

INSTRUCTION MANUAL FOR PRO



***Fostering an Entrepreneurial Mindset
through Active Gameplay***

INDEX

- › Introduction
- › Contents
- › Concept
- › Winning criteria
- › Bank
- › Play
- › Rules of the game

INTRODUCTION

Moonpreneur is an educational board game that has helped hundreds of children, young adults, and adults gain financial literacy and stimulate an entrepreneurial mindset in a fun way. Financial literacy is crucial and should be nurtured in children right from a young age. Sadly, there are hardly any tools available to teach children on this subject and make it enjoyable at the same time.

As education, games, and activities online consume most of the time and attention of youngsters today, it is crucial that they disconnect from the virtual world as gaining social skills is equally important and a board game like Moonpreneur has encouraged learning and interaction among children and families. It is the need of the hour that children learn offline through experiences and Moonpreneur simulates such a learning environment.

Moonshot Junior [The company behind Moonpreneur] takes pride in nurturing financial literacy and fostering an entrepreneurial mindset in children. This educational and fun board game makes learning financial concepts entertaining for children, who otherwise, don't get a chance to indulge in it.

During the course of the game, players will move through various phases – from selecting appropriate educational qualifications to running a business; from buying insurance to protecting their business and assets; to deciding whether to set-up a factory and of what products, etc. The Players will be exposed to a wide range of topics that will sharpen their financial literacy and entrepreneurial skills, thus enriching and empowering them.

PLAYERS WILL LEARN ABOUT:



Financial literacy



Entrepreneurial skills



Advertising and sales opportunities to create a buzz about their product/brand/business



How to handle the crisis



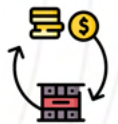
Profit and loss



Taxation



Recession



Product buying and selling



Supply chain management



Compliance & Trademark Frauds



And much, much more

CONTENTS

- ▶▶▶ Money*75
- ▶▶▶ Board*1
- ▶▶▶ Dice*2
- ▶▶▶ Players pieces*6
- ▶▶▶ In-Transit Pouches*6
- ▶▶▶ Bankers sheet*1
- ▶▶▶ Inner Circle Cards
 - ▶▶ Education cards*6
 - ▶▶ Legal set-up cards*10
 - ▶▶ Products & Factory Cards
 - ▶ Factory cards*6
 - ▶ Product sourcing cards*6
 - ▶ Product cards (red)*70
 - ▶ Product cards (blue)*60
- ▶▶▶ Outer Square Cards
 - ▶▶ Positive cashflow*25
 - ▶▶ Negative cashflow*27
 - ▶▶ Advertising cards*10
 - ▶▶ Freelancing cards*15
 - ▶▶ Growth cards*10
 - ▶▶ Car cards*4
 - ▶▶ House cards*4

CONCEPT

The Inner Circular signifies the importance of formal education, product development and the legal setups in any entrepreneurial venture. Product development represents preparation for the product or business that the entrepreneur wants to get into. The inner track is a representation of the phase in life, where the would-be-entrepreneurs work on themselves and potential business opportunities before taking the plunge into entrepreneurship.



The Outer Square is a representation of the day-to-day professional and personal decision-making of an entrepreneur, right from when to buy or sell products, freelance, invest in a house, purchase a car, open a factory, what to do when recession hits, scenarios when the money flows away from them, money received due to new opportunities/events, repercussions of good or bad decisions they had made previously, etc. In short, a simulation of an entrepreneur's day-to-day life.

WINNING CRITERIA

Player with the highest amount of money generated through manufacturing, buying, selling and trading of products wins the game.

BANK

- ▶▶▶ Bank in Moonpreneur is an amalgamation of Bank, Marketplace & an escrow.
- ▶▶▶ Besides the bank's money, the Bank holds all the inner circle and outer square cards (prior to purchase and use by the players).
- ▶▶▶ Bank will collect the taxes, maintenance fee & fines and it will pay out the rents & rewards.
- ▶▶▶ Players can obtain their educational degrees by paying the cost of education to the bank.
- ▶▶▶ Banks sell factories, legal cards, cars & houses at the prices mentioned in their respective cards.
- ▶▶▶ Players can manufacture products in their factories by paying the cost of manufacturing to the bank
- ▶▶▶ Whenever players land on SALE houses, they can deliver the products which they want to sell at the bank and collect money from the bank.
- ▶▶▶ For any financial transactions related to the card picked from any of the 5 card decks, players will receive money from the bank or deposit money at the bank as per the details mentioned on the cards.
- ▶▶▶ In case of shipwrecks where the player had taken insurance, the player can collect the insurance amount from the bank.

WHO CAN BE A BANKER?

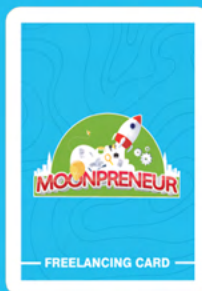
Any one of the players can become a banker.

A banker can also play the game as any other player, however, they have to ensure that their personal belongings are kept separate from bank's belongings.

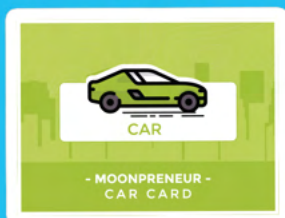
The Banker's in charge of:

Outer Square Card Decks:

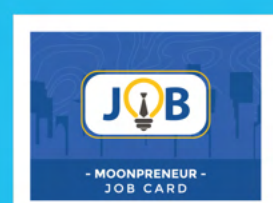
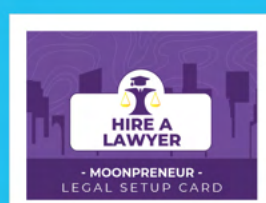
Keep these card decks upside down on their respective locations on the banker's mat



Car & House Cards



Inner Circle Card Decks



The Bank's money



Products



SET-UP

01

Identify banker

02

Give each player :



Cash

\$1500 – to all players.



Products

5 Blue Products



30 Red Products




1 Product Sourcing Card

 [Refer Product Sourcing Card to find out the purchase price & Selling price of products]



In-Transit Pouches

 [In-Transit Pouches – get instant delivery from Amazon. As delivery from Alleybawa takes time as the products are shipped from other countries; the cards have to be kept in the pouch and can be used only after skipping the next selling opportunity]



All remaining, Cash & cards go to bank

* Blue products – In Moonpreneur, premium products are denoted by blue color. These are top of the line products which have high quality & high price

* Red products – In Moonpreneur, entry level, low cost products are denoted by Red color. These are low priced products which meets the intended functionality

💡 [When the market is hot, both Blue & Red color products will sell, when the market is down, red color products will sell more]

**Both In-Transit Pouches & Product Sourcing Cards will come into play when you start playing in the outer square track.

03

Players should choose one token each and place them in the space between the two STARTs



04

Put the dice by the game board.



PLAY!

Who goes first?

- ▶▶ Each player rolls the dice
- ▶▶ The highest roller starts and play moves to the left



On your turn

1. Put your player piece in the Start to declare the area where you want to play ie inner circle or outer square
2. Roll the dice.
3. Move forward that many number of spaces
4. Upon landing on a space, check **THE BOARD SPACES** section of this guide to understand your action.
5. Your turn is over. The player on your left goes next.

Movement between Inner Circle & Outer Square:

Inner to outer – Player can decide to move out at any time by declaring the same before the throw of the dice.

Outer to inner – Player has to land on or cross the Outer Start. Only then on the immediate next turn, the player can move to the inner start.

How to win

Move through the game trying to maximize your asset value. Players can mutually agree to end the game anytime. At the end of the game, all assets will be converted to money as explained below:

- ▶▶ All unsold products will be returned to the bank at 50% of the selling price of those products
- ▶▶ All factories will be returned at their highest set-up cost
- ▶▶ All cars and houses will be sold as per their selling prices mentioned in their cards

And the player with the largest amount of money will be declared as the winner of the game.

RULES OF THE GAME

The players can decide whether they want to start playing in the Inner Circle or Outer Square:

INNER CIRCLE

Formal education

Player can decide to move out at any time by declaring the same before the throw of the dice.



💡 [Getting a degree before setting up your business can help you in gaining benefits later. Refer the education cards for benefit details]

Product Development

Set up your factory and lay a foundation for a successful business venture.



💡 [With your own factories, you can source your products cheaper]

Legal setups

Be on the safer side and utilise legal amenities such as company registration, insurance etc.



💡 [For e.g. Insurance will cover if your inventory is shipwrecked]

Job card

While hunting for the right entrepreneurial opportunities, sometimes an entrepreneur needs to take up a job which will help them to gain subject matter expertise and to build a professional network.



💡 [Reduce your financial risk, earn regular salaries while you setup your business in your spare time]

Upon landing on these squares, you get an opportunity to pay for and keep that card.

OUTER SQUARE

Gameplay assumes that one full round of the outer square track is equivalent to one year.

START

Players can build or buy products whenever they land on or cross START.



- ▶▶ Additionally, from next round onwards they will
 - ▶ Pay 20% of the new cash generated in the current round, to the bank towards tax
 - ▶ Pay annual maintenance fee on the factories, Cars & houses that they own (1 round of the outer square track = 1 year)
 - ▶ Receive salary, if they have a job
- ▶▶ How to calculate New cash generated in the current round
 - ▶ On coming to the START for the first time, count your cash and write it down
 - ▶ On landing on or crossing START next time, count your cash and write it down again
 - ▶ From the current amount of cash, subtract the amount of cash from the previous round. The resulting number is the 'New cash generated in the current round'



Card Decks

- ▶▶ Each of these 5 card deck will be shuffled and kept upside down
- ▶▶ Upon landing on the relevant squares, player can take out the topmost card from that deck
- ▶▶ Read it out loud and follow the instructions (Don't read out loud cards which have "?")
- ▶▶ Keep the card back in the deck at the bottom



Secret Cards

Do not read out loudly the positive cash flow and Negative cash flow cards which have "?". These are secret cards and players should keep these cards with them for later usage

- ▶▶ Players can use these cards anytime
- ▶▶ Secret Negative cash flow cards can be used to harm other players by reading out loud and by giving that card to any other player
- ▶▶ Player to whom the secret Negative card is given will have to lose money as mentioned in the card. However, if they have corresponding Secret Positive card, then they will be protected from any harm
- ▶▶ These cards can be used only once. After usage, these cards will be added to the bottom of the respective card decks.



Products Build / Buy

- ▶▶ The number on each product card denotes the number of products; i.e. Red product cards which have 5 written on them represent 5 products (i.e. 5 Smart TVs)
- ▶▶ Players can build the products in their factories or buy products using product sourcing cards
- ▶▶ Players can trade products among themselves anytime



Buying from Alleybawa

- ▶▶ If a player buys from Alleybawa, then the products will be delivered in the pouch which denotes that the product is in transportation
- ▶▶ During transportation, player will miss out on one sales opportunity and have a risk of getting shipwrecked
- ▶▶ Upon landing on a sales opportunity, players can take out the products from the pouch and keep the products outside. However, player can sell or trade these new products from next turn onwards only



Shipwreck

This implies that the ship that was carrying the cargo of the player got shipwrecked and all the goods in the vehicle got damaged:

- ▶▶ Player will have to return all product cards that are in their In-Transit Pouches to the bank
- ▶▶ If the player has an insurance card, then player will get, from bank, an amount equal to 100% of the sales value of the product cards returned
- ▶▶ If the player did not have any insurance card, then the player will not get any refund from the bank



Products Sell

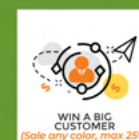
- ▶▶ Players can sell the mentioned quantity of specific color's products to bank at their selling price



Recession

This denotes the start of the recession period. Its impact will be applicable to all the players. During recession, people tend to put off purchase of premium products as a lot of people lose jobs during this period:

- ▶▶ Recession starts whenever any player lands on recession square
- ▶▶ During recession, only Red color products can be sold
- ▶▶ All jobs will be lost (and job cards will be submitted to banker)
- ▶▶ Selling price of Car & House is impacted
Recession ends whenever any player lands on – Business is Booming, Win a big customer, Presidential Stimulus, Black Friday



Win a big customer, Black Friday

- ▶▶ You have hit a jackpot!!! You can sell max up to 25% of products that you have



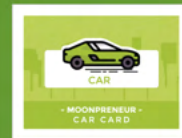
House

- ▶▶ Players can purchase any House from the available options
- ▶▶ Whenever players cross this square, they will receive Rent from the bank
- ▶▶ House owners have to pay the annual maintenance fee to the bank whenever they cross START



Car

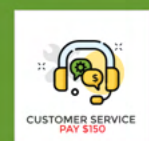
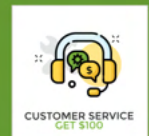
- ▶▶ Players can purchase any Car from the available options
- ▶▶ Whenever players cross this square, they will receive Rent from the bank
- ▶▶ Car owners have to pay the annual maintenance fee to the bank whenever they cross START



Customer Service

Customer service is a touch point with the customers. Positive or negative feedback from customers affect the brand image which in turn affects the sales of the products

- ▶▶ These squares denote the good and bad scenarios due to customers feedback



Compliance & Trademark Frauds

Ensuring all legal compliance is necessary so that we are not on the wrong side of the law. Similarly, while doing our business, we should not infringe on other companies trademarks

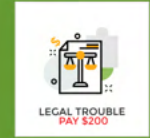
- ▶▶ Any player who has a Law Degree or a company Registration card or Trademarks & patents card will not have to pay any fine
- ▶▶ Others will have to pay a fine of \$200



Legal Trouble

When companies become successful, they also start attracting frivolous law-suites that are filed solely for the purpose of either harming the business by generating negative publicity or for extracting money.

- ▶▶ Any player who has a Law Degree or Hire a Lawyer card will not have to lose any money
- ▶▶ Others will have to pay \$200



Tax Fraud

Businesses have to be very careful with their tax filings. Any historical mistakes in these can lead to tax evasion law-suites. Such law-suits affect the brand image and trust

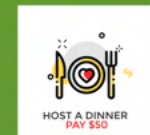
- ▶▶ Any player who has a Law Degree or Hire a Lawyer card will not have to lose any money
- ▶▶ Others will have to pay \$200



Host a Dinner

Celebrate life. Host your customers, your colleagues or your families for dinner. These are good for relationship building

- ▶▶ Pay the amount mentioned in the "Host a Dinner" square on the board



We have purposely not made the game very rigid. While playing, you will encounter scenarios where the interpretation of some rules may depend on the players themselves, e.g. how to handle small denominations of currency, how to determine the tax amount to be paid to the unit digit etc. Life is always open to interpretation and above examples are some scenarios that we have left for players to interpret themselves. You will realize that some of the questions which you come up with, are actually the learnings from the game. Do let us know which scenarios you have encountered and what you have learned from them.

Please visit www.moonpreneur.com to download the latest version of the Instructions Manual.

