

Photocopiable activity

Business start-up game

Rules

Play in groups of four or five.

You need a die for each group and one counter for each player.

- 1 Take turns to throw the die and move to a square.
- 2 Follow the instructions on the square.
- 3 Explain the meaning of the word(s) in **bold** to the other players. If you explain the word(s) correctly (according to the other players or your teacher), you get 10 points.
- 4 If another player has already landed on the square and explained the word(s) in **bold**, you can't earn the extra points.
- 5 You needn't throw the exact number to reach Finish.
The first player to reach Finish gets 100 points.
The second player gets 60 points.
The third player gets 30 points.
- 6 When the third player reaches Finish, the game ends. The winner is the player with the most points.

| START | | | |
|---|--|---|---|
| 1 Your market research consists of asking your friends and family if they think your business idea is a good one. Miss a turn. | 2 You spend several days cold-calling potential customers to see if they would buy your product. Go forward to 6. | 3 You've spent a couple of weeks investigating the competition . Go forward to 10. | 4 You haven't done any market research because your intuition tells you your idea is a good one. Return to START. |
| 8 You've spent several months testing people's reactions to your samples . Go forward to 12. | 7 You've spent all your savings by using a market-research firm . You're still waiting for their report. Return to START. | 6 | 5 When you ask for a start-up loan , your bank asks to see a more detailed business plan. Miss a turn. |
| 9 You've found a business angel . Unfortunately, he wants a 50% share in the business. Return to 6! | 10 | 11 Your family is prepared to put up the finance . Go forward to 15. | 12 |
| 16 You've been given a business development grant . Go forward to 20. | 15 | 14 You've just quarrelled with your business partner. Miss two turns. | 13 You have decided not to raise finance . You're going to build up the business little by little. Go to 20, then miss a turn. |
| 17 You've opened your offices in the city centre. A good location, but your rent is prohibitive . Go back to 10. | 18 You've decided to run your business from your spare bedroom until you can afford somewhere better. Go forward to 20. | 19 You've spent all your start-up finance on a state-of-the-art computer . Go back to START. | 20 |

continued on next sheet

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| 24 Your suppliers have just gone bankrupt . Miss two turns while you find new ones. | 23 Your assistant has just found a better-paid job . Miss a turn while you find a replacement. | 22 The building inspectors say that your premises are not safe. Go back to 15. | 21 The telephone company will take two months to install a phone line. Miss a turn. |
| 25 Your business is growing steadily but well by word of mouth . Go forward to 29. | 26 You've done a mail shot to hundreds of potential customers. Most have gone in the bin without being read. Go back to 20. | 27 Your ads in the local paper have aroused some interest. Go forward to 31. | 28 The regional TV station has done a piece about you. Go forward to 31. |
| 32 Your nephew spent last Saturday handing out leaflets in the street. Go forward to 35. | 31 | 30 Your old boss wants you back. She offers you twice your previous salary plus some excellent perks . Miss a turn while you think about it. | 29 |
| 33 Your business is growing fast. You need to take on new staff. Go forward to 35. | 34 You've spotted another gap in the market , but you'll need more finance. Go back to 12. | 35 | 36 Your partner has disappeared with all the cash . Go back to 10. |
| 40 Your profits are up 200%. Go forward to 48. | 39 Interest rates on mortgages have gone up. Go back to 35. | 38 You've just landed an excellent new contract. Go forward to 50. | 37 You've been expanding too fast and have run into cashflow problems . Go back to 35. |
| 41 Supplies have been interrupted due to a transport strike . Miss a turn. | 42 Your website is attracting hundreds of hits and plenty of new customers. Go forward to 50. | 43 Your assistant is off on 16 weeks maternity leave . Miss a turn while you take on a temporary replacement. | 44 The tax inspectors want to check that you've been paying all your VAT . You have! Go forward to 50, then miss a turn. |
| 48 | 47 Sales doubled in the first quarter . Go forward to 55. | 46 A competitor has opened up in the same street and is undercutting your prices . Go back to 35. | 45 You have been named 'Young Entrepreneur of the Year'. Go forward to 55. |
| 49 An American multi-national offers you \$10 million for your company. Accept and go to FINISH. | 50 | 51 You have decided to set up as a limited company . Miss a turn due to paperwork. | 52 There is a fire in your office. Miss two turns while you claim on insurance . |
| 50 You're suffering from stress due to overwork . Miss a turn while you take a holiday. | 55 | 54 A bright new graduate trainee is making your company prosper. Go forward to 55. | 53 You urgently need to invest in expensive new equipment. Go back to 31. |
| FINISH | | | |