

The Pitch Game: Instructions

TO START

1. Each player starts with a stack of pennies.
2. Each player picks 3 cards from each pile (goal, content, & audience piles).

CRAFTING A PITCH

3. Each player privately puts together a pitch, an idea for a website. Their pitch should consist of 3 cards from their hand: 1 goal card, 1 content card, & 1 audience card.

PITCH ROUNDS

4. When a pitch round starts, each player puts down the three cards in their pitch and explains it to the rest of the group. It is the player's job to *sell* their idea to the rest of the group. This means the player needs to say more than what is on the three cards. Answer the question: *why should this website exist?*

INVESTMENT ROUNDS

5. Each player leaves their pitch on the table in full view of all players.
6. Each player simultaneously throws 1 penny on the pitch they find most convincing.
Note: a player cannot invest in their own pitch.
 - a. Each player keeps the pennies they earned in that round.
 - b. The player with the most pennies in an investment round gets a bonus penny.
 - c. Each player retires their cards to the bottom of each pile & picks 3 new ones.

END OF GAME

7. Players repeat pitch and investing rounds until the mediator calls the game.
8. The winner is the player with the most pennies when the game ends.