The Business Model Canvas Board Game (Basic Version)

Description

Welcome to the BMC Boardgame manual. This is a game developed by Trilogames, focused on teaching the Business Model Canvas to students of all ages and for entrepreneurs who still don't know about the Canvas, as well as for trying to give you ideas for new businesses.

This basic Version is optimal for teaching the Business Model Canvas Basic concepts, such as what concepts are to be used in each module, and how each concept relates to the other modules.

The Advanced Version, under current development and included to every backer in the Kickstarter Campaign as one of the upgrades, will be more realistic in how a real startup works to improve their Value Proposition, what every improvement demands to each module and how it affects the Business Model, and the stability of the company. This Advanced Version is under development and is more fit for advanced students/users/players who already know the basics of the Business Model Canvas.

Objective

The objective of the game is to be the first to complete your business model canvas for your startup. You do this buying the Module cards in the shared market and playing them in your board to match or exceed the values that your Value Proposition Card sets for each Module. When you match or exceed every Module requisite in your Value Proposition, you win the game.

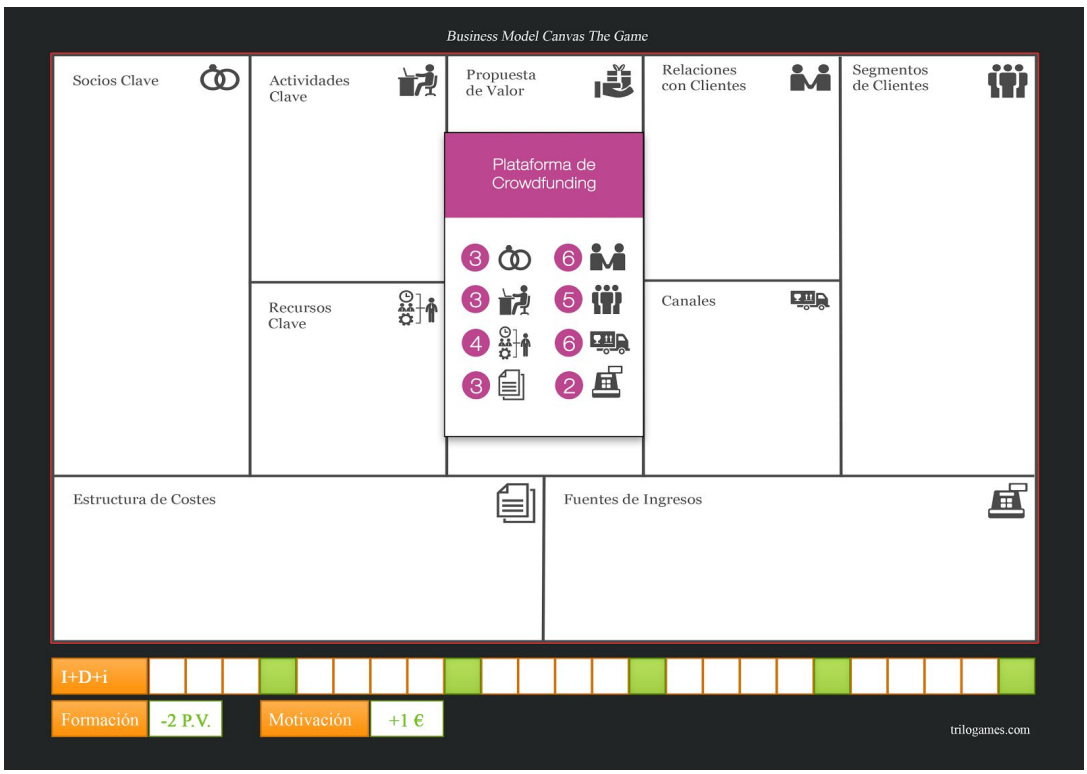
Rules

Preparation

A full set of the BMC Boardgame will allow games for 2 to 3 players. For games involving 4 to 6 players, you'll need two printed sets, so there are enough cards for every player to complete the game. You can play up to 4 players using a single printed set, knowing that the number of cards will not be enough for every player to complete the game, and therefore, the game can end in a draw, as the players "block" all the resources (Module Cards) without any player achieving the win condition.

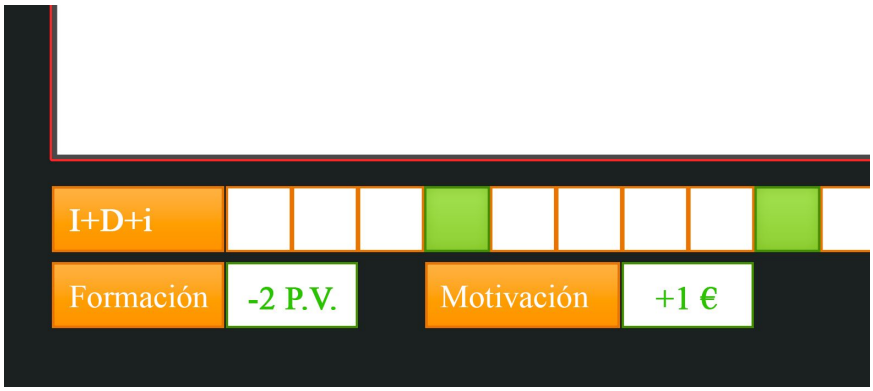
Each player gets his Business Board. Shuffle every Black Swan effect card and put them in a pile facing down in a common area accessible to every player. Shuffle the Module cards and the Black Swan Buying cards in a single deck, and put it facing down in a common area accessible for every player. This deck/pile will be known as the **Market Deck.**

Shuffle all the Value Proposition Cards and deal one at random to every Player. (**Variation:** You can deal two Value Proposition Cards, and have every player to choose one and discard the other one.) This Value proposition will be the one that defines each win condition for this game. Put the rest of the Value Proposition cards away. Each player then plays his value proposition in the Value Proposition Area in their board.



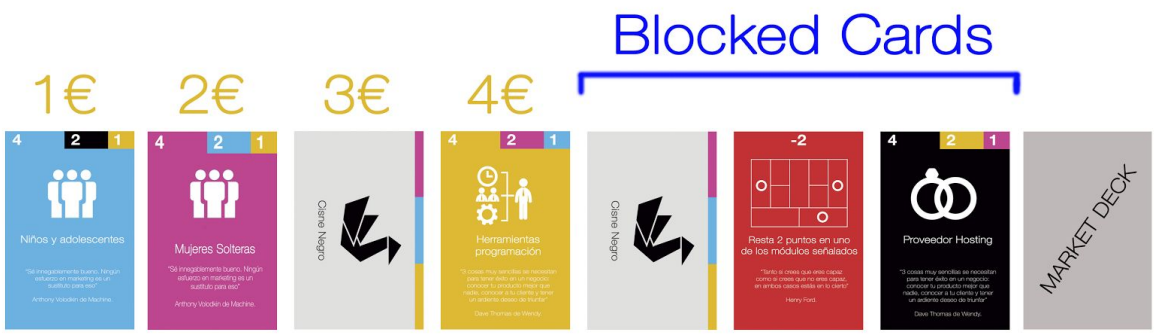
The Value Proposition card shows 8 values, representing every module in the business model canvas. Each module is represented by an icon, and a color.

When every player has been dealt their Value Proposition, each player may use their Business tokens to define their company advantages. In the bottom left section of every player board, you'll see two boxes "Formation: -2 VP" and "Motivation: +1€/turn".



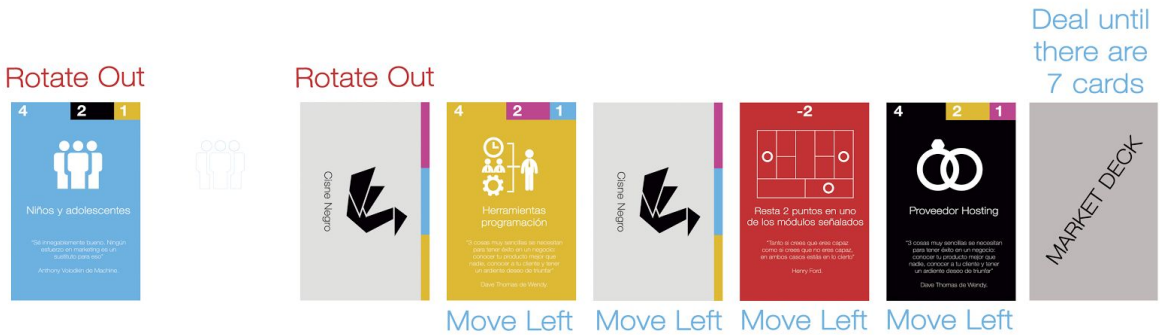
Every Player starts with two tokens, that can be played at any moment in those two boxes, so the players will have the starting advantage of each trait for every token spent on those traits. Once spent, the player gains the benefit of the trait and it cannot be removed. Players must show place their tokens in a visible place if they haven't played them yet. If a player gains a new token via Black Swan, he has to do the same: Playing it whenever he wants, and placing the token in a visible place if it's not assigned to a trait.

When every player is ready, and the players have decided who will be playing first, put 7 cards from the **Market deck, facing up** in a line in front of the deck, like in the following image.



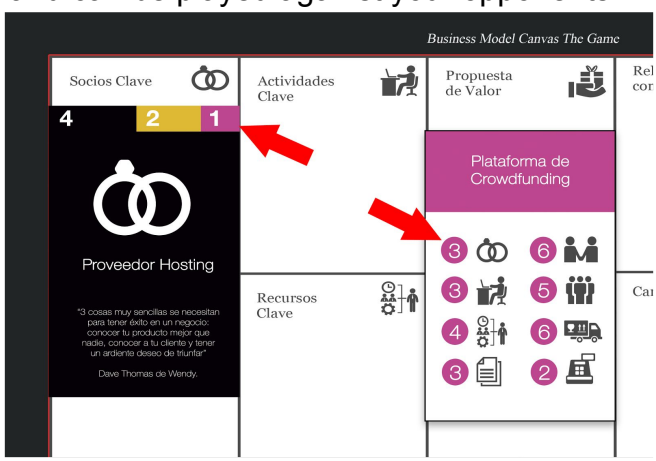
These cards are the market cards. The market cards can be bought by the player during his turn. The cards are valued in relation to their position in the line, being the

3 rightmost cards in the line banned from buying, (unless being as a result of a swan card). The 4 leftmost are up to being bought, and the cards go up in price being cheaper the left the card is in relation to the deck. The leftmost card in the set costs 1€ to be bought, and the costs is being increased by 1€ for each step to the right.
Every turn, you remove the two leftmost cards in relation to the deck, and put them in a discard pile, move the rest of the cards to the left, and put cards facing up until there are seven market cards.



Initially, every player has 2€ per turn to buy cards or invest in R+D (amount that can be upgraded by using the company traits, temporarily with Black Swan effects, or with their R+D bonuses). Each player can distribute their budget at will. Each R+D point costs 1€.

Each player buys and plays the module cards on the corresponding module of their board. Each module card will show values in 3 colors. The only values that will count for the win condition are the values matching the Value Proposition color, for each module. There is an exception which is the red color, which counts as a negative value for a module, and can be played against your opponents.



Players can also buy Black Swan Buy cards, that will allow them to immediately draw a Black Swan effect card. Depending on the Black Swan drawn, the player may keep it or may have to play it immediately.

When a player has completed all his buy actions and does not want to play any card he may be keeping or trait token, his/her turn ends, and the next player starts his turn. Players take turns until one of them achieves the win condition, or there are no more module cards left in the deck and discard pile. If the **market deck** runs out of cards, but there are discarded module cards in the discard pile, reshuffle the discard pile and place it as the market deck again.

R+D

The R+D bar in the bottom place of each board can be filled by spending your budget at will, every turn.

You'll move a token through the bar starting from the left starting square, colored in orange and with the R+D name on it, and moving the token one square to the right for each R+D point bought. When the token reaches or surpasses every Green square, he gains a bonus ability. Every Green square represents a bonus, linking to the following effects, which can be also found in a special reference card/sheet. Some of the effects are permanent bonus as long as you keep your token above that marked square, and others allow you to use the ability one time, at a R+D cost, that you'll have to subtract from your R+D bar.

Effects:

1st Green Square: Permanent +1€ per turn to spend.

2nd Green Square: -10 R+D Points: +1 Upgrade token.

3rd Green Square: -2 R+D Points: You can discard any card in the market pile directly and deal a new one. The new card goes directly to the discarded card position (Instead of being the most right card).

4th Green Square:-2 R+D Points: You can swap one card in the Blocked Market Area two positions to the left.

5th Green Square: -7 R+D Points: You can swap a module card in your board with another of the same module in another player’s board.