

# Market Theory™

## Rules Booklet

Bring your money to the market.....

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## Introduction

You're the boss of Market Theory International and are seeking market share in several emerging business markets. Use your savvy business style and sagacious money investing to beat out the other business tycoons, break into the markets, and grow your capital.

## General Description

The game consists of five rounds where players invest their capital to gain a certain percentage of market share. The player that makes the most money after the rounds are completed wins!

## Game Pieces

Market Boards - x5

Percentage Tokens - x20

Money Cards - x62

Die - x1

Money - Various

Reference Board - x1

## Getting Started

- 1) The market game boards are placed face-up in a pile, in random order.
- 2) Each player picks a color and gets their respective market percentage tokens (10 through 40 %).
- 3) Each player gets their correspondingly colored money cards according to the following:

**4 player:** \$10,000 (x2), \$15,000 (x2), \$20,000 (x7) - total is \$190,000 (all the cards)

**5 player:** \$10,000 (x1), \$15,000 (x2), \$20,000 (x6) - total is \$160,000 (remove one of the \$20,000 cards that doesn't have a 'color word' printed on the face.)

- 4) Place market boards on their designated location on the reference board.

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## How to Play

- 1) When the market board is revealed, the die is rolled to determine where the market value will stand:  
  
Roll: 1 or 2 – Green Row  
Roll: 3 or 4 – Orange Row  
Roll: 5 or 6 – Blue Row
- 2) Players now decide how much capital they wish to invest and how much market share (percentage) they wish to pursue.
- 3) Capital that is committed by players for each round is discarded after the round and may not be reused. Market tokens, however, are reused.
- 4) In order for a deal to go through the total minimum investment amount must be reached. If the amount is not met, the deal is broken, and no one gains market share for that round. Players' committed capital from that round is then lost with no return on investment.
- 5) When players have decided their committed capital amount and desired market percentage, they place their money card(s) and percentage token face-down on the table.
- 6) Once all players have committed, the money cards are turned over and summed to determine if the total minimum investment was met.
- 7) If the investment was met, players now turn over their market percentage tokens. Players then receive the amount of money associated with their token percentage.
- 8) If two players play the same percentage they split the money.
- 9) If more than two players play the same percentage, then the market has become flooded for that particular market percentage. The players that played the same percentage receive the money amount listed in the market flood column.
- 10) Once the money is awarded, a new round begins by repeating the above steps. After five rounds players count the money they earned. The player with the highest amount wins!

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## Add-On's

- 1) The game provides three add-on's to enhance market volatility and increase strategic elements. Feel free to play the add-on's you wish.
- 2) Add-on 1: Players may count \$50,000 towards their money total for each money card they have remaining at the end of the game.
- 3) Add-on 2: Players may play with the 'call' and 'put' option cards. The rules to play with these cards is as follows:
  - a) Call Option: Players play their call option card to take another player's market share for that round. To make the play, a player plays their call option card in addition to their invested capital. To indicate which player they are taking from, the player plays the \$20,000 money card with the corresponding color written on it. Players may choose to play multiple \$20,000 cards with colors and then choose after market shares are revealed which player they want to take from.
  - b) Put Option: Players play their put option to collect double the amount of their market share for that round.
  - c) When playing with call and put options the government wishes to get involved. As such there are certain government regulations in place where fines and penalties are incurred when regulations are violated. Refer to the reference board for the breakdown of government regulations.
- 4) Add-on 3: Players may play with the market boards with only three market share options rather than 4. In this case use the corresponding tokens.



Beta 0.0 Release. We'd love to hear your comments and feedback.  
Please send emails to [cavelgames@gmail.com](mailto:cavelgames@gmail.com)

[www.cavelgames.com](http://www.cavelgames.com)

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