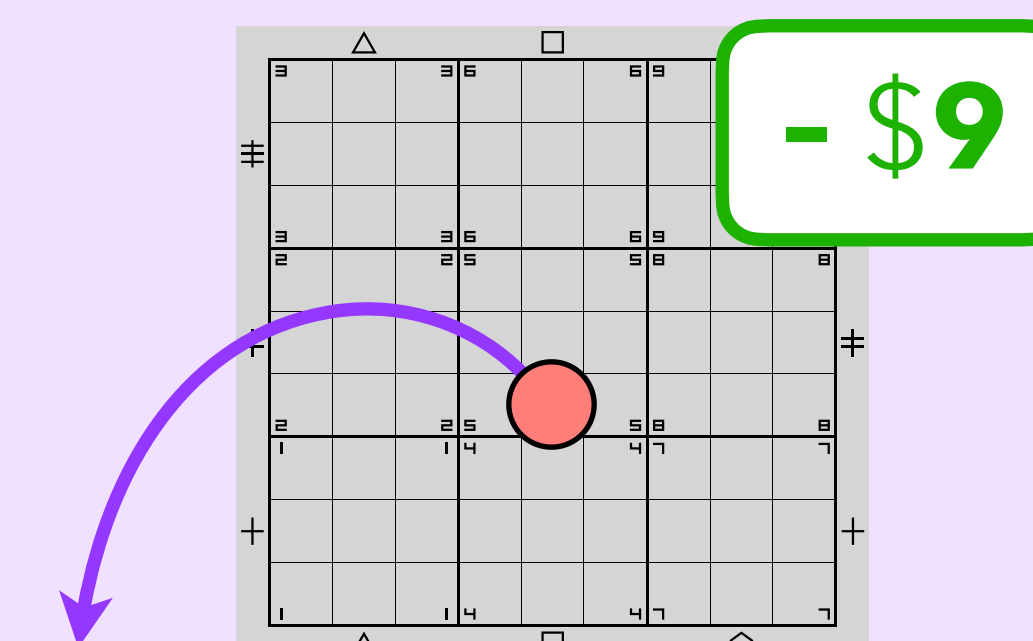
OPERATE
Laterally, with Kill



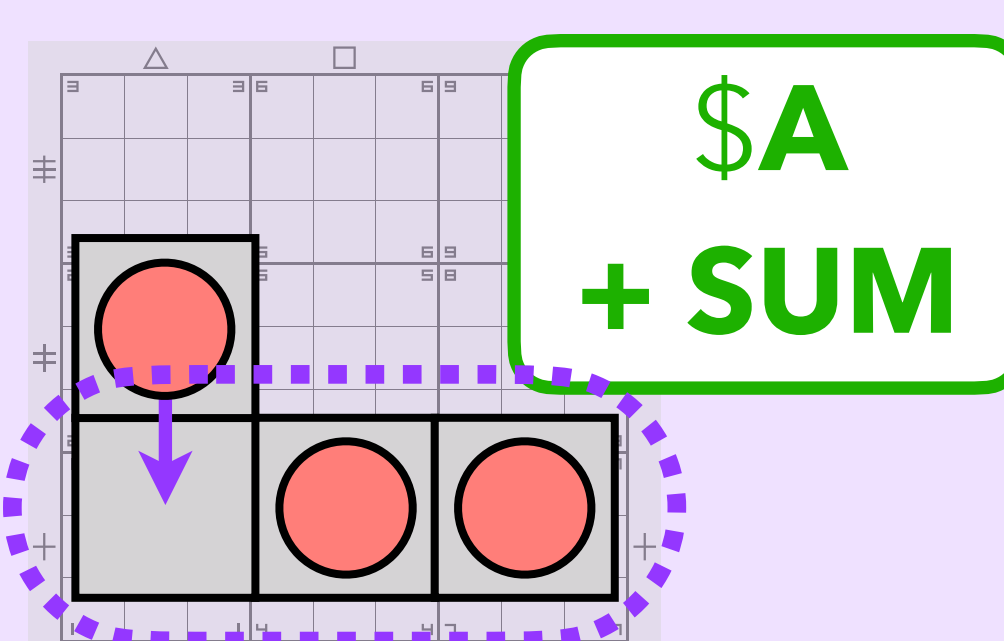
OPERATE
Upward



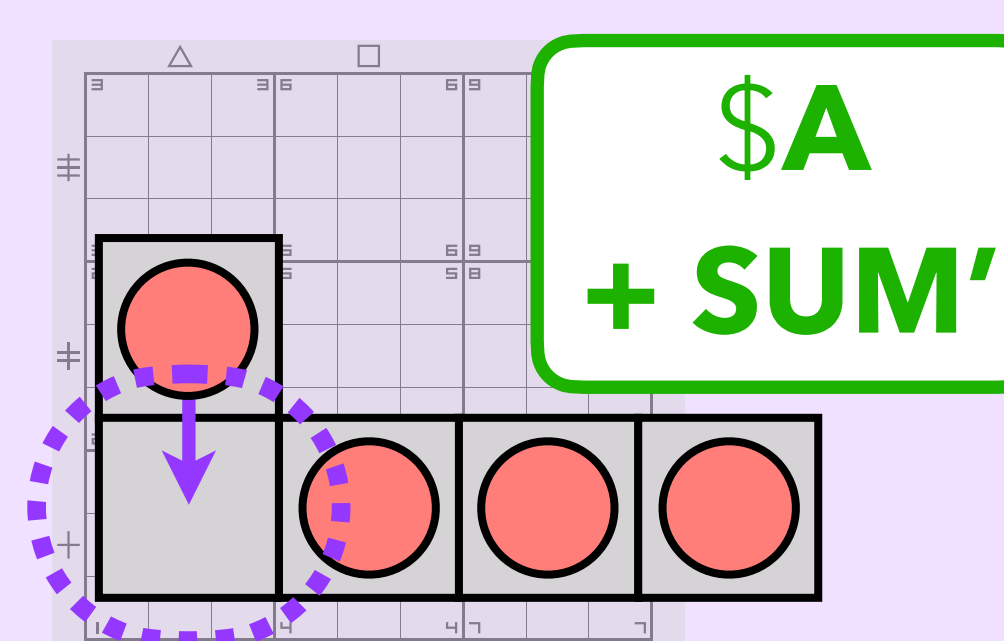
EXIT
from Bottom Row



EXIT
from Not Bottom Row



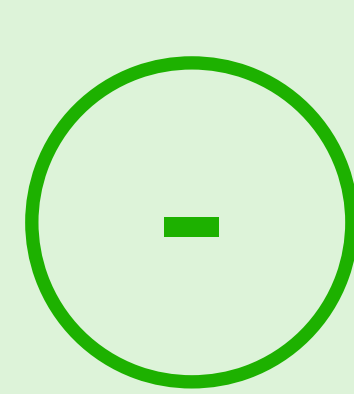
ALIGN
New Alignment



ALIGN
Addition to Alignment



CASH



OPERATE Downward, with or without Kill + \$E

OPERATE Laterally \$0

EXIT, from Bottom Row + \$E

ALIGN, New Alignment of 3+ Products \$A
+ SUM

ALIGN, Addition to Existing Alignment \$A
+ SUM'

LAUNCH - \$E

OPERATE Laterally, with Kill - \$E

OPERATE Upward - \$E

EXIT, from Not Bottom Row - \$9

\$E = The cash amount corresponding to an environment or basic action area, defined by a complexity category and a perceived value category. | \$A = The cash amount resulting from an action taken. | SUM = The sum of all cash amounts corresponding to the positions of the products in a new horizontal alignment of 3 or more neighboring products. | SUM' = The sum of all cash amounts corresponding to the final positions of the newly-added 1 or more products to an existing alignment of 3 or more neighboring products.

BE THE CEO®

