The Game of Growth

How to play

- At beginning of the game, choose your field from tech, service and entertainment
- 2. The game lasts 10 turns. One turn represents one week. Your goal is to reach 5000 followers by the end of the game.
- 3. You start with 5000 dollars which will be used throughout the game. If you run out of money, you lose the game
- 4. Game has hack cards, event cards and employee cards.
- 5. The game starts by revealing the event card which has special rules for that turn
- Then, you reveal three hack cards. You may choose to play the cards by paying the cost and rolling the dice.
- 7. Successful hacks can give you money and followers and failing the hack has negative effects
- 8. At the end of the week, reveal an employee card. You may hire the employee by paying the salary immediately. You then start paying the employee each week, before the event card is revealed. If you want to fire the employee, you have to pay the severance fee.
- 9. After you have hired the employee, the turn ends and a new week starts. Pay the employees and reveal an even card (and so on).
- 10. Game ends when 10 turns have passed or if the team runs out money or has gained 5000 followers.

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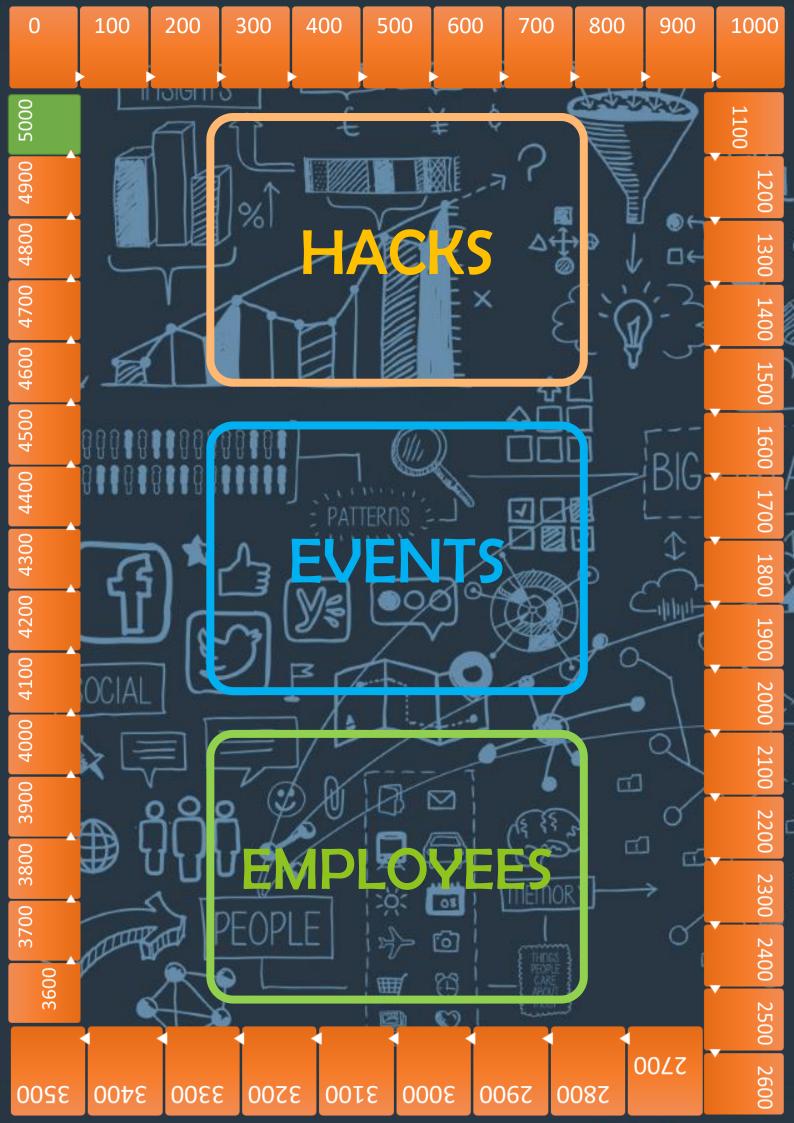
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Downsell at Signup

100\$

Fact is that people are not always

Way to get users share you in their social media channels, is to give them discount for doing it. Choose the discount size to be big enough to be appealing.

Maybe you have potential users who aren't ready to commit just yet. Try to offer them something else. Maybe an ebook or training course? A very limited version of your product? You can then try upselling to them later.

HACK

interested about your product. You should know why. When they are leaving, ask them kindly to tell reasons behind their decision. Why not interested and then what looking for? This data tells you how to improve your thing. Also give change to leave their email, if they want hear updates in future.

100\$

200\$

100\$

+4

Gain 400 Followers

Lose 100 Followers

Gain 200 Followers

Lose 200 Followers

200\$

100\$

Gain 100 Followers

HACK LinkedIn Group Blog Promotion

0\$

Discounts to Influencers

listened by lot of other people. Find influencers in your niche and offer free account) in exchange for some

Gain 600 Followers

HACK

You buy advertisement on the local

newspaper. New customers won't

HACK

Is there still print media?

HACK

release notification, short, appealing

and focused at your story. Watch out for advertising. If site sees your

story interesting enough, you will

Join groups on LinkedIn (you can There are people out there who are join up to 50) in your niche. When you write blog posts on your website, be sure to use a social them heavy discounts (or even a sharing plugin to promote to your groups. promotion.

No, your story do not need to be in paper, niche focused web news sites suit you just fine. Write press

Gain 600 Followers

get lots of new awareness!

Lose 200 Followers

Lose 100\$

Gain 100\$

100\$ +2

Advertisement

know what hit them.

A blog post

You wrote a blog post that you thought was interesting

HACK

THE 2,000 FOLLOWER HACK

HACK

Easy hack for gaining followers at the beginning. Little bit arduous, but cheap. Twitter has following limit of 2000. Follow 2000 users from the same area and same kind of interests. Influencers are the best. Unfollow if they do now follow you back. Repeat until you have 2000 followers yourself.

Gain 100 Followers

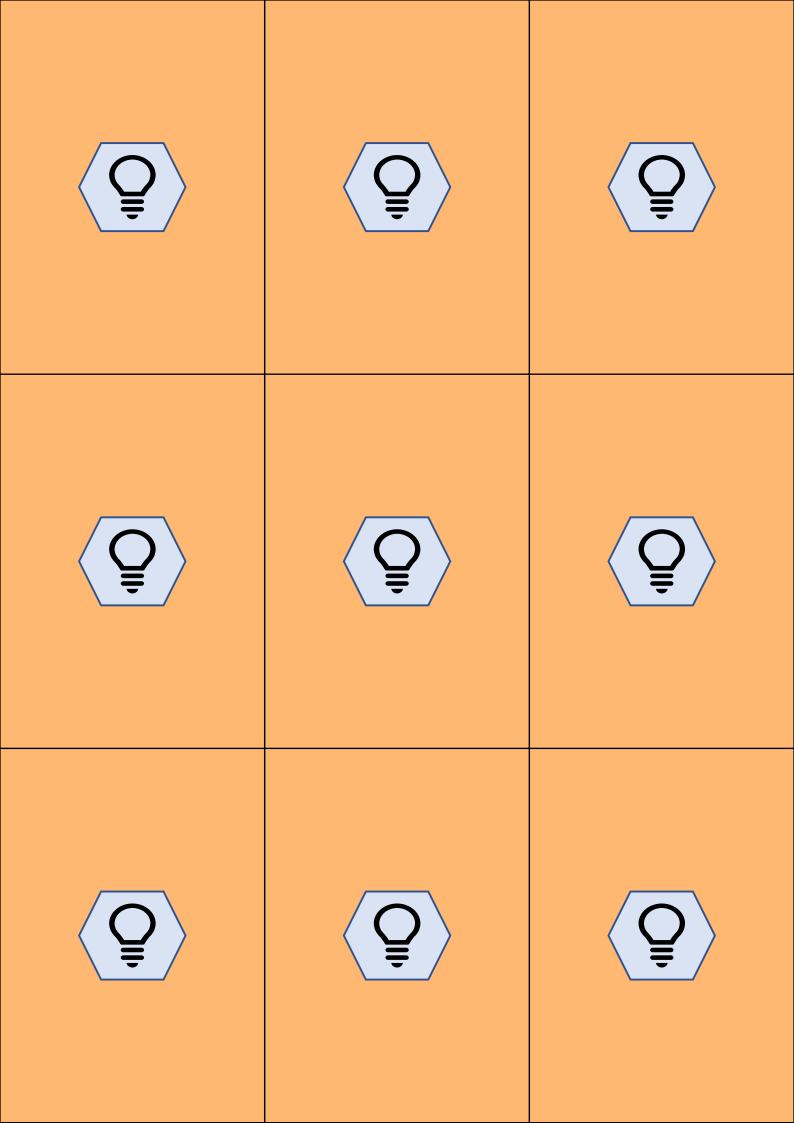
Mail truck drove out from the road. Nobody saw your advertise.

You made a grammar error, Lose 100 Followers

Gain 200 Followers

Gain 300 Followers

Lose 200 Followers





Extended Free Trials

Leaderboards

Let them share!

Allow users to share milestone achievements or something they can be proud of and will want to share.

If a free trial user doesn't convert, send them an email and let them know you've added X number of days to their free trial. Be sure you use this email to guide through getting the most out of your product. Give them little bit more.

HACK

200\$

100\$

200\$

+5

Hack borrowing from the world of video games. Think of ways to showcase your users in a leaderboard format. Give awards to most active users.

HACK

200\$

200\$

200\$

+2



Lose 200 Followers

Gain 300 Followers

Lose 100 Followers

HACK

Ask for Shares in Your Application

Add a message to the top of the

this message." If you've built up a

relationship with your user base and

they like and trust you, they will be

much more willing to help you.

interface to encourage social shares.

"Help us spread the word by tweeting

Gain 600 Followers

Lose 200 Followers



Cold Emailing

This is for early startups. Send 10 to 20 emails per day to your targeted prospects with a personal email. It isn't scalable, but that's ok early on. Spend the time to find their name, reference their business/website, etc.

Gain 100 Followers

95. Downsell at Cancelation

HACK

When a user goes to cancel, offer to keep/store data or push them toward a lower tier instead. If a user has been a customer for X number of months, offer a big discount (50% or so) to stay on their current plan. Make sure it's understood this is a one-time offer and only because they met certain criteria.

Gain 400 Followers

Lose 200 Followers

Lose 100 Followers -100\$

HACK

Gain 300 Followers



100\$

+5

Easter egg marketing

People like secrets and surprises, don't they? Easter eggs mean secrets that are hidden often in games, but today also in applications and services. Try typing "Do a barrel roll" at Google search sometime. Those funny surprises get people to share them to each other, and raise awareness of your product.

HACK

A quick buck

You receive an opportunity to secure more funds for your project but it is bit shady. What will you do?

HACK

Communicate

Communicate as much and as early as possible (live chat, personal emails, etc). By communicating directly with new users, you greatly increase your odds of them converting to a paid user. This is especially true when it comes to free trial users.

Gain 500\$

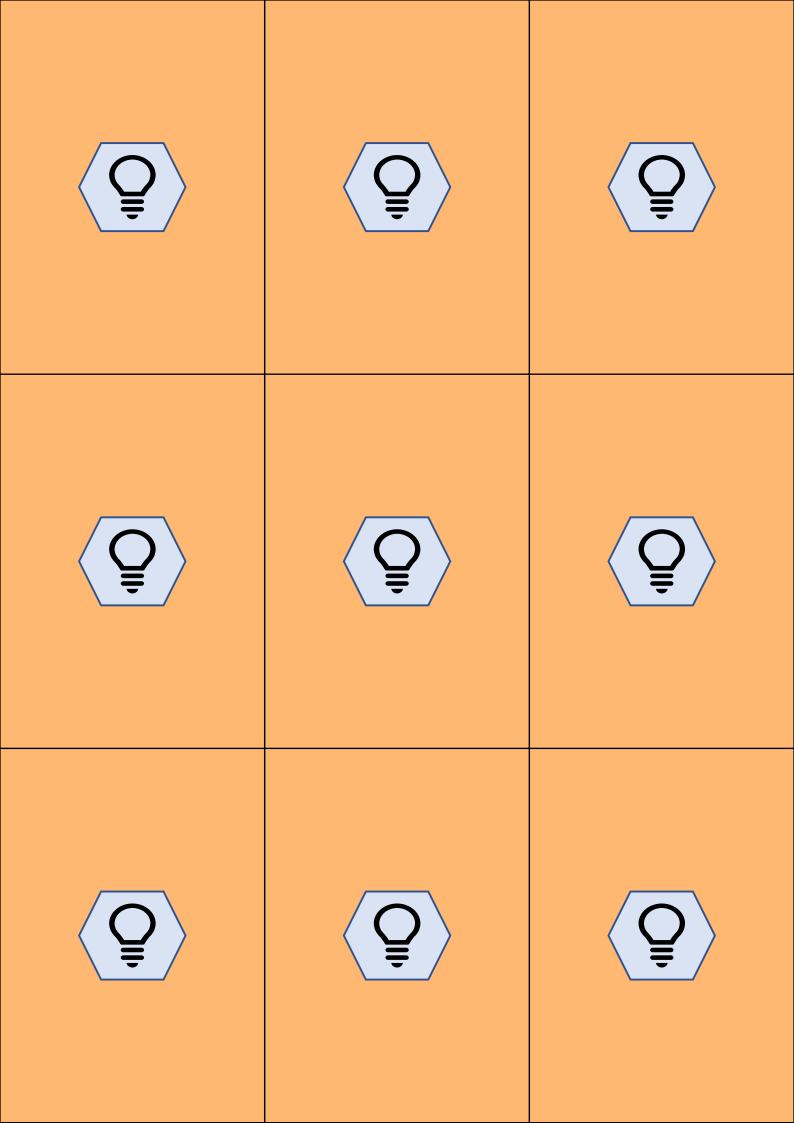
Lose 100\$

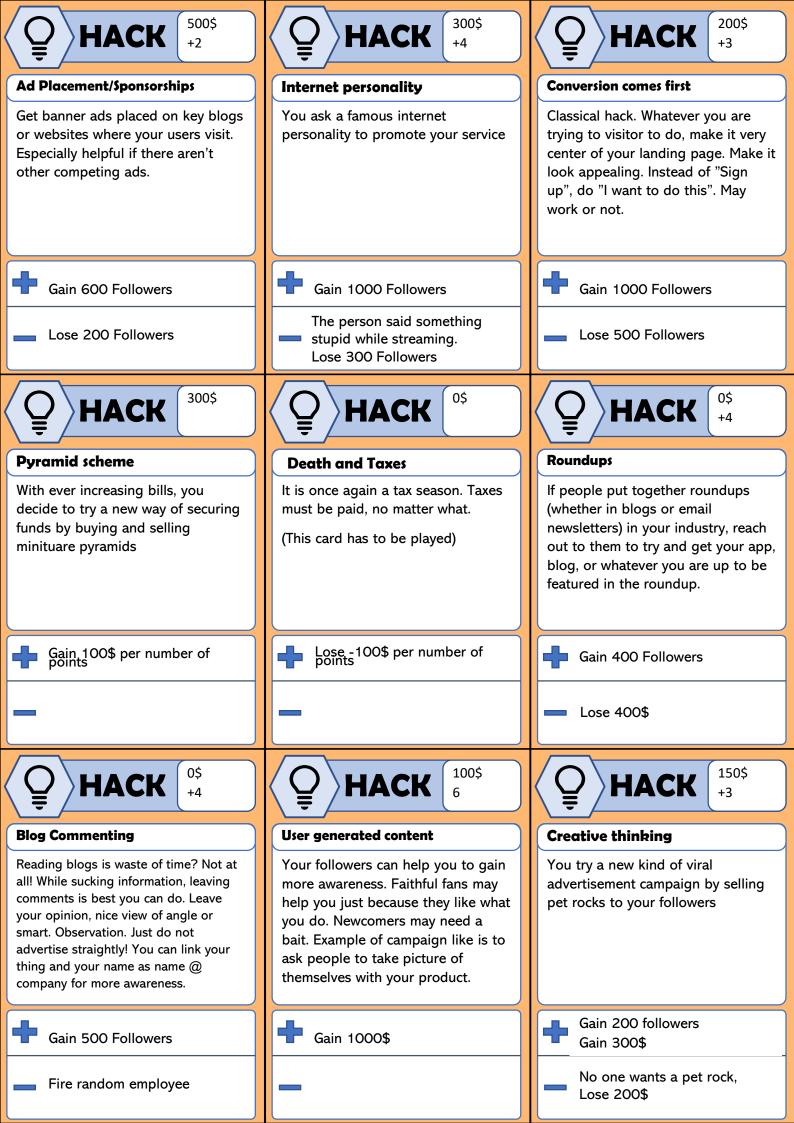
Gain 800 Followers

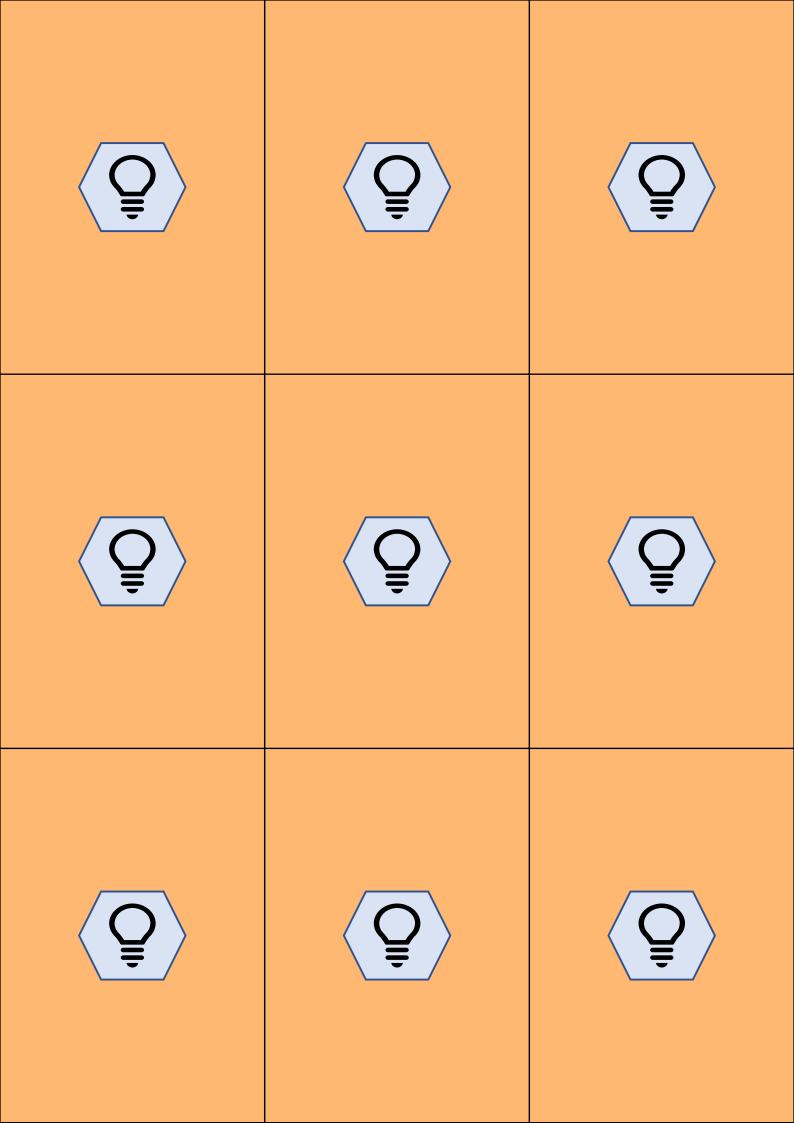
Lose 500 Followers

Gain 700\$

People find out, lose 1000 Followers.









Something in the coffee

Your employees seem really energetic this week. Was the something weird in the coffee?

Employee effects double



Event

Data breach

There was a data breach in your company and some of the files were lost in the process.

Draw one less hack



Event

Angry employees

Your employees seem to be on the edge lately and they are not doing their job properly and tend to burst out to customers

Service gets 100 less Followers and loses 100 more



Event

Power outage

Your office doesn't have power which means you cannot make coffee to keep you awake.

Tech startups cannot use hacks this week



Event

Viral sensation

Your company has been in positive light lately and everyone seems to talk about you

Gain 100 more Followers for each successful hack.



Event

Harsh critics

A major publication wrote a negative article about your company and everyone is judging your actions harshly

Lose 100 more Followers for each failed hack.



Event

Brainstorming

Last week's relaxation day have made it's magic. All employees have been creative like never before.

Draw an extra hack.



Event

You are fired!

Fight! Some sort of a row happened between two employees of the firm. To keep peace in the office, one party of the fight need to go.

Fire randomly an employee.

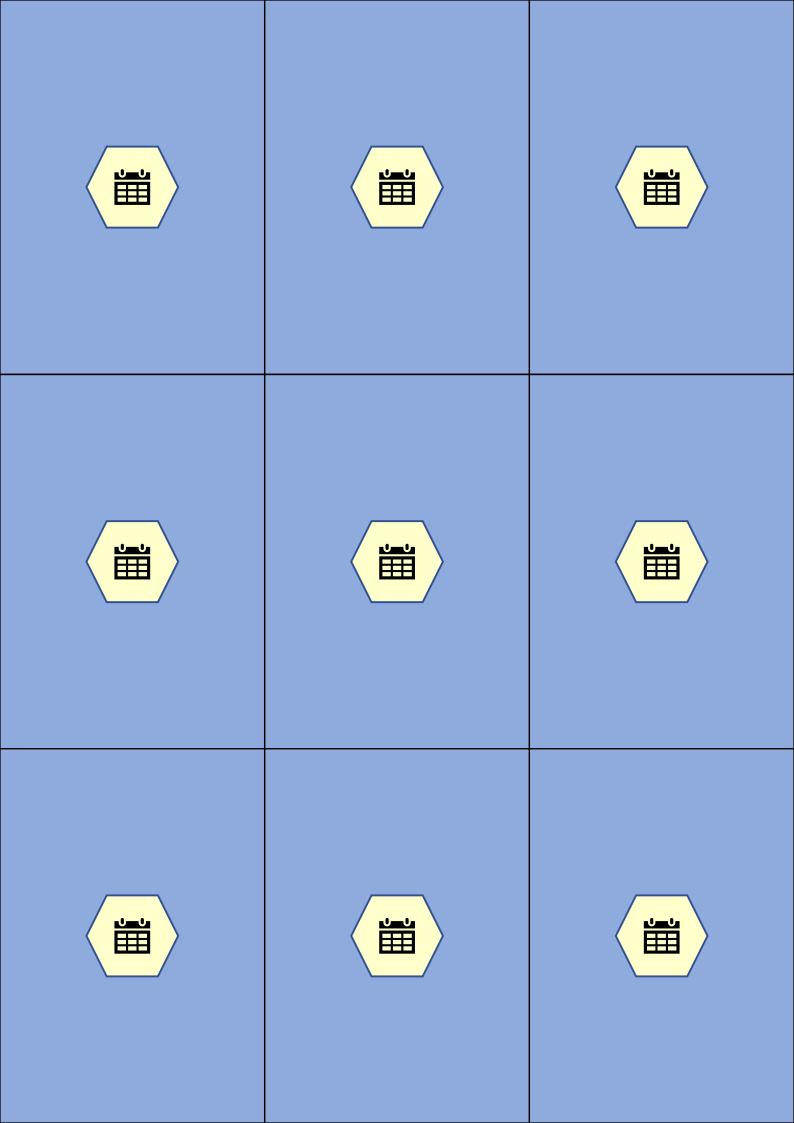


Event

Union's been on strike!

The actors union is on the strike this week, demanding more pay.

Entertainment employees cost double.





No coffee?!

Someone used the last of the coffee and didn't buy more. The work morale is visibly lower because of that.

Employees are lazy, their effects do not count this turn.



Event

Girl power!

You finally fired that perverted old Bob. Your female employees seem to appreciate that.

Each female employee gives you 100 Followers for each successful hack.



Event

Rejoice with the boys

The weekend's trip to the club with the boys seems to have been success

Each male employee gives you 100 Followers for each successful hack.



Event

Wait, who are you again?

Your CEO gave his cousin a job and he is starting today

Hire randomly an employee.



Event

Slow week

Nothing happens this week, no one has any motivation

You gain -50% less Followers.



Event

B-Positive

Your company is on the roll this week, nothing can stop you

Negative effects don't count.



Employee



Rose

200\$

Each week, throw dice:

2= gain 200 Followers

4= Lose 200\$

6= gain 300 Followers, lose -200\$



HACK

100\$ +3

Russian bots

You are desperate for followers and you are ready to try anything to make that number higher so you decide to purchase fake followers from some Russian site



Gain 1000 Followers

Lose 4000 Followers



HACK

200\$

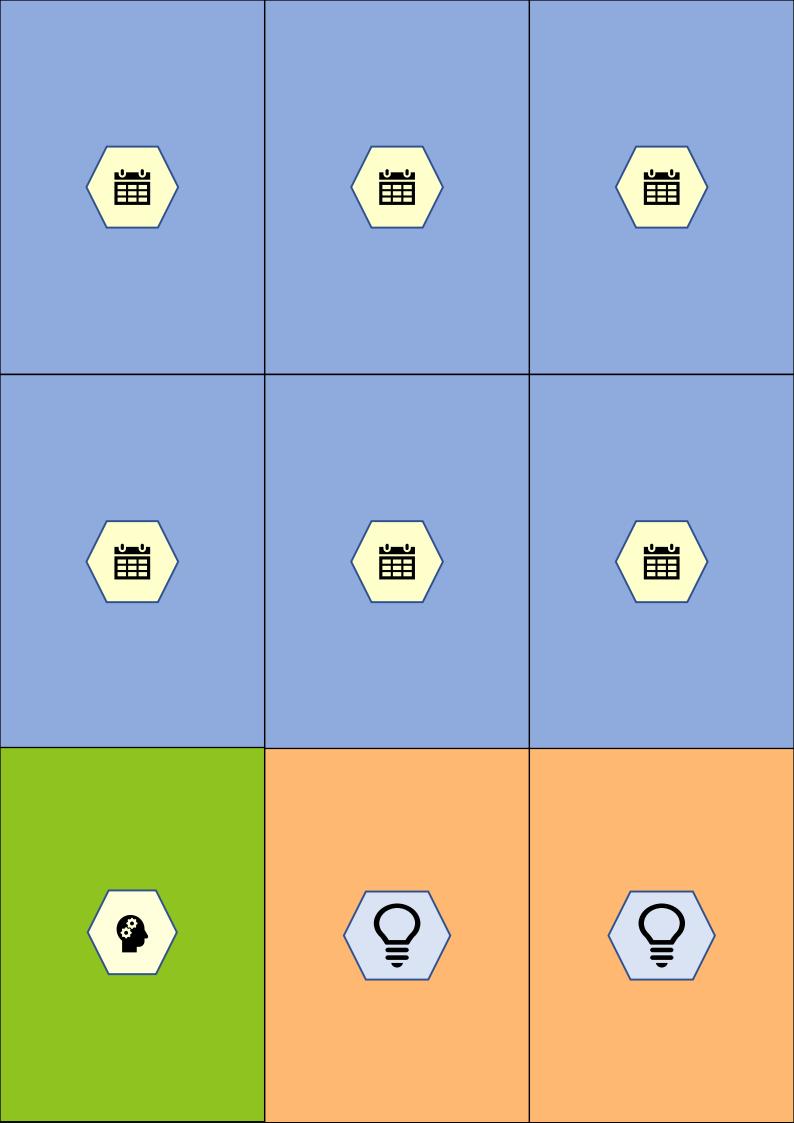
Cinnamon bucket challenge

You saw a video of someone eating bucket full of cinnamon so you decide to take part in this viral sensation on your company's official blog site



Gain 500 Followers

You accidentally said something stupid in the video, Lose 1000 Followers





300\$

One hack free per turn.

Employee

- Sunny
 - 1= +100 Followers
- 3= 100 Followers
- 4= 200 Followers
- 6= +200 Followers



Jennifer

100\$

Nullifies event effect to the term if -100\$ is paid

Employee



Each week, throw dice:

- 1= gain 100 Followers
- 2= gain 200 Followers
- 3= Draw hack card
- 4= Lose 200\$
- 5= Lose 100 Followers
- 6= Fire Dave, lose 200\$

100\$

Employee



Anna 200\$ Anna is an excellent content creator.

Her smooth text and fact that she uses pictures of dog puppies and baby seals gains nice amount of followers every day.

Gain extra 100 Followers for each successful hack.

Employee

Harry

300\$ Expertise in data analysis have made him good at predicting how events

will turn out. Diving in humanitys data have also made him little bit paranoid. He knows things!

Adds one dice number. Choose one dice number. It extends the probalities when playing hack card.

Employee



Laura 200\$

Miraculous expert in the field of social psychology and behavioral science. Knows how get users, but also creates embarrassing situations when accidentally unveiling secret romances between employees by just looking them.

Gain 300 Followers extra by paying 100\$ for each succesful hack

Employee

100\$



George

George is a creative risktaker. He creates daring content which people will love or hate. Only time will tell.

- + 200 Followers for each succesful hack
- 200 Followers for each failed hack

Employee

300\$



Magic Mike

Throw dice twice when playing one hack.

