

HOOK

STARTUP

A business-satire deck-building game where players compete for limited clients and investors.

SPECS: PLAYERS/AGE/TIME

PLAYERS: 2-6

AGE: 13+

TIME: 45-75 MIN

Startups do not quietly build engines side by side. Compete for the same clients, fight for investor hype, disrupt each other's momentum, and react to market shocks.



PREMISE

Each player grows a startup across sixteen financial quarters.

Hire employees into your deck, build widgets, lure in shared clients, compete for investors, and adapt when market trends rewrite the economy.

The theme carries the rules: employees make resources, clients demand interest, widgets, and sales, hype attracts funding, and the final score is company value - cash plus the team you built.

CATEGORIES

Competitive deck-building

Interactive engine-building

Business satire

Tactical card game

Asymmetric founder powers

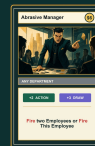
Market/event driven economy

PLAY THE GAME



Scan to play

COMPONENTS



Employees



Clients



Founders



Markets

- Card Decks: Employees, Clients, Founder Traits, and Market Trends
- Trackers: Hype and Round
- Tokens: Money, widget, interest

Hire your team. Fight for clients. Survive the market.

Physical prototype available upon request

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