

David Short GROUND FLOOR

Adopt the role of an Entrepreneur responsible for the survival of a young company. As CEO, you will use your limited time to manage your business. Time is money, so spend it wisely!

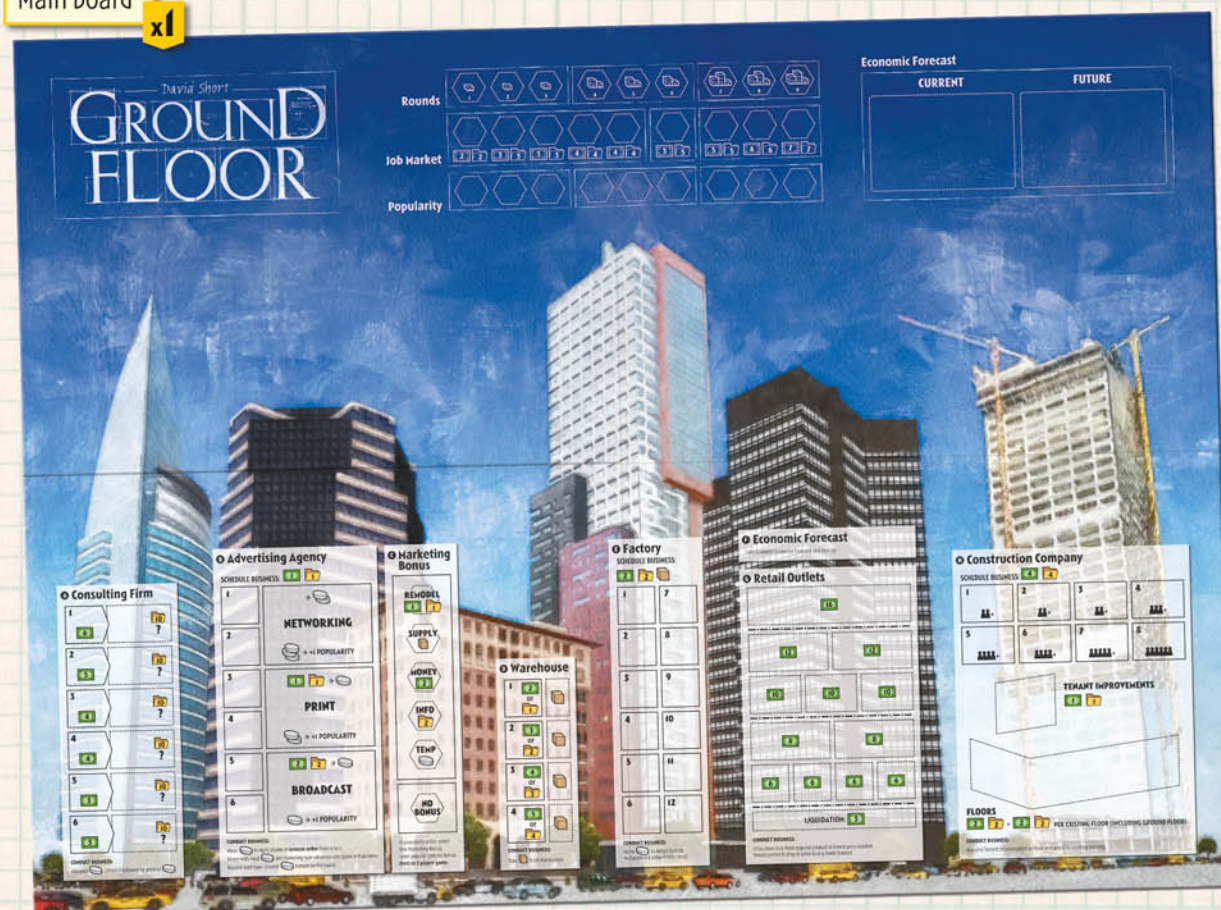
Will you hire staff? Refine production? Launch a marketing campaign? Anything is possible with effective use of time, money, and information. But in order to reach that corner office of your skyscraper, you have to start with everybody else...
at the GROUND FLOOR!



Game Contents

Main board

x1



Game Goal

Be the **CEO** of the most prestigious company by accruing the most prestige points through expanding and improving your business.

The player with the most
Prestige Points (🏢) **WINS!**

Tiebreaker: Most Popular

Game Preparation

Player Distribution

Each player chooses a color to represent their business in the game: Red, Blue, Yellow, Green, Purple, or Black. Each player then receives 1 CEO marker, 2 Player markers, and 4 Time markers in their chosen color.

In addition, give each player 1 Player board, 1 Specifications player aid, 7 Info tokens, 1 Supply cube, 1 Specialty tile at random, and the Remodeled Room tile awarded by their Specialty tile. The Remodeled Room tile is placed over the corresponding Ground Floor room on the Player board.

Place the remaining Money tokens, Info tokens, Time markers, Remodeled Room tiles, Untrained tokens and Supply cubes within reach of all players to create a **general stock**.

Each player gets:

- 1 Player board
- 1 Player aid
- 1 CEO marker
- 2 Player markers
- 1 Specialty tile and its linked Remodeled Room tile
- 7 Info tokens
- 4 Time markers
- 1 Supply cube

Each player's specialty room starts the game covered by the remodeled room tile.



Player boards

x6

Specifications player aids

x6

Economic Forecast cards

x20



Info tokens in three denominations

x120

Status markers

x2



Money tokens in three denominations

x120



Time markers in six colors (25 each)

x150



Player markers in six colors

x12



CEO markers in six colors

x6



Untrained tokens

x12



Supply cubes

x16



Tenant Improvement (T.I.) tiles

x13



Floor Improvement tiles

x29



Specialty tiles

x6



Remodeled Room tiles

x36



Specifications player aid

Specialty tile

Employee track

Round summary

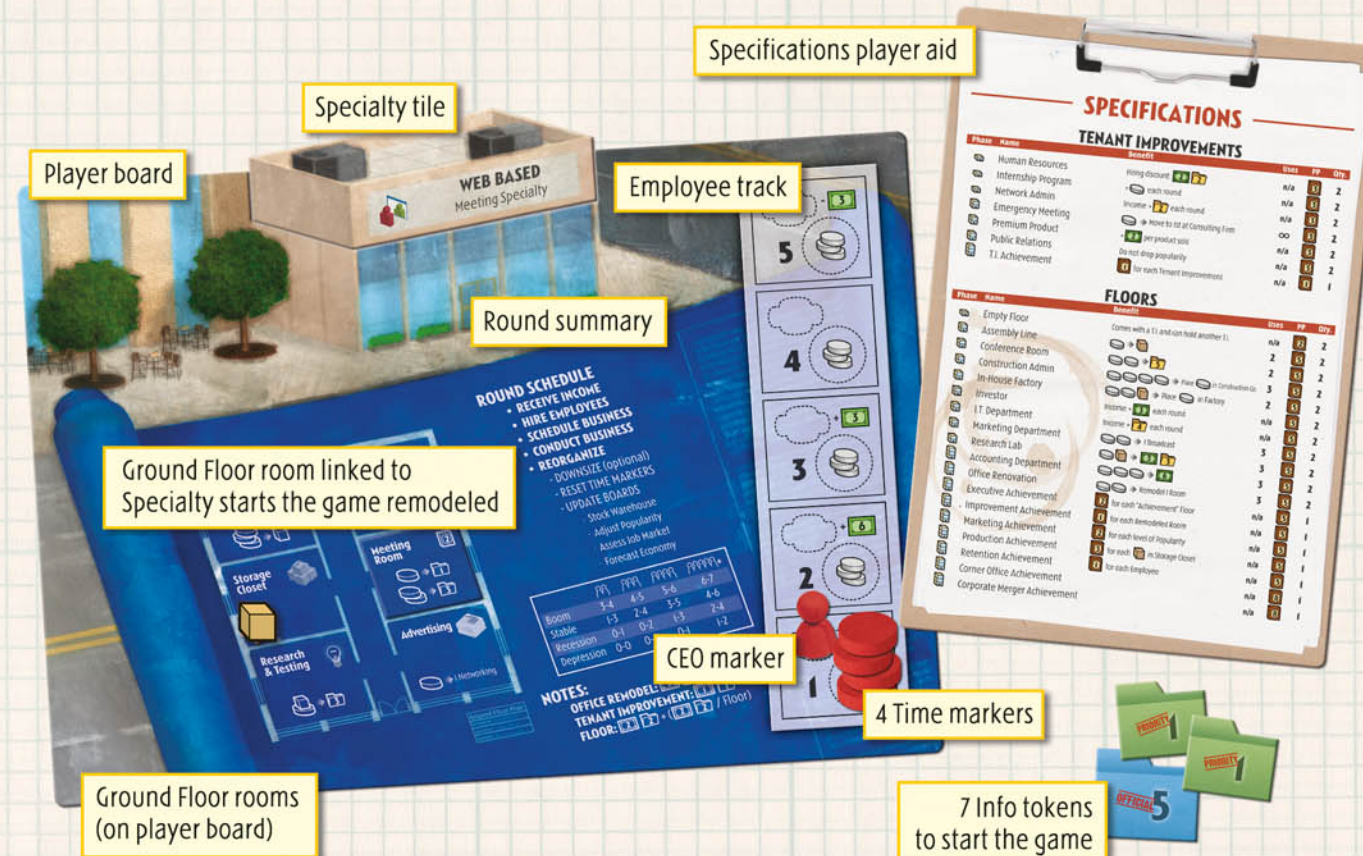
Ground Floor room linked to Specialty starts the game remodeled

CEO marker

4 Time markers

7 Info tokens to start the game

Ground Floor rooms (on player board)



Game Setup

Set up the board according to steps 1-7 as shown on page 5.

TURN ORDER: The Popularity track determines turn order during the game. The most popular player (furthest to the right on the track) goes first and so on. If more than 1 player is on the same space, the Player Marker on top goes first.

Random order on the Popularity track decides turn order for the start of the game.

ECONOMIC FORECAST DECK: Separate the Economic Forecast Cards into 4 piles (**Depression**, **Recession**, **Stable** and **Boom**). Shuffle each pile separately, then randomly discard half of the cards in each pile. Put these back into the box (unseen) as they will not be needed in the game. Shuffle all 10 remaining cards together. The deck is ready, place it face down on the "Future" Economic Forecast space on the Main Board. Then move the top card face down to the "Current" Economic Forecast space.

Only half the cards for each Economic Forecast type are used. Shuffle well.

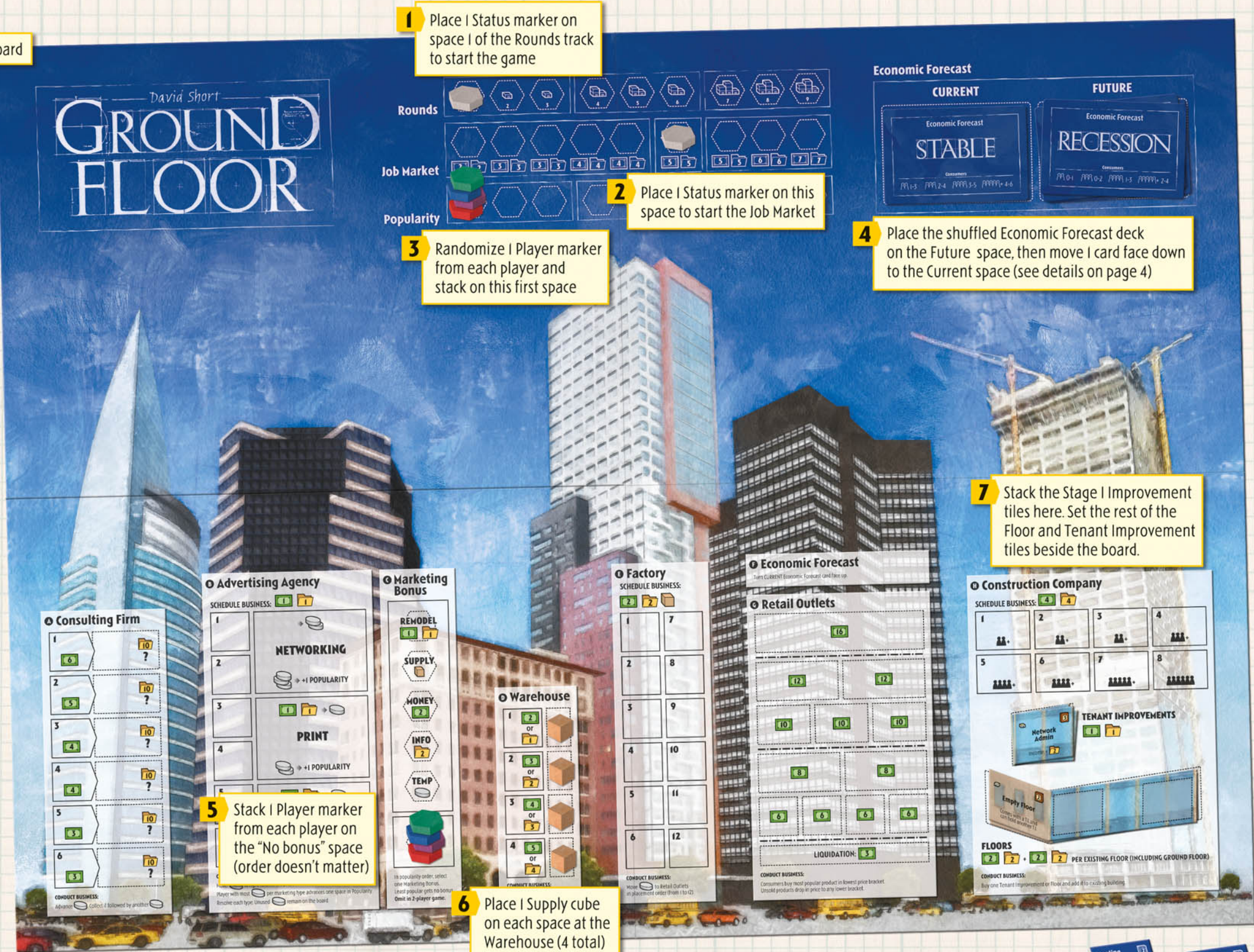
For your first game, use the recommended Economic Forecast deck described on page 22.

IMPORTANT NOTE: Never start the game with the top card of the Economic Forecast deck being a Depression or Boom. If this occurs, continue shuffling until a Recession or Stable is the top card.

Never start the game with a Depression or a Boom. Avoid by continuing to shuffle.

The game is now ready to play!

Main board



1 Place 1 Status marker on space 1 of the Rounds track to start the game

2 Place 1 Status marker on this space to start the Job Market

3 Randomize 1 Player marker from each player and stack on this first space

4 Place the shuffled Economic Forecast deck on the Future space, then move 1 card face down to the Current space (see details on page 4)

7 Stack the Stage I Improvement tiles here. Set the rest of the Floor and Tenant Improvement tiles beside the board.

5 Stack 1 Player marker from each player on the "No bonus" space (order doesn't matter)

6 Place 1 Supply cube on each space at the Warehouse (4 total)

Money tokens

Untrained tokens

General stock of Time markers of all players

Supply cubes

Info tokens

Remodeled Room tiles

Stage II & III Floor and Tenant Improvement tiles

Game Flow

3 Stages per Game

3 Rounds per Stage

5 Phases per Round

- Receive Income
- Hire Employees
- Schedule Business
- Conduct Business
- Reorganize

Receive Income:

-/+ from # of Employees

Plus

from Improvements

Stages, Rounds, Phases

There are 3 stages of the game. In each stage there are 3 rounds, and within each round there are 5 phases. During these phases, players will have the opportunity for several turns.

The 5 phases that form a round are Receive Income, Hire Employees, Schedule Business, Conduct Business and Reorganize.

Receive Income

Players receive income according to the location of their CEO marker on their Employee track.

IMPORTANT NOTE: Some Improvements provide Money or Information during this phase. If a player has 5 employees, he must pay \$3 during this phase. If the player cannot afford to do so, he MUST fire an employee, discarding three time markers and moving the CEO marker down one space.



Hire Employees

Players have the opportunity during this phase to hire new employees. In **popularity order**, each player may hire an employee at the current Job Market price. Move the Job Market Status marker to the right **after each** employee is hired (max. 7 Money + 7 Info).



Once all players have had the opportunity to hire, the most popular player may hire again and so forth. This continues until all players have finished hiring employees..

For each new employee that a player hires, they immediately move their CEO marker up to reflect the new size of their staff and place an Untrained token where the new employee's Time markers would go.

IMPORTANT NOTE: Time Markers gained due to hiring new employees are not available for use until the round after the employee is trained.

Hire Employees:

- Hire in Popularity order
- Move Job Market marker to the right with each hire

- Place on Employee Track

- New are not available until the round after being trained

Schedule Business

Players spend this phase scheduling their Time Markers and investing in tasks. Players only have a finite amount of time to spend developing their business. The CEO is a business' first employee, and provides 4 Time markers. Each additional employee provides 3 Time markers.

During the Schedule Business phase, in Popularity order, players take turns assigning Time markers to tasks on their Player board or on the Main board. **Time markers may not be assigned to Player boards belonging to other players.** On a player's turn they choose any **one** task and assign the number of Time markers from their Employee track indicated by that task. For tasks with multiple spaces for Time markers, the player places their Time markers in the first available space in numerical order.

Play then continues with the next most popular player, and so on until each player has assigned all of the Time markers on their Employee track. Since each player may have a different number of employees, the same player may end up taking several turns in a row once their opponents have spent all of their time.

Tasks on the Player board resolve immediately, therefore any benefit gained from these tasks may be used in upcoming turns during the current Schedule Business phase. All tasks on the Main board will be resolved during the Conduct Business phase.

IMPORTANT NOTE: The Ground Floor Rooms on a Player Board are unlimited. This means that they can be used over and over again during the same Schedule Business phase, placing the indicated number of Time markers each time.

OFFICE REMODEL: At any time during the Schedule Business phase, a player may remodel their Ground Floor rooms. **Remodeling does not require any Time markers and is done in addition to their turn.** The cost to remodel each Ground Floor room is 3 Money and 3 Info. After paying this cost, the player takes the desired Remodeled Room tile from the general stock and places it on top of the corresponding Ground Floor room on their Player board. The benefit of a Remodeled room is available immediately, and has no effect on Time markers already assigned to that room.



Schedule Business:

- Popularity is turn order
- CEO: 4 Time markers
- Additional Employees: 3 Time markers each
- Choose one task each turn, either on Player board or Main board

- Player board tasks resolve immediately

- Main board tasks resolve next phase

- For each chosen task, must place all required Time markers

Office Remodel:

Pay 3 Money and 3 Info

Place Remodeled Room tile on top of corresponding room on Player board.

Conduct Business:
Resolve Main board
left to right (A→H)

Reorganize:

- Clear Player Board
- Downsize (Fire Employees)
- Replenish
- Reset Marketing Bonuses
- Stock Warehouse (1x)
- Adjust Popularity (1 space ←)
- Assess Job Market
- Forecast Economy
- Advance Round Status (→)

- Round 4:
Stage II Improvements
available
- Round 7:
Stage III Improvements
available

Conduct Business

During this phase, each area on the Main board is resolved in order, starting with the Consulting Firm, followed by the Advertising Agency, Marketing Bonus, Warehouse, Factory, Retail Outlets, Economic Forecast and finally the Construction Company. See **City Business** (page 10) for details of the tasks at these buildings.

Reorganize

The following steps are resolved in order during each Reorganize phase:

1. All players move any Time markers from their Player board to the general stock.
2. Each player in popularity order may downsize, moving their CEO marker down one space for each employee fired.
3. All players replenish their Time markers according to their Employee track, even if some of their Time markers remain on the Main board. Remember, the CEO provides 4 Time markers, and each additional employee provides 3 more.
4. Move all the Player markers on the Marketing Bonus track to the "No Bonus" space.
5. Add 1 Supply cube to the most expensive empty space at the Warehouse. If all of the spaces at the Warehouse are full, no cubes are added.
6. All Player markers on the Popularity track are moved one space to the left, one by one, in reverse popularity order. Therefore any Player markers stacked in the same space will move together, keeping the order of the stack intact. Any Player marker in the leftmost space does not move.
7. Update the Job Market by moving the Status marker to the left according to the "Unemployed" line on the current Economic Forecast card (min. 2 Money + 2 Info).
8. Move the top card of the Future Economic Forecast deck FACE DOWN to the Current Economic Forecast space.
9. Move the Round Status marker one space to the right.
10. At the end of round 3, add the Stage II Improvement tiles to those remaining at the Construction Company. At the end of round 6, add the Stage III tiles as well.

A new round is ready to begin.

Game End

The game ends before the Reorganize Phase of the round in which ONE of two conditions are met.

- The Conduct Business phase of the 9th round has been completed
- A player has bought their 5th Floor Improvement (which would be the 6th floor of their building including the Ground Floor). Remember, the Specialty tile is **not** a floor.

At that point, all players add up the Prestige Points for all Remodeled Rooms, T.I.'s, Floors, and Achievements. Count 1 additional Prestige point for every 3 Money + 3 Info (together).

The winner is the player with the most prestigious business, as measured by Prestige Points. In case of a tie, the most popular tied player (according to the Popularity track) wins.

Game End:

- 9th Round Complete
- OR
- A Player buys 5th Floor Improvement

The player with the most Prestige Points () WINS!

Prestige comes from

- Remodeled rooms
- T.I.'s
- Floors
- Achievements
- Every 3 = 1





Tiebreaker: Most Popular



TOTAL: 42

City Business

Consulting Firm:

- Costs  to place  in left column
- Right column receives  if left column is occupied
- Move left column  to right

Consulting Firm

SCHEDULE BUSINESS: Players schedule business at the Consulting Firm for the opportunity to gain 10 info by placing a Time marker in the top most available space in the left column and paying the indicated amount of money for that space.

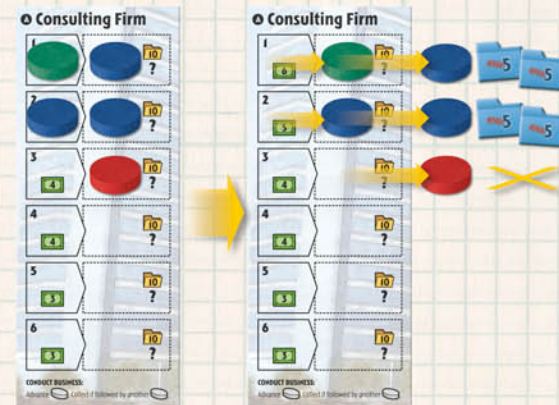
CONDUCT BUSINESS: All players with Time markers in the right column receive 10 info IF AND ONLY IF the corresponding space in the left column is occupied. Players with Time markers in the right column WITHOUT the corresponding space in the left column occupied have had their meetings cancelled and do not receive any info. Move all Time markers from the right column to the general stock, then slide all Time markers from the left column to the right column.

Schedule Business Phase




Red and **Blue** have Time markers in the right column from the previous round. This round, **Green** and **Blue** have placed in the Consulting Firm during the Schedule Business phase - **Green** paid \$6 and **Blue** paid \$5.

Conduct Business Phase

During the Conduct Business phase, **Blue** collects 20 info, but **Red** gets nothing because there is no Time marker in the 3rd space of the left column. All three Time markers from the right column are returned to the general stock, and the Time markers from the left column slide over to the right column.



Advertising Agency:

- Costs  &  to place 
- Resolve in reverse order

Advertising Agency



SCHEDULE BUSINESS: Players schedule business at the Advertising Agency to boost their business' Popularity. It costs money and info to place a Time marker in the first available space in numerical order.

CONDUCT BUSINESS: This area resolves in reverse numerical order. The player with the last Time marker in numerical order will decide first which type of marketing they wish to do. The player with the Time marker in space "1" will get the advantage of choosing last.

The types of Marketing available are: Networking, Print, and Broadcast. Only 1 type may be chosen for each Time marker placed in the Advertising Agency.

- If Networking is chosen, then the player moves their Time marker from the Advertising Agency to the Networking space, and places 1 of their Time markers from the general stock into the Networking space at no additional cost.
- If Print is chosen, then the player moves their Time marker from the Advertising Agency to the Print space at an additional cost of 1 money and 1 info.
- If Broadcast is chosen, then the player moves their Time marker from the Advertising Agency to the Broadcast space at an additional cost of 2 money and 2 info.

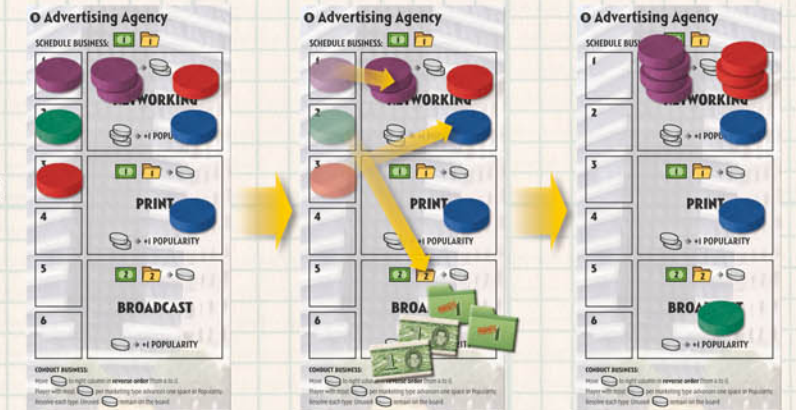
Networking:  for Free

Print:  for  & 

Broadcast:  for  & 

Purple, Blue, and Red have Time markers in the Advertising Agency from the previous round.

Purple, Green, and Red have Scheduled Business there this round, in that order. During Conduct Business **Red** must choose first which type of marketing to do. Choosing Networking gets him an additional Time marker in the Networking box from the general stock. Next, **Green** chooses Broadcast, paying an additional 2 money and 2 info. Finally, **Purple** decides to move to Networking as well, moving his marker there as well as an additional marker from the general stock.



After players have decided where to place their markers, each marketing type is resolved one at a time as follows. Resolve Networking for all players first, then Print, then Broadcast. **See example on page 12.**







For each marketing type, in popularity order, advance each player's Popularity marker once for every...


- 3 Time markers in Networking
- 2 Time markers in Print
- 1 Time marker in Broadcast

Advance the player's Popularity marker 1 additional space if that player had the single most Time markers in that marketing type. If multiple players are tied for the most markers, none of them receive this additional Popularity boost.

IMPORTANT NOTE: For each Marketing type, after all Time markers are accounted for and the Popularity track adjusted accordingly, move all Time markers that contributed to advancing in Popularity (including **all** Time markers of the player with the single most) to the general stock. Any excess Time markers remain at the Advertising Agency and may contribute to marketing in future rounds.

In Popularity order:

- Move up 1 Popularity for every:
 -    in Networking
 -   in Print
 -  in Broadcast
- Single most:
 - Move up 1 additional Popularity

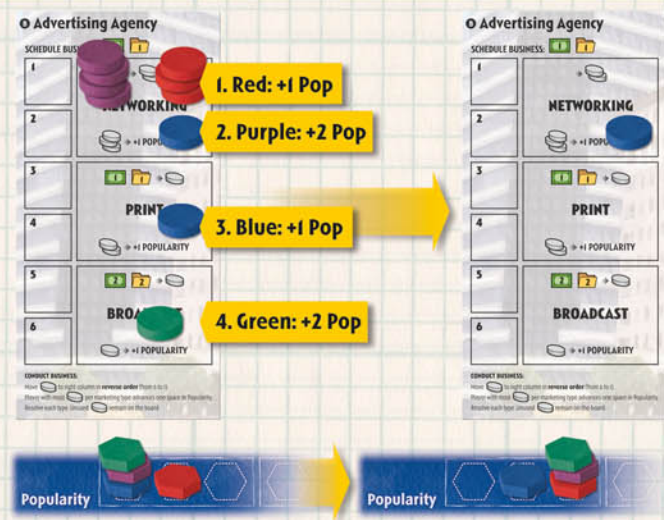
Move all contributing  to general stock

Resolving Networking: **Red** advances first as he is the most popular. **Red** advances 1 space on the Popularity track for his 3 markers. **Purple** is next most popular, and advances 2 spaces (1 for having 3 markers, and another for having the most markers in Networking). **Blue** only has 1 marker, and therefore does not advance in Popularity.

Resolving Print: **Blue** only has 1 marker (not enough to advance in Popularity, but as that is the most markers in Print, **Blue** does advance one space).

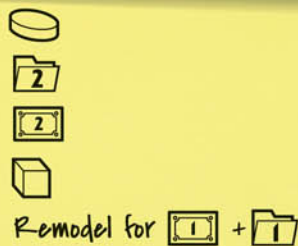
Resolving Broadcast: **Green** has 1 marker, and that is the most Time markers in Broadcast, so **Green** advances 2 spaces on the popularity track.

All Time markers are returned to the general stock except for the **Blue** marker in the Networking box. It did not contribute to Popularity, so it remains in the Advertising Agency for next round.



Marketing Bonus:

- Not used during Schedule Business phase
- Award bonuses (Least popular does not get one):



Marketing Bonus

SCHEDULE BUSINESS: The Marketing Bonus area is not available to players during the Schedule Business phase.

CONDUCT BUSINESS: In Popularity order, each player **except the least popular** chooses a Marketing bonus. Bonuses are awarded immediately, and each bonus may be chosen by only 1 player.

Marketing bonuses:

- 1 Time marker for the next round
- 2 Information
- 2 Money
- 1 Supply
- Remodel 1 Room (for 1 Money and 1 Info)

IMPORTANT NOTE: In a 2 player game Marketing Bonuses are not used. (See page 22)

Warehouse

SCHEDULE BUSINESS: Players schedule business at the Warehouse in order to acquire new supplies. These supplies vary in cost, and players choose to spend Money or Info, never both.

CONDUCT BUSINESS: Players collect the Supply cubes next to their Time markers.

IMPORTANT NOTE: When a player acquires a new Supply cube, they must have a place to store it on their Ground Floor. If no storage space is available, then the Supply cube must be discarded.

Warehouse:

- Costs 5 OR 1 (not both)

- Players must have a place to store the acquired

Factory

SCHEDULE BUSINESS: Players schedule business at the Factory to create products to sell at the Retail Outlets. Players pay 2 Money, 2 Info, and 1 Supply to place a Time marker in the first available space in numerical order.

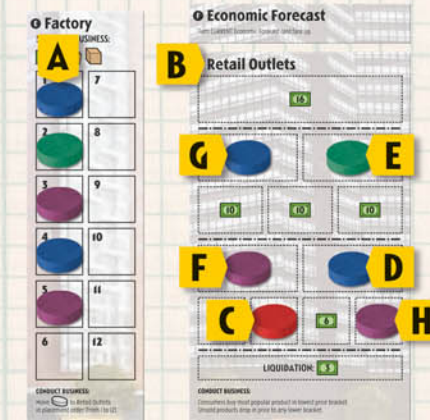
CONDUCT BUSINESS: In numerical order, players move their Time Marker from the Factory to Retail Outlets. At this time they have the opportunity to set the price for the product they are selling.

IMPORTANT NOTE: If Retail Outlets become completely full while resolving the Factory, further Time markers may be placed in the Liquidation space, where they immediately sell for 3 money.

Factory:

- Costs 2, 2, 1
- When resolved move to Retail Outlets and determine pricing

- Schedule Business phase placement (**Blue** placed first, and **Purple** last)
- Conduct Business phase resolves by moving from the Factory to Retail Outlets
- Red**'s leftover Time Marker from previous round
- Blue** resolves first and picks the \$ 8 space
- Green** picks \$ 12
- Purple** chooses \$ 8
- Blue** chooses \$ 12
- Purple** picks \$ 6



Economic Forecast

SCHEDULE BUSINESS: This area is not available to players during the Schedule Business phase.

CONDUCT BUSINESS: Once the Factory is completely resolved and all pricing has been determined, reveal the "Current" Economic Forecast card.

Economic Forecast:

- Not used during Schedule Business phase
- Reveal "Current" Economic Forecast card



Retail Outlets:

- Not used during Schedule Business phase

- Consumers buy from the cheapest bracket and then from the most popular in that bracket

- All products that did NOT sell drop down 1 bracket
- Liquidated products sell immediately for 3

Retail Outlets

SCHEDULE BUSINESS: Retail Outlets are not available to players during the Schedule Business phase.

CONDUCT BUSINESS: According to the Economic Forecast card, a number of consumers will buy products at the Retail Outlets based on the number of players in the game. Each consumer is attracted to the best deal, and will therefore buy from the businesses in the lowest price bracket. Within the lowest bracket, each consumer will purchase from the most popular business in that bracket.

This continues until all consumers have bought 1 product each or all products have been sold, whichever comes first. Any remaining Time markers at the Retail Outlets (products that did not sell) drop down to any lower price bracket (including Liquidation), from the lowest price bracket up, in Popularity order within a bracket. Players may choose which price within the new bracket to place their Time marker on. Any product dropping into the Liquidation space immediately sells for 3 money.

- Current Economic Forecast card: Stable. For 4 players there are 3 Consumers.
- Current Popularity.
- Retail Outlets after resolving the Factory.
- Price brackets.

According to the Economic Forecast card there will be 3 consumers. The first consumer buys the **Blue** product from the lowest price bracket for \$8, as **Blue** is the most popular. **Red** is the next most popular player with a product in the lowest bracket, so the 2nd consumer buys the **Red** product for \$6. **Purple** is the only player left with products in the lowest price bracket, so the 3rd customer will buy the cheapest **Purple** product for \$6.

After the 3rd consumer has bought, three products remain. From the lowest price bracket up, those products drop in price. First, the **Purple** product drops from \$8 to the Liquidation box and sells immediately for \$3. Then, since **Blue** is more popular than **Green**, **Blue**'s \$12 product drops to a lower price bracket - **Blue** may choose to set the new price at \$8, \$6 or liquidation for \$3 right now. Finally, **Green** must choose a new price (\$8, \$6 or liquidation) as well.

Economic Forecast
Stable

Players	1	2	3	4	5
Consumers	1	2	3	4	4
Unemployed	2	2	3	3	4

Job Market

Popularity

Retail Outlets

LIQUIDATION: \$3

Construction Company

SCHEDULE BUSINESS: Players schedule business at the Construction Company in order to expand their business with a new Improvement. Players pay 4 Money and 4 Info to place a Time marker in the first available space in numerical order.

IMPORTANT NOTE: Player icons (P) dictate how many spaces are available for the number of players in the game. For instance, in a 4 player game, players may place Time markers up to and including the spaces marked with the P+ on it.

CONDUCT BUSINESS: In numerical order, each player has the option of buying an available improvement. Starting with space 1, a T.I. can be bought for 1 Money & 1 Info, or a Floor can be bought for 2 Money & 2 Info PLUS 2 Money & 2 Info per existing Floor on a Player's Player Board. Players pay the cost for their chosen Improvement and add it to their Player board. Floors are placed on top of their building (move the Specialty tile up to make space), and T.I.s replace a Ground Floor room or may be placed on an Empty Floor tile.

Construction Company:

- Costs 4, 4

- Pay Improvement costs

T.I. = 1, 1

Floor = 2, 2

Plus 2, 2 per Floor already built.

- Ground Floor: Not purchased
- 2nd Floor: costs \$4 & 4 info
- 3rd Floor: costs \$6 & 6 info
- 4th Floor: costs \$8 & 8 info
- 5th Floor: costs \$10 & 10 info
- 6th Floor: costs \$12 & 12 info (This Floor triggers the game end)
- 7th Floor: costs \$14 & 14 info
- Specialty tile: Not purchased

Players start with the The Ground Floor and the Specialty tile, they are not purchased



In the first stage of the game, only Stage I Improvements are available. Beginning in the 4th round, the Stage II Improvements become available, and beginning with the 7th round, the Stage III Improvements become available as well.

Players may purchase 1 Improvement per Time marker in the Construction Company, and may never build an Improvement already on their player board. If a player cannot afford to or chooses not to buy an Improvement, they simply move their Time marker to the general stock.

- May only choose from available stage improvements

stage 1: Only

stage 2: 1, 1

stage 3: 1, 1, 1

- May only purchase 1 Improvement
- May not have 2 of the same improvement

Ground Floor Rooms

IMPORTANT NOTE: When 1 or more Time Markers are required, all required Time Markers must be placed at once. Once the Time Marker requirement has been met, all Ground Floor Rooms provide their respective benefit immediately. All Ground Floor Rooms have unlimited use. There is no maximum Time Marker limit.

Assembly



STANDARD: Place 3 Time markers on Assembly to acquire 1 Supply cube. A newly acquired Supply cube must have a place to be stored or it is discarded.

REMODELED: Place 2 Time markers on Assembly to acquire 1 Supply cube. A newly acquired Supply cube must have a place to be stored or it is discarded. (Value: 2 Prestige Points)



Storage Closet



STANDARD: Store 1 Supply Cube indefinitely with no time cost.

REMODELED: Store 2 Supply Cubes indefinitely with no time cost. When remodeling the Storage Closet, the Remodeled Storage Closet comes into play with 1 new Supply cube on it. (Value: 2 Prestige Points)



- All required Time Marker costs must be paid all at once
- Ground Floor Rooms have unlimited use
- Remodeled rooms are worth 2 each.

Training



STANDARD: Place 2 Time markers on Training to remove one Untrained token from your Employee track.

REMODELED: Place 1 Time marker on Training to remove one Untrained token from your Employee track. (Value: 2 Prestige Points)



Research & Testing



STANDARD: Place 1 Time marker on Research & Testing and spend 1 Supply to gain 3 Info.

REMODELED: Place 1 Time marker on Research & Testing and spend 1 Supply to EITHER gain 4 Info, OR gain 2 Money and 2 Info. (Value: 2 Prestige Points)



Meeting Room



STANDARD: Place 1 Time marker on the Meeting Room to gain 1 Info.

REMODELED: Place 1 Time marker on the Meeting Room to gain 1 Info, OR place 2 Time markers on the Meeting Room to gain 3 Info. (Value: 2 Prestige Points)



Advertising



STANDARD: Place 1 Time marker on Advertising to place 1 Time marker from the general stock into the **Networking** box at the **Advertising Agency**.

REMODELED: Place 1 Time marker on Advertising to place 1 Time marker from the general stock into the **Networking** box at the **Advertising Agency** OR place 2 Time markers on Advertising to place 1 Time marker from the general stock into the **Print** box at the **Advertising Agency**. (Value: 2 Prestige Points)



Tenant Improvements

There are 2 of each regular Tenant Improvement (T.I.) tile, only 1 T.I. Achievement tile.

IMPORTANT NOTE: When Players expand their business with a new T.I., they can either place it on an "Empty Floor" Improvement space or on top of another room. This other room (either a previous T.I. or a Ground Floor room) becomes inaccessible to the Player; it's ability cannot be used nor can it be remodeled. However, it's Prestige Points will still count at the end of the game.

- After purchasing a T.I., Players must choose where to place it

STAGE I - TENANT IMPROVEMENTS (T.I.'s)



Human Resources

During the Hire Employees phase of each round, Human Resources allows the owner to hire at a discount of 2 Money and 2 Info, to a minimum cost of 0 Money and 0 Info. (Value: 3 Prestige Points)



Internship Program

During the Receive Income phase of each round, the owner of Internship Program receives 1 additional Time marker. This Time marker does not count as an employee and therefore does not affect the Employee Track or the player's Money income. This Time marker functions exactly the same as any other Time marker in the game. (Value: 3 Prestige Points)



Network Admin

During the Receive Income phase of each round, the owner of Network Admin receives 2 additional Info. (Value: 3 Prestige Points)

STAGE II - TENANT IMPROVEMENTS



Premium Product

The owner of Premium Product receives an additional 2 Money for each product sold at the **Retail Outlets**. This includes any **Liquidated** products. (Value: 3 Prestige Points)



Public Relations

During the Reorganize phase at the end of each round, the owner of Public relations does not move their marker down on the Popularity track. (Value: 3 Prestige Points)



Emergency Meeting

Place 1 Time marker on Emergency Meeting to move a Time marker at the **Consulting Firm** from its current space to the top most space in the same column. Displaced Time markers slide down 1 space. (Value: 3 Prestige Points)

STAGE III - TENANT IMPROVEMENTS



T.I. Achievement

At the end of the game, the owner of T.I. Achievement scores 1 additional Prestige Point for each Tenant Improvement they have purchased, including T.I. Achievement. (Value: 1 Prestige Point)

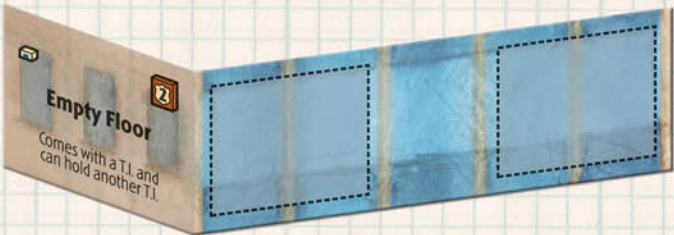
Floor Improvements

There are 2 of each regular Floor Improvement tile, only 1 of each Achievement Floor tile.

IMPORTANT NOTE: When players expand their business with a new Floor, they place it above their Ground Floor, below their Specialty Tile. Each subsequent Floor will be placed above the last one and so forth.

• All newly purchased Floors are placed above the last Floor, under the specialty tile.

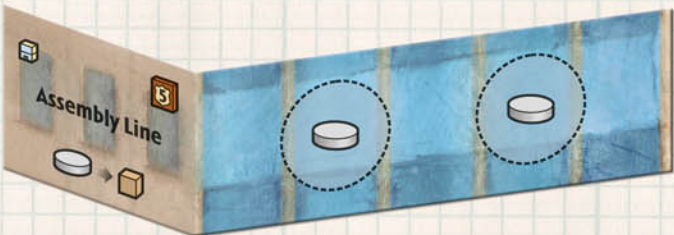
STAGE I - FLOOR IMPROVEMENTS



Empty Floor

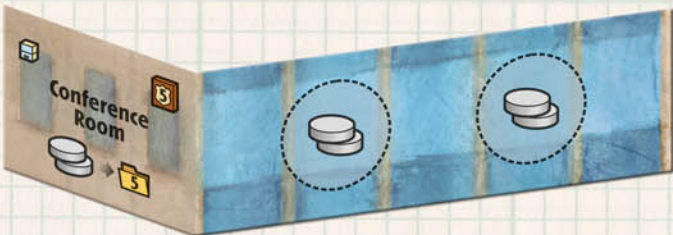
Empty Floor comes with one free T.I. of the owner's choice. The T.I. must be from the Stages currently available for purchase. The T.I. is placed on one of the two spaces on the Empty Floor tile. The second space may be filled with another T.I. purchased at a later time. (Value: 2 Prestige Points)

STAGE II - FLOOR IMPROVEMENTS



Assembly Line

Place 1 Time marker on Assembly Line to acquire 1 Supply cube. A newly acquired Supply cube must have a place to be stored or it is discarded. Assembly Line may be used a maximum of 2 times each round. (Value: 5 Prestige Points)



Conference Room

Place 2 Time markers on Conference Room to gain 5 Info. Conference Room may be used a maximum of 2 times each round. (Value: 5 Prestige Points)



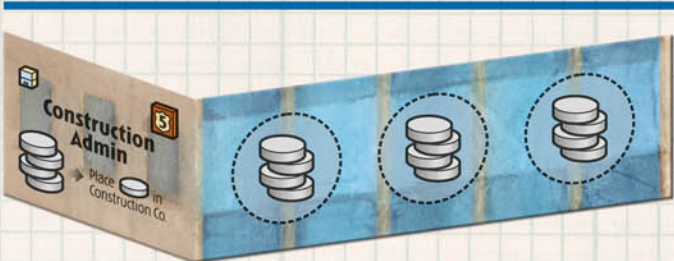
Investor

During the Receive Income phase of each round, the owner of Investor receives 3 additional Money. (Value: 5 Prestige Points)



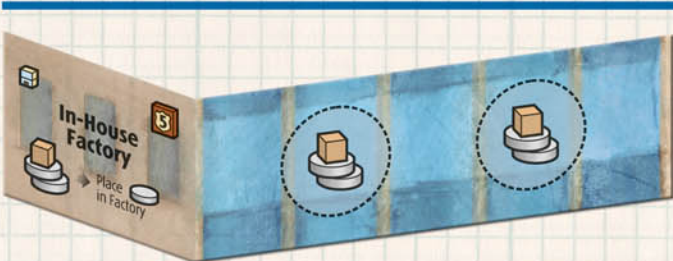
I.T. Department

During the Receive Income phase of each round, the owner of I.T. Department receives 4 additional Info. (Value: 5 Prestige Points)



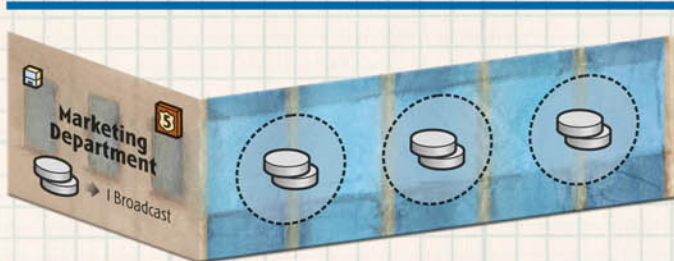
Construction Admin

Place 4 Time markers on Construction Admin to place a Time marker from the general stock in the next available space at the **Construction Company**. Construction Admin may be used a maximum of 3 times each round. (Value: 5 Prestige Points)



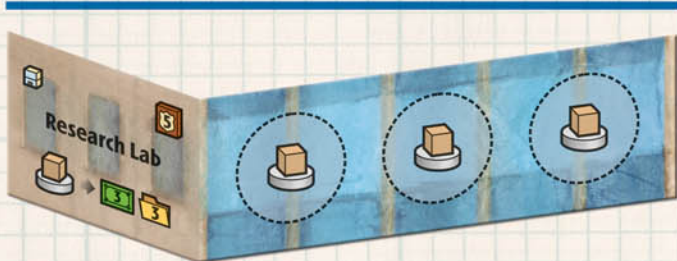
In-House Factory

Place 2 Time markers on In-House Factory and spend 1 Supply to place a Time marker from the general stock in the next available space at the **Factory**. In-House Factory may be used a maximum of 2 times each round. (Value: 5 Prestige Points)



Marketing Department

Place 2 Time markers on Marketing Department to place 1 Time marker from the general stock into the **Broadcast** box at the **Advertising Agency**. Marketing Department may be used a maximum of 3 times each round. (Value: 5 Prestige Points)

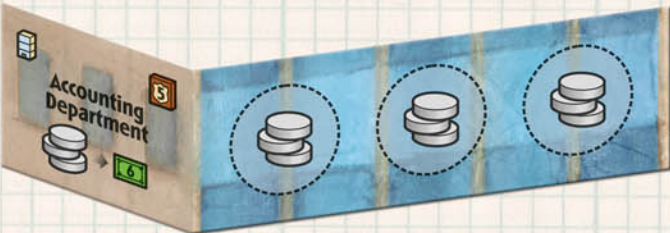


Research Lab

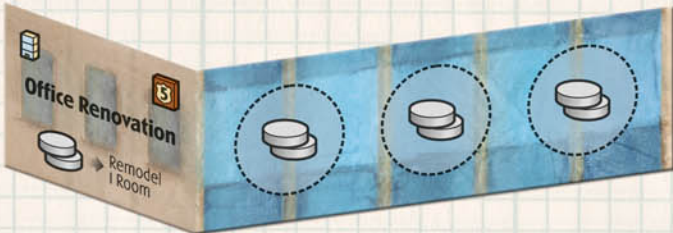
Place 1 Time marker on Research Lab and spend 1 Supply to gain 3 Money and 3 Info. Research Lab may be used a maximum of 3 times each round. (Value: 5 Prestige Points)

Floor Improvements (cont.)

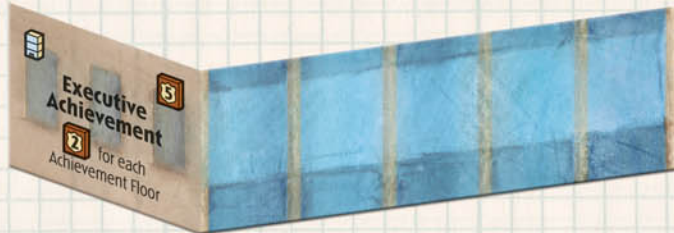
STAGE III - FLOOR IMPROVEMENTS



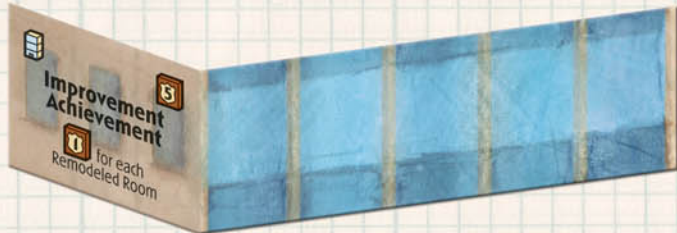
Accounting Department
Place 3 Time markers on Accounting Department to gain 6 Money. Accounting Department may be used a maximum of 3 times each round. (Value: 5 Prestige Points)



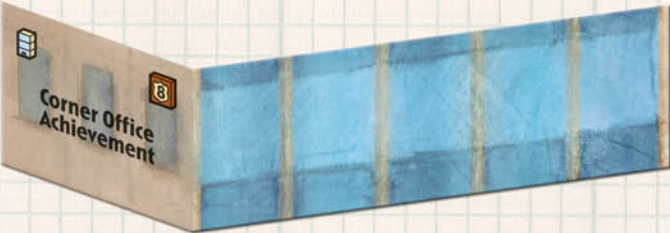
Office Renovation
Place 2 Time markers on Office Renovation to remodel 1 Ground Floor room. Place the Remodeled Room tile over the Ground Floor room on the Player board. Office Renovation may be used a maximum of 3 times each round. (Value: 5 Prestige Points)



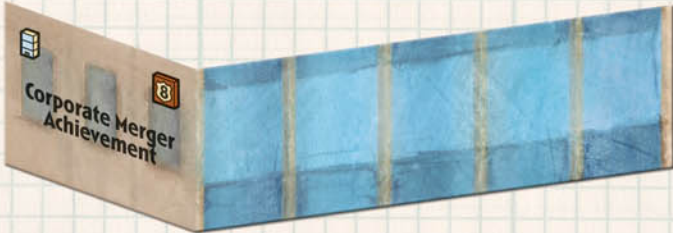
Executive Achievement
At the end of the game, the owner of Executive Achievement scores 2 additional Prestige Points for each "Achievement" Floor Improvement they have purchased, including Executive Achievement. (Value: 5 Prestige Points)



Improvement Achievement
At the end of the game, the owner of Improvement Achievement scores 1 additional Prestige Point for each Remodeled Room on their Ground Floor. T.I.'s do not count toward this bonus. (Value: 5 Prestige Points)



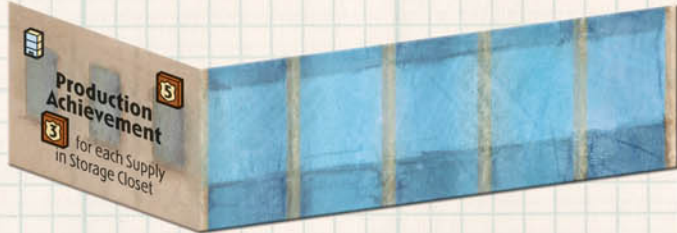
Corner Office Achievement
Corner Office Achievement is worth 8 Prestige Points. (Value: 8 Prestige Points)



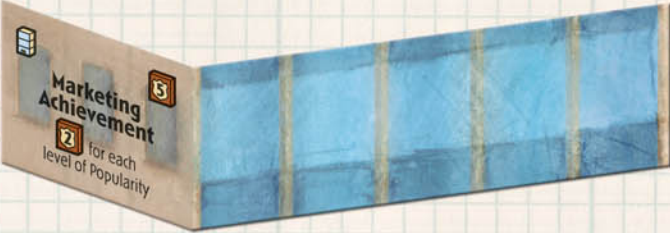
Corporate Merger Achievement
Corporate Merger Achievement is worth 8 Prestige Points. (Value: 8 Prestige Points)



Retention Achievement
At the end of the game, the owner of Retention Achievement scores 1 additional Prestige Point for each employee in their staff, according to the CEO marker on the Employee track. It does not matter if the employees have been trained. (Value: 5 Prestige Points)



Production Achievement
At the end of the game, the owner of Production Achievement scores 3 additional Prestige Points for each Supply in their Storage Closet. (Value: 5 Prestige Points)



Marketing Achievement
At the end of the game, the owner of Marketing Achievement scores 2 additional Prestige Points for each Popularity level they have attained (Value: 5 Prestige Points)



Recommended 1st Game Economic Forecast Deck:

- Stable
- Stable
- Recession
- Recession
- Stable
- Boom
- Stable
- Recession
- Recession

3 Player Rules:

Remove 1 of each
Business Improvement.
Each improvement can
therefore only be owned
by one player

2 Player Rules:

Same as 3 Player plus
no Marketing Bonuses
given out to either player

Recommended 1st Game Economic Forecast Deck

For the first game, instead of a shuffled Economic Forecast deck, players may choose to use a pre-set deck in order to ensure a less harsh economy. Shuffle each type of card separately, then construct the deck in this order (top to bottom):

Stable / Stable / Recession / Recession / Stable / Boom / Stable / Recession / Recession.

Put the remaining cards back in the box, they will not be needed.

Two and Three Player Rules

The standard rules are still valid except:

In a 2 or 3 player game, only 1 copy of each Improvement (Floor and T.I.) is available to purchase. Return additional copies of each Improvement tile to the box during Setup, they will not be needed.

In a 2 player game there is one additional change: Marketing Bonuses are not used.

Neither player will receive a Marketing Bonus, no matter how popular they are.

2 Player Marketing Bonus Variant

Some players may prefer to keep the Marketing bonuses in their 2 player games. For a longer game with bonuses, try these variant rules:

Each round after the **Advertising Agency** is resolved, the **most popular player decides** if Marketing bonuses will be awarded. If so, **each** player chooses a Marketing bonus in Popularity order. If not, no Marketing bonuses are awarded that round.

Glossary

Boom - Economic Boom. A period of significant growth and strong employment stability.

CEO - Chief Executive Officer. Often the founder and primary decision making authority in an organization or business.

Depression - Economic Depression. A period of severe decline and low business activity.

General Stock - Supply of unowned Money and Info tokens, Time markers, Improvement tiles, and Supply cubes.

I.T. - Information Technology. The study, design, development, implementation, support and/or management of computer based information systems, particularly software applications and hardware.

Popularity Order - Order of player markers on the Popularity track, from most popular (furthest to the right) to least popular. On the same space, the player marker on top is "more popular" than a marker below it.

PP - Prestige Point. Unit of measure to quantify the success of a player.

Recession - Economic Recession. A period of contraction and instability.

Stable - Stable Economy. A period of equilibrium when investment equals depreciation, which may occur during a period of growth.

T.I. - Tenant Improvement. Building changes, typically to office, retail, or industrial property, to accommodate specific needs of a tenant, including installation or relocation of interior walls or partitions, carpeting or other floor covering, shelves, windows, etc.

Credits

Game Design:

David Short

Game Development:

Seth Jaffee

Game Art:

Ariel Seoane

Notable Playtesters:

Steve Carlson

JJ Novacek

Michael Eskue

Tim Short

Eileen Short

Playtesters:

Michael Mindes

Mike Schurig

Chris Hall

Mark Albertson

BJ Brumsteir

Lisa Eskue

John Heder

Tyler Morgan



David Short resides in Tucson, Arizona with his wife of 10 years, Eileen, and their two children, Kaia and Micah. He's worked for the last decade as an architect and graphic designer and plans to open his own design firm. He has a passion for sports (specifically basketball, tennis and volleyball), photography and of course board games.

David would like to thank...

His Creator for providing him a path to victory. His wife for her endless love, support and encouragement in this endeavor. Seth Jaffee for his genuine interest in making this the best game it could be. Michael Mindes for his dedication to making a good product. Ariel Seoane for going above and beyond to make this game look incredible. His family and friends for the joy they bring him. His local F5 gaming group for all the laughs and support. The local Gamesmiths design group for all the playtesting and comments.

And to everyone that sits down to play this, thanks for giving a first time designer a try. Hopefully it will be a great excuse to gather friends and family around the table for an enjoyable time.

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90 - 120 Minutes · 2 - 6 Players · Ages 12+

