



The Big Nut

As the wise Squi once said:
"Reward is very good!
No reward. no good!"

Acorn Farm

Keep your
Acorns
safe here.

Way better
than any bank!

Squirrelville

Keep your Squirrel Community
engaged to strengthen
your Startup!

Two squirrels are
stronger than
one squirrel!



**Planning
and changes**



**Talking and
marketing**



**Getting
online**



**New ideas
and creativity**

The goal is to keep
Krakargon out of
Squirrelville. All
the **tasks** should
be focused here!

Nutkrakargon



Nutapult

No plan means no production!
Planning. on the other hand,
is better than having no plan.
Hence. let's plan for Production!



Pictures and video



**Talking and
marketing**



**Write and
research**

CHARACTER CARDS

FRONT



MISTER HAS BEAN



MELON MUSK



MEX MAXINA



DART MAKER



WHALE DEGRASSE PYTHON



ANA NYMOUS



SAD TAX



CHARACTER CARDS

BACK



whenever you draw **new ideas and creativity**.
you draw another **action** from the deck!



if any player plays a **new ideas and creativity**.
you draw an **action** from the deck!



if you play an action card with just **one**
squirrel on it. you get **disappointment!**



whenever you play **pictures and videos**.
you draw another **action** from the deck!



you can return up to **3 action cards**
to deck and draw again (per day!)



if you play an action card with just **one**
squirrel on it. you get **disappointment!**



whenever you play **planning**
and **changes**. you draw another
action from the deck!



if a **production task card**
returns to the deck. you
get **disappointment!**



whenever you play **talking**
and **marketing**. you draw another
action from the deck!



if a **community task card**
returns to the deck. you
get **disappointment!**



if **new ideas and creativity** plays by
someone else. you get **disappointment!**



whenever a **reward task card** is played.
you draw an **action** from the deck!



if you play **community task card**
you draw another **action card!**



if an **economy chain reaction** returns to
the deck. you get **disappointment!**



whenever a **production task card** is played.
you draw an **action** from the deck!



if you play **economy chain reaction**.
you receive an extra **acorn coin!**



whenever you play **getting online**
you draw another **action** from the deck!



play actions without restrictions!



if a **startup and business task card** returns
to the deck. you get **disappointment!**

ACTION CARDS FRONT

1	2	3	4	5
<div><p>Talking and marketing</p><p>Play this card and draw an action card</p><div> > </div><div>only with</div></div>	<div><p>Talking and marketing</p><div> > </div><div>only with</div></div>	<div><p>Talking and marketing</p><p>Get disappointment!</p><div> > </div><div>not with</div></div>	<div><p>Talking and marketing</p><div> > </div><div>not with</div></div>	<div><p>Talking and marketing</p><div> > </div><div>not with</div></div>
6	7	8	9	10
<div><p>Talking and marketing</p><p>Play this card and draw an action card</p><div> > </div><div>not with</div></div>	<div><p>Talking and marketing</p></div>	<div><p>Talking and marketing</p><div> > </div><div>not with</div></div>	<div><p>Talking and marketing</p><div> > </div><div>not with</div></div>	<div><p>Talking and marketing</p><p>Throw out an action card</p></div>

ACTION CARDS BACK

5	 <p>Squirrel Ville</p>	4	 <p>Squirrel Ville</p>	3	 <p>Squirrel Ville</p>	2	 <p>Squirrel Ville</p>	1	 <p>Squirrel Ville</p>
10	 <p>Squirrel Ville</p>	9	 <p>Squirrel Ville</p>	8	 <p>Squirrel Ville</p>	7	 <p>Squirrel Ville</p>	6	 <p>Squirrel Ville</p>

ACTION CARDS FRONT

11



Write and research

 > 

not with

12



Write and research

 > 

not with

13



Write and research

 > 

not with

14



Write and research

 > 

only with

15



Write and research

 > 

only with

16



Write and research

Throw out an **action card**

 > 

not with

17



Write and research

 > 

not with

18



Write and research

 > 

not with

19



Write and research

Play this card and draw an **action card**

 > 

only with

20



Write and research

Throw out an **action card**

 > 

only with

ACTION CARDS BACK

15	14	13	12	11
 Squirrel Ville	 Squirrel Ville	 Squirrel Ville	 Squirrel Ville	 Squirrel Ville
20	19	18	17	16
 Squirrel Ville	 Squirrel Ville	 Squirrel Ville	 Squirrel Ville	 Squirrel Ville

ACTION CARDS FRONT


21	22	23	24	25
 <p>Getting online</p>	 <p>Getting online</p> <p>not with </p>	 <p>Getting online</p> <p>only with </p>	 <p>Getting online</p> <p>not with </p>	 <p>Getting online</p> <p>not with </p>
26	27	28	29	30
 <p>Getting online</p> <p>only with </p>	 <p>Getting online</p> <p>Get disappointment!</p>	 <p>Getting online</p>	 <p>Getting online</p> <p>not with </p>	 <p>Getting online</p> <p>Play this card and draw an action card</p> <p>not with </p>

ACTION CARDS BACK

25	 <p>Squirrel Ville</p>	24	 <p>Squirrel Ville</p>	23	 <p>Squirrel Ville</p>	22	 <p>Squirrel Ville</p>	21	 <p>Squirrel Ville</p>
30	 <p>Squirrel Ville</p>	29	 <p>Squirrel Ville</p>	28	 <p>Squirrel Ville</p>	27	 <p>Squirrel Ville</p>	26	 <p>Squirrel Ville</p>


ACTION CARDS FRONT

31





Pictures
and video

32




Pictures
and video



 > 

only with

33




Pictures
and video

 > 

not with


34





Pictures
and video

Throw out
an **action card**

35




Pictures
and video



 > 

only with

36




Pictures
and video

 > 


not with

37





Pictures
and video

38




Pictures
and video

 > 

not with


39





Pictures
and video

Throw out
an **action card**

40



Pictures
and video

 > 


not with

ACTION CARDS BACK



35	 <p>Squirrel Ville</p>	34	 <p>Squirrel Ville</p>	33	 <p>Squirrel Ville</p>	32	 <p>Squirrel Ville</p>	31	 <p>Squirrel Ville</p>
40	 <p>Squirrel Ville</p>	39	 <p>Squirrel Ville</p>	38	 <p>Squirrel Ville</p>	37	 <p>Squirrel Ville</p>	36	 <p>Squirrel Ville</p>

ACTION CARDS FRONT

41




New ideas
and creativity

 > 


only with

42




New ideas
and creativity

43




New ideas
and creativity

44





New ideas
and creativity

45




New ideas
and creativity



 > 

not with

46




New ideas
and creativity

 > 

not with


47



New ideas
and creativity


Get disappointment!

48





New ideas
and creativity

49




New ideas
and creativity

 > 

not with

50



New ideas
and creativity

Play this card and
draw an action card

ACTION CARDS BACK

45	 <p>Squirrel Ville</p>	44	 <p>Squirrel Ville</p>	43	 <p>Squirrel Ville</p>	42	 <p>Squirrel Ville</p>	41	 <p>Squirrel Ville</p>
50	 <p>Squirrel Ville</p>	49	 <p>Squirrel Ville</p>	48	 <p>Squirrel Ville</p>	47	 <p>Squirrel Ville</p>	46	 <p>Squirrel Ville</p>

ACTION CARDS FRONT

51



Planning
and changes

 > 

only with

52



Planning
and changes

 > 

not with

53



Planning
and changes

 > 

not with

54



Planning
and changes

 > 

only with

55



Planning
and changes

Throw out
an **action card**

56



Planning
and changes

 > 

not with

57



Planning
and changes

Play this card and
draw an **action card**

58



Planning
and changes

 > 

not with

59



Planning
and changes

 > 

not with

60



Planning
and changes

Play this card and
draw an **action card**

 > 

not with















































ACTION CARDS BACK

55	54	53	52	51
 <p>Squirrel Ville</p>	 <p>Squirrel Ville</p>	 <p>Squirrel Ville</p>	 <p>Squirrel Ville</p>	 <p>Squirrel Ville</p>
60	59	58	57	56
 <p>Squirrel Ville</p>	 <p>Squirrel Ville</p>	 <p>Squirrel Ville</p>	 <p>Squirrel Ville</p>	 <p>Squirrel Ville</p>



  <h2>EVENT</h2> <p>Plan an event for the campaign to reach out to more people!</p>   <p>C5</p>	  <h2>LIVE MUSIC</h2> <p>Dj Nu Nuts has a live music at All Nuts Club. Maybe she can promote our campaign there!</p>  <p>C4</p>	  <h2>SOS MESSAGE!</h2> <p>Send personal messages to all your connections on social-media.com</p>    <p>C3</p>	  <h2>ARTICLE</h2> <p>Write an article for Squir Times! Make it outstanding!</p>   <p>C2</p>	  <h2>RADIO ACORN</h2> <p>Announce the campaign on the radio to reach out to more Squirrels!</p>  <p>C1</p>
  <h2>UPDATE</h2> <p>Update all your profiles on social-media.com about the campaign!</p>    <p>S2</p>	  <h2>NUTS RAISER</h2> <p>Prepare the materials for the campaign page on nutsraiser.com</p>    <p>S1</p>	  <h2>NEWSLETTER</h2> <p>Inform and update Squirrels with a newsletter!</p>    <p>C8</p>	  <h2>LOCALS</h2> <p>Stores and locals might help us with the announcements!</p>    <p>C7</p>	  <h2>CIRCLES</h2> <p>Ask family, friends, and friends of friends to support the campaign!</p>   <p>C6</p>



<div>   </div> <h2>TITLE NUTLE</h2> <p>Brainstorm on the title to attract more attention!</p> <div>   </div> <div>S7</div>	<div>   </div> <h2>LOGO</h2> <p>New changes in the logo in color and order to get more responses!</p> <div>    </div> <div>S6</div>	<div>   </div> <h2>VIDEOBLIPP</h2> <p>Create a video about the campaign for media.com</p> <div>    </div> <div>S5</div>	<div>   </div> <h2>PHOTONLINE</h2> <p>Take and create new videos and photos to share online!</p> <div>    </div> <div>S4</div>	<div>   </div> <h2>CALENDAR</h2> <p>Create and update the calendar for upcoming posts on social-media.com</p> <div>    </div> <div>S3</div>
<div>   </div> <h2>CHAMPIONS</h2> <p>Maybe a golden nut for the best backers!</p> <div>    </div> <div>R4</div>	<div>   </div> <h2>RE-SENDER</h2> <p>Prepare a plan for the exact time each of the rewards would get ready and be sent!</p> <div>   </div> <div>R3</div>	<div>   </div> <h2>LIMITED EDITION</h2> <p>Silver nut coin! What a reward!</p> <div>   </div> <div>R2</div>	<div>   </div> <h2>MINILUP</h2> <p>A miniatur of the Nutapult as a reward!</p> <div>   </div> <div>R1</div>	<div>   </div> <h2>WEBPAGE</h2> <p>Is the campaign's page update and ready to go?</p> <div>    </div> <div>S8</div>

Squirrel
Ville

R5

Squirrel
Ville

R6

Squirrel
Ville

R7

Squirrel
Ville

R8

Squirrel
Ville

P1

Squirrel
Ville

P2

Squirrel
Ville

P3

Squirrel
Ville












































P4


Squirrel
Ville


P5

Squirrel
Ville


P6

<div>   </div> <h3>A.CONTRACT</h3> <p>Acorncutter.co agreed to build the nutapult!</p> <div>    </div> <div>P1</div>	<div>   </div> <h3>LIZWARD</h3> <p>A list of all the nutastic rewards to share online!</p> <div>   </div> <div>R8</div>	<div>   </div> <h3>PREMIER</h3> <p>Photos and videos of all the nutastic rewards for exhibition!</p> <div>    </div> <div>R7</div>	<div>   </div> <h3>PAYWARD</h3> <p>Calculation for the cost of the rewards should be updated and written!</p> <div>   </div> <div>R6</div>	<div>   </div> <h3>PACK LINE</h3> <p>The cost and calculation for the shipment of all the rewards should be clear!</p> <div>   </div> <div>R5</div>
<div>   </div> <h3>SHOPPING BEAST</h3> <p>A detailed list of costs and expenses should be ready for all the payments!</p> <div>   </div> <div>P6</div>	<div>   </div> <h3>ROLLER COASTER</h3> <p>The plan for bringing the Nutapult to the Dragon Valley is well designed!</p> <div>   </div> <div>P5</div>	<div>   </div> <h3>FINDER</h3> <p>We are the champions... Of the campaign! We are the firsts to back the campaign!</p> <div>  </div> <div>P4</div>	<div>   </div> <h3>MINER</h3> <p>Resources to build the nutapult and where to buy them should be listed!</p> <div>    </div> <div>P3</div>	<div>   </div> <h3>BUSINESS PLANT</h3> <p>Create a more detailed businessplan with all the dates and deadlines!</p> <div>    </div> <div>P2</div>







Planning




Economy




Planning




P7






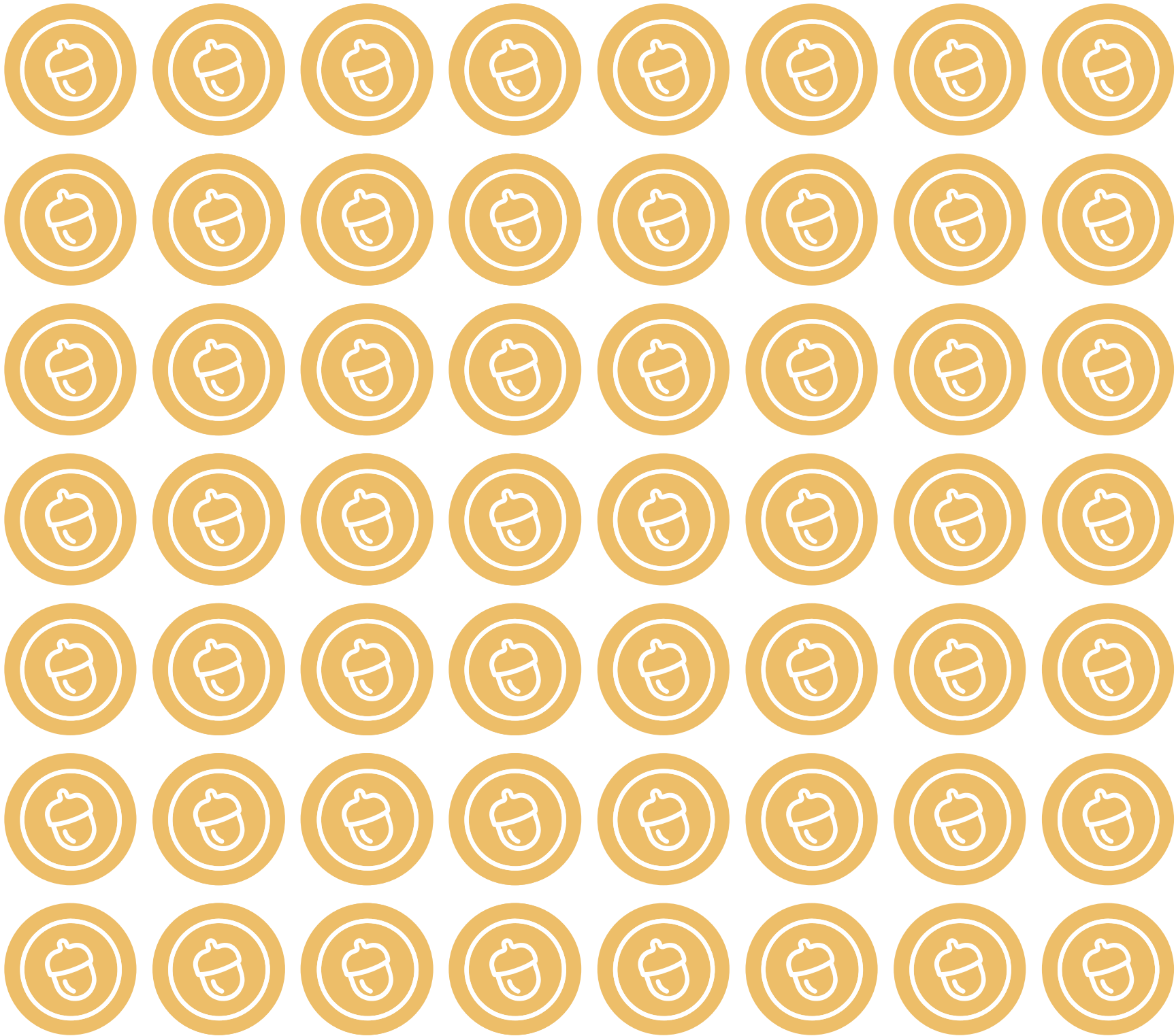
Planning

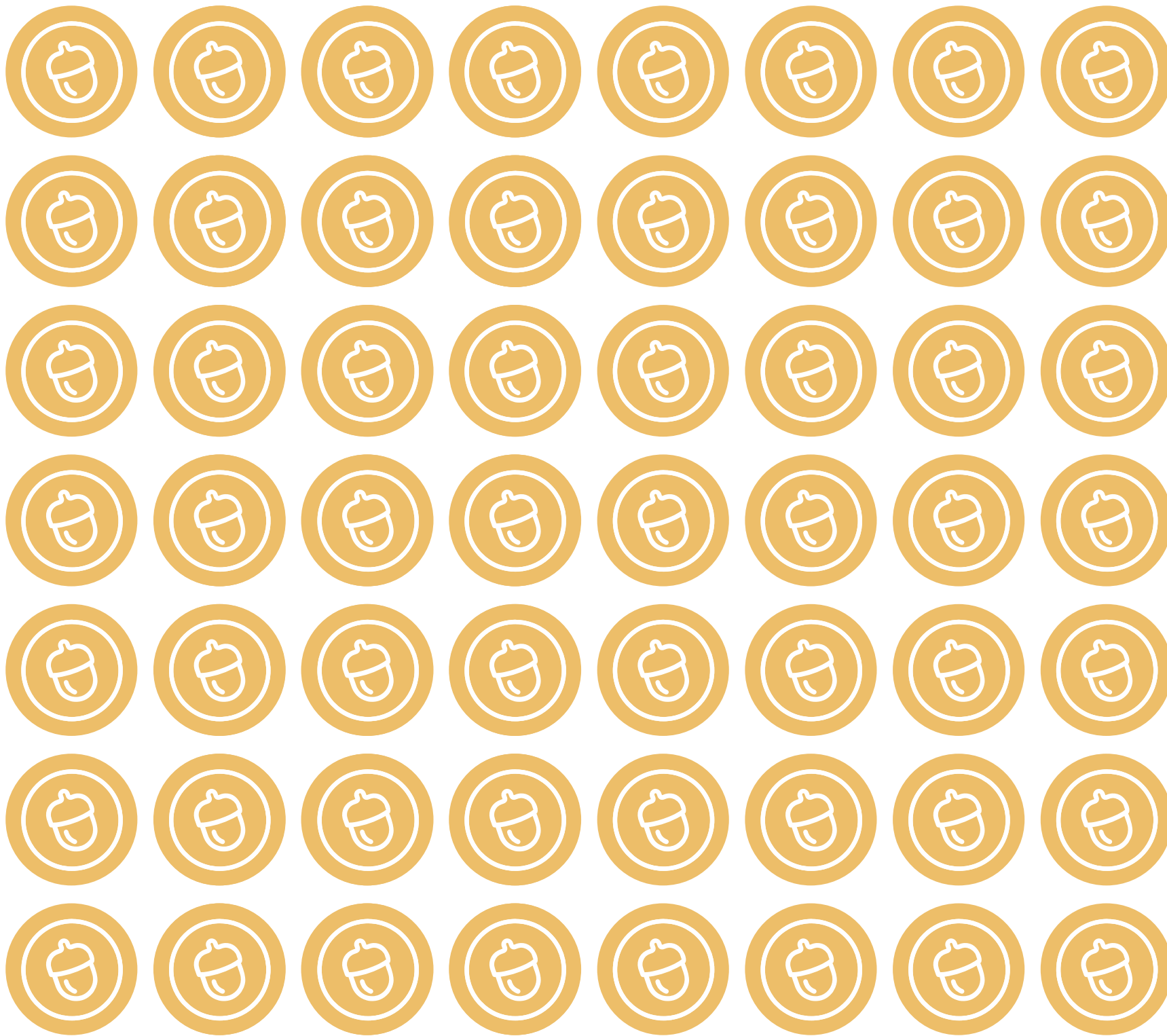


Planning



P8





FUN NIGHT

Teamwork is the essence
of the campaign.
Have a team activity!



P7

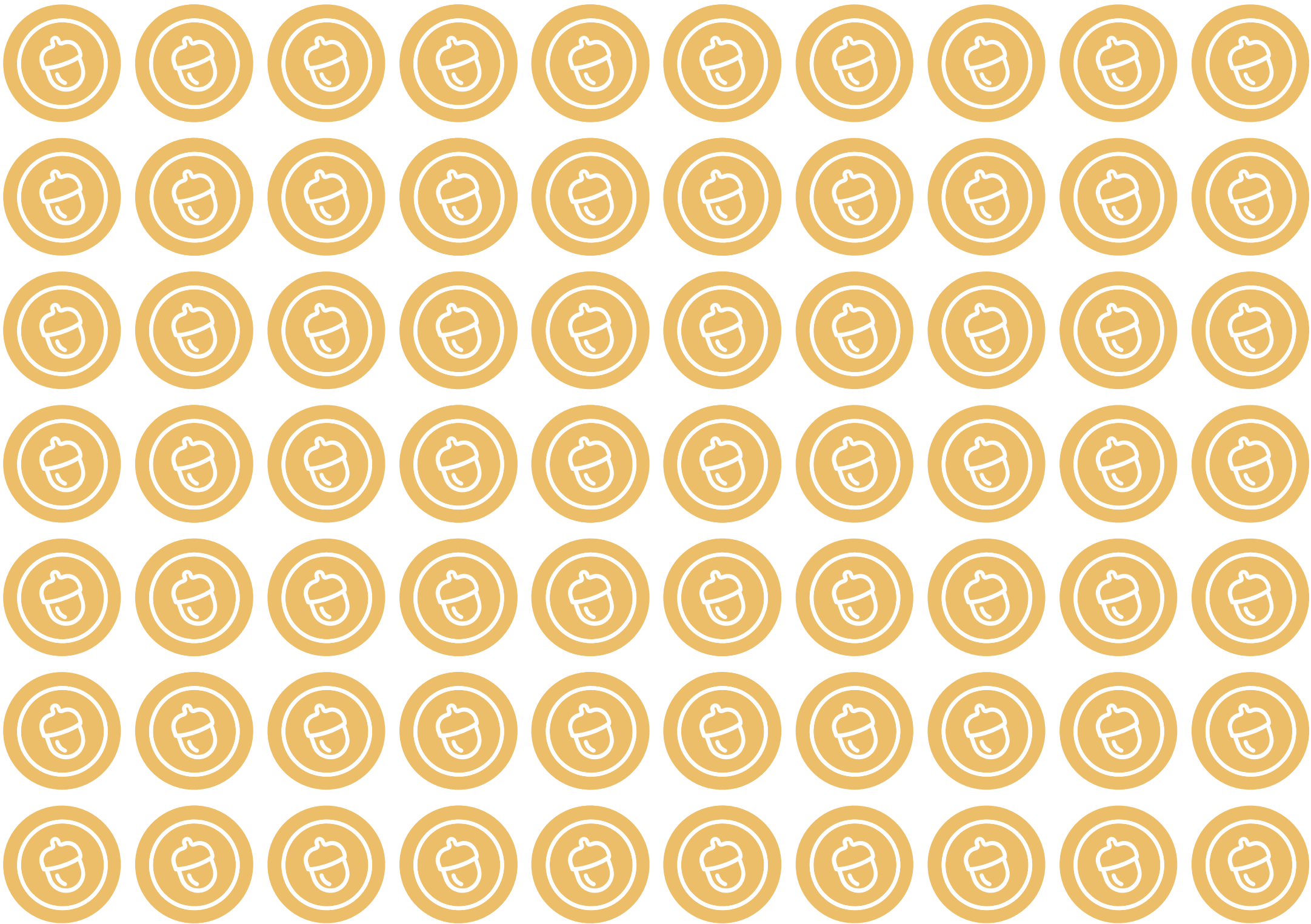


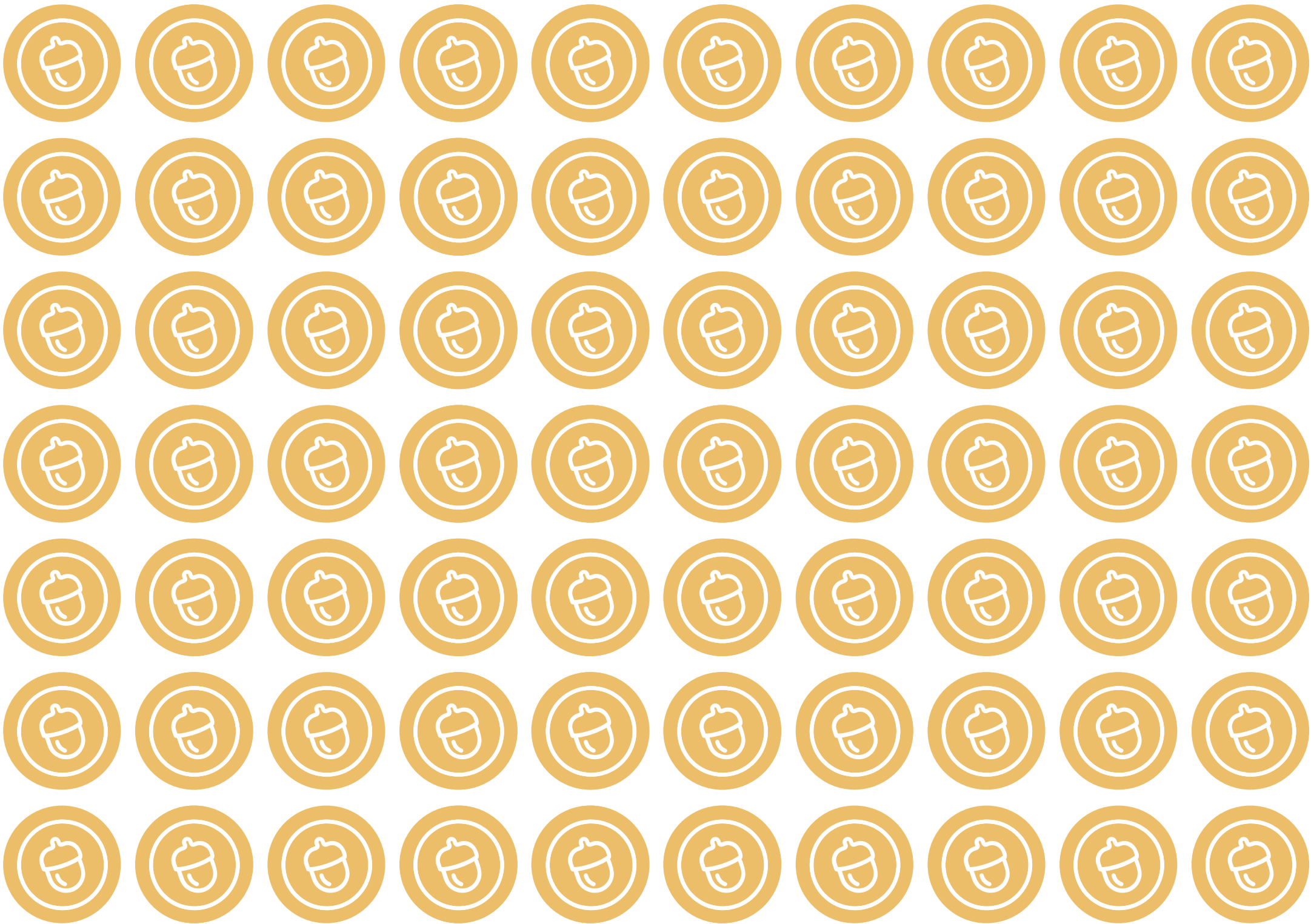
TOGETHERNESS

To have the best
campaign, you have to
take care of each other and
share responsibilities!



P8







Squirrel Ville

A crowdfunding game to save the village

GAME BOOK, RULES AND MECHANICS

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4.2.2. Win Medallions

1. Receive 1 medallion for completing the game!
2. If you have any ACORNS left on the FARM receive +3 medallions
3. If you have more than 3 COMMUNITY Flags, receive +1 medallion
4. If you have more than 3 REWARD Flags, receive +1 medallion
5. If you have more than 3 STARTUP Flags, receive +2 medallion for each extra card
6. If you have more than 3 PRODUCTION Flags, receive +1 medallion for each extra card

Bronze	1 to 3 medallions
Silver	4 to 7 medallions
Gold	More than 7 medallions

4.2.2.1. Bronze

Nutcrackargon is up to the mountains! You did the best you could, and all the squirrels are grateful for that. Go have some fun with your team! Go hug your loved ones! YOU WON!

4.2.2.2. Silver

The work you have done was amazing! Not only could you make Nutcrackargon disappear, but also you can now put some money into other stuff! Maybe put up some fences or build a big bell down the road to ring when Nak gets close to Squirrelville! You are the best! And you have the potential to do more! You are better than nothing!

4.2.2.3. Gold

OH MY NUT! Just have a party and celebrate your big achievement! Now you can just do whatever! You can buy a tree of your own! You can party the whole night and throw ACORNS at each other! You are GENIUSES! Your IQs is even higher than a pumpkin!

THE END.



- If deGrasse plays an ACTION card with ONE SQUIRREL on it, gets a disappointment point.

Ana Nymous V is a very powerful squirrel! Ana is extremely good with all the internet stuff and that computer thing.

Ana can do whatever with social media and whatevergram stories.

- Ana can play ACTION cards without any restrictions applied to it (picture).
- Whenever Ana plays a Getting Online action card, draws another action card.
- Whenever a Startup and Business task card is returned to the deck, Ana receives a disappointment point.

Mister Has Bean is the funniest in the Squirrelville. Mister likes to have fun with others but also is a little jealous. Mister is very messy but amazingly at the end everything turns out to be done perfectly!

- Whenever a New Idea and Creativity plays in the game, Mister receives a disappointment point.
- Whenever a Reward Task card is played, Mister draws an action card.
- If Mister plays a Community task card, draws an action card.

Sad Tax is extraordinary! Sad goes crazy with numbers. Economy and other numbers are Sad's specialties!

Sad always has the best economic plans for all the projects!

- Whenever a Production task card is played, Sad draws an action card.
- If Sad plays an Economy Chain Reaction, gets an extra Acorn coin.
- If an Economy Chain Reaction card is returned to the Task deck, Sad gets one disappointment point.

4.2. WIN AND LOSE

4.2.1. Lose

It is not that you are dummies, it was just bad luck! Now the whole harvest is going to be eaten by Nutcrackargon! Now the whole village is starving! What a waste! So sad! So sad! Take a look out of the window. Look at the trees, the branches, the leaves. They would disappear soon! Have your last glances and enjoy the village when it still carries the good memories of your childhood. Soon, you also have to leave this place. So sad! So sad!

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THE END.



Credits

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Mex Machina! The smartest and sharpest squirrel in the third grade, keen and eager to act, best kid for planning! A manager without knowing what managing means.

- Mex can easily keep track of a project until it is done. With a glimpse over the calendar, Marble can plan everything and keep all the deadlines. Mex is a leader!
 - Whenever Mex plays a “Planning and Changes” action card, draws another ACTION card from the deck.
- Whenever a Production Task card is returned to the deck, Mex receives a disappointment point.

Melon Musk is the best with bla bla. A squirrel who everybody loves. A squirrel who can easily convince other squirrels to invest all their nuts and stuff in the project.

Melon is blah, but for crowdfunding Melon is the face!

- Whenever Melon plays a “Talking and Marketing” action card, draws another action card from the deck.
- Whenever a Community task card is returned to the deck, Melon receives a disappointment point.

Dart Mader can do everything! With the help of the dart side, Dart Mader can control all the digital aspects of the project! Edit the videos, make a 3D video of any ship or S-nut Destroyer, or even do the actual design of the Nutapult! Dart is the chosen one!

- Whenever Dart plays a Videos and Pictures Action card, draws another action from the deck.
- Dart can return ACTION cards to the deck and draw again up to three cards per day
- Whenever another player plays Videos and Pictures action, Dart gets angry and receives a disappointment point.

• No project could be done without creativity and new ideas or without the most creative squirrel in Squirrelville, **Whale deGrasse Python**.

DeGrasse is a real cosmologist and has great ideas about the cosmos and the other dark thing whatever it is!

- Whenever a “New Ideas and Creativity” action cards plays during the game, deGrasse draws an action card.
- If deGrasse draws a New Ideas and Creativity action card, draws another card.

card were placed on such squares, it would be accessible from both sides, both colors and both actions.

Keep in mind that **TASK CARDS** could only put on one of the ACTION AREAS if and only if they have the same **ACTION** as required action.

4. STORY OF THE SQUIRRELVILLE and also the GAME PLAY

Boborel Highjumpsson runs to the Squirrelville shouting: Nutcrackargon! Nutcrackargon! Everybody is scared, some are screaming and running, “Is it really back?”

The fear of losing all the harvest is strong. In school, you have read stories of Nutkrakargon’s attack. No squirrel could stand watching Nak, short for Nutcrackargon, cracking the acorns, hazel-s, wal-s, pea-s and other kinds of nuts! Nak cracked all the nuts, cut down all the trees, left nothing behind but empty shells and shattered leaves! Squirrels could do nothing but watch. The dark age of starvation which led many squirrels migrating out of the land. And now Nak is back! Are those stories going to repeat themselves? Is it going to be another disaster ripping apart Squirrelville?

“Not this time”, you think. This time you are going to make a difference! This time you have a great idea to force Nak to leave Squirrelville alone! You are going to make a Nutapult! A very big one which can throw a big, big nut over the mountains. So Nak would follow it far away from Squirrelville and disappear behind the big stones! A strong and perfect Nutapult, maybe with metal gears, and strong and elastic straps. A legendary Nutapult!

But you need money! Your Nuttie banks are empty. No nuts in it! Not even your family heirloom could provide enough nuts for you to make the legendary Nutapult. Of course, you are not that poor, but still, it costs a lot!

You should CROWDFUND! You are the best of the bests in Squirrelville and you CAN gather enough Acorns and Nuts to build the Nutapult! You are heroes and you are going to prove it to everyone!

4.1. HEROES OF SQUIRRELVILLE

Read the character cards and choose the one you like the best.

Squirrelville is a game consists of three different stages each of which simulate a specific timeline of an actual campaign:

• First Stage

Pre campaign which is preparation before the campaign goes online.

• Second Stage

Launch of the campaign. Each crowdfunding campaign has one month to be online and reach the goal it desires. This period is the actual campaign time.

• Third Stage

Post campaign, production and sending the rewards. A crowdfunding campaign would not be completed unless all the rewards are sent and the project has actual results.

All the game happens within a week of nine days, and each stage covers three days of the week. The goal of the game is to familiarize the players with the steps and stages of an actual crowdfunding campaign and guide them through the story of some hero squirrels who want to crowdfund their Nutapult to force Nutcrackargon, the dragon who cracks all sorts of nuts, to leave their village.

During a day, players complete tasks and take actions according to the rules and mechanics of the current stage. Within a day there might be several rounds taking place which are all explained under the title of the stage. But first, let’s see all the symbols and signs we are going to use in the game! And how to assemble the game for playing.

Number of players	2-6 Players
Playing time	1.5 h
Task cards	32 Cards (4 pages front/back)
Action cards	60 Cards (6 pages front/back)
The board	1 Board (4 pages)
Characters	7 Cards (2 pages front/back)

1. ASSEMBLING THE GAME

At the end of this document there are printable materials for assembling the game. The required materials should be printed and assembled as follow:

1.1. THE BOARD

The board is designed in four A4 pages. After printing, the pages should be attached together as it is shown in the picture below to make a bigger board for the game.



1.2. THE CARDS

There are two different types of cards, **TASK CARDS** with blue back, and **ACTION CARDS** with purple back. All the cards should be cut over the dashed lines and folded over the dotted lines. Cards are trackable with the numbers. So, if one of them get lost, players can print it again and put it in the deck.

To have the best experience of the game, players should provide card sleeves for



3.3. THE BOARD

The board consists of two areas:

3.3.1. The Story

At the top of the board, there are five places showing the story of the game: Squirrelville, the Acorn Farm, the Holy Statue, the Nutapult, and Krackargon in the Dragon Valley.

Depending on the stage of the game, players are going to gather their cards and tokens in these areas to be able to count them later more easily.

For example: All the coins received in the second stage, during the campaign, is going to be gathered in the Acorn Farm area which works as a bank and later, in the third stage, post-campaign, players can take the coins out of the farm to pay for the tasks.
To know which area is used for each stage, read the game play.



3.3.2. The Scene

The scene is the colorful area at the bottom of the board, consisting of 15 squares, 3x5 squares. Six actions are written on the scene, and the actions are extended to some other close areas which have the same colors.

- Written Squares are used to put the first set of task cards on them.
- Whole Square in one color: these squares would be used for only one specific action, accountable for only one other card inside the same-colored area.
- Two colored squares: if a

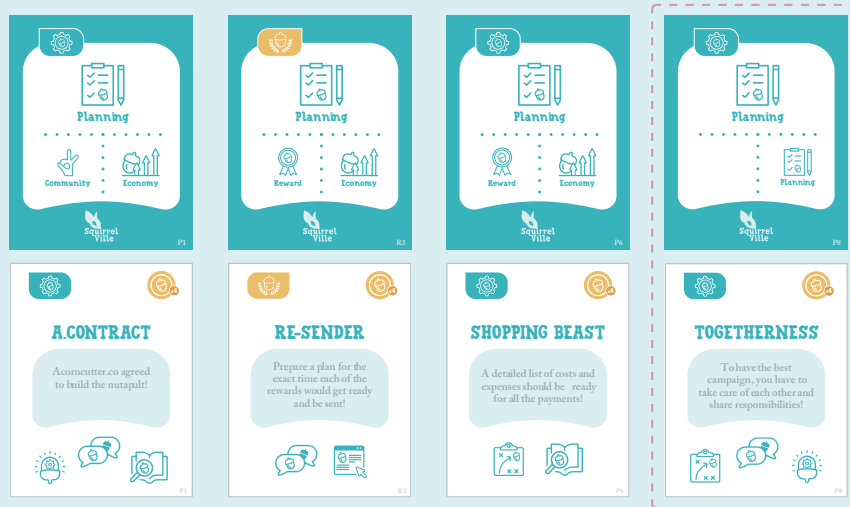


videos, players receive one extra coin for playing this task card.

- The bottom right section is a “for each” situation. For each specific chain reaction players put on the table before, they receive one extra coin.

Example:

There are four cards on the table as shown in the picture. Playing Togetherness card results in receiving 4 coins: one coin for the card, none for “if any” condition, and 3 coins for “for each” situation.



Example:

Playing Miner card results in receiving two coins: one coin for the card and one for “if any” condition. Pay attention that even though there are 3 “Planning”, players receive only one extra point because the condition clearly states that if you have any “Planning” you receive one extra coin (for all of them).



putting the cards inside. In this way shuffling and dealing the cards would be easier and the cards would also last longer.

1.3. TOKENS

Printing the token page is not a necessity. Any token-like object, like beans, coins, or any kind of nuts, could be used for tokens. But if players do not have access to any other kind of tokens, they can simply print the token page and cut the lines to use the Acorn Coins for the game.



ONE WEEK TO GO!

The best plan to save the harvest of the year is to attack Nutcrackargon within a week!

Keep in mind that a week has nine days in Squirrelville. We can easily divide the week into the three stages of the campaign:

- The First Stage: Pre-Campaign, during which we prepare everything before we launch the project on NutsRaising. We should focus on preparation: talking, pictures, rewards, whatever!

For the Pre-Campaign we have three days: Sunday, Noneday, Choirsday!

- Then, the Second Stage is the Campaign, when we launch the project. We are going to have only three days to raise the Acorns we want. We must work hard during those days and turn all the squirrels to nuts: Nowsday, Whensday, and Setsday!

- Hopefully we would gather enough Acorns and Nuts to be able to build the Nutapult for real! Maybe even some extra money to travel around! Anyways, the Third Stage is Post Campaign. We have three days to send all the rewards and also build the Nutapult: Sortasday, Workasday, and Fireday!

- And then! We go to the Dragon Valley and shoot a very big, big nut into the mountains! So far away that Nutcrackargon could not find our village ever again!

But before we start, let's go out and have fun! It is Sunday tomorrow, but actually, for us, it is Oneday! Let's get crazy!

2. STAGES AND GAME PLAY

SOME GENERAL RULES!

- A player SHOULD play at least 3 cards per day (their turn)
- Board has 6 spots, as actions, if an action is directly on a specific spot, the spot would change to the new action card.
- It is not obligatory to fill all the squares on the scene
- At the end of each stage, the goal of that stage should be fulfilled. Otherwise, you lose the game and cannot proceed to the next stage
- At the end of each stage players can decide to continue the game or not

2.1. FIRST STAGE: PRE-CAMPAIGN

The goal of this stage is to reach out to as many squirrels as you can.

2.1.1. Stage one starts

Set a strategy with your tasks and fulfill them with the actions.

	At least	Cards
Squirrels	20 Squirrels	Back of Action cards

The First Stage is the busiest of all the stages, so far! Within a day there are many things that should be done. When all the rounds are completed, you could take a pause for the rest of the day. Go out and have fun! Drink a NUTACOLA or something!

RULES:

Start of the day: deal until each player has **5 TASKS** + **3 ACTIONS** in their hand.

1. Each player plays at least 3 cards of choice, either tasks or actions
2. Players can put either **TASKS** or **ACTIONS** on the board.
 - Action cards can be put on a task if the task has the same action as requirement
 - Task cards can be put on the action if the task has the same action as requirement

3.2.4. Acorn Coins

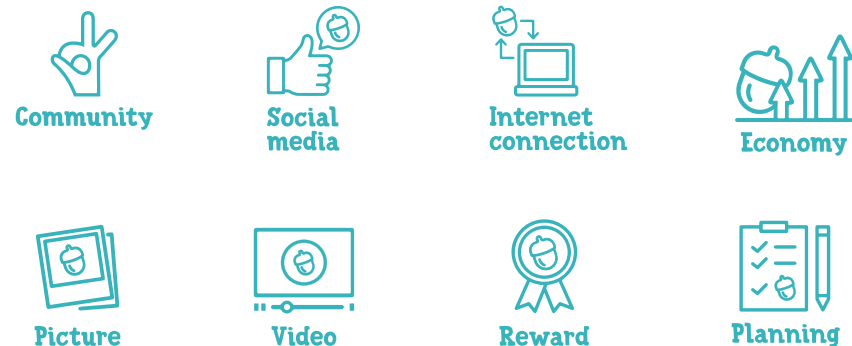
Each task needs a certain amount of effort, time, and finance to be fulfilled. The cost of each task is shown by Acorn Coins at the top right of task cards.

Acorn coins are coming handy in stage three, post campaign, when the campaign has a successful outcome, and it is time to dive into the production and pay the piper!

3.2.5. Chain Reaction

As mentioned before, tasks require actions. But each of them has a special effect which benefits the campaign in a specific way. In another word, chain reactions are the direct result of the task: make a video, and then you have a video. Plan for your costs and you have an actual plan.

One can say that each task is similar to a ring. So far one has rings, they can make a chain. These rings when they are built upon each other, create a chain reaction which results in a more successful outcome. For example, uploading a video online is always a good idea, but having a big community helps the video to spread faster and attracts more attention. Chain Reactions are shown in the back of the task cards and are as follow:



Chain reactions result in more budget for the project, especially in the second stage of the crowdfunding campaign. Because chain reactions affect each other, depending on played cards there would be better outcomes for the campaign which means more coins.

At the back of the task cards there are three sections, one at the top and two at the bottom.


- The top section, which is always filled with one of the chain reaction symbols, shows the actual effect the task has. These are the accountable rings of the chain.
- The bottom left section, which is smaller, has “if any” condition. If there are any



on both sides of the cards that clarify the importance of each one, the effort they might need, and the skills they might require to be fulfilled.

3.2.1. Campaign Flags and card numbers


All the tasks could be categorized under four different subjects. Under each category there are eight task cards which are numbered in a specific way. Categories are shown by Campaign Flags on both sides of the task cards and are as follow:



Community Buildup

To have a successful campaign one should build a community who are eager to support the campaign. Talking and sending emails are examples of keeping the community engaged.

The eight Community Buildup tasks are numbered from C1 to C8.



Startup and Business

Starting a new business is one of the main goals of a campaign. Building the ground for that is a necessity. Setting up a website and designing a logo are examples of such preparations.


The eight Startup and Business tasks are numbered from S1 to S8.



Rewards

Rewards are to thank the community for supporting the campaign and encouraging them to invest more in the project. Rewards, as a part of the production and an important part of the campaign, need planning and a special budget devoted to it.

Reward tasks are numbered from R1 to R8.



Production

The core of the campaign, whether it is publishing a book or building a Nutapult, is considered production which needs planning and connecting to other producers.

Production task cards are numbered from P1 to P8.

3.2.2. Title and the Task

Each task card has a title and a task that explains what the card is about.

3.2.3. Actions

For each task there are up to three actions that should be taken for the task to be done. For example, to upload a video the actions are making one, and uploading it online.

3. Players can remove cards from the board (to clean one spot for their next move)
4. Players rearrange all the spots until they play 3 cards, they can play more than 3 cards if they want.
5. When a player is done, it is time for the next player to play
6. When all players play their hand, a round is complete.
 - Players can decide to keep the remaining cards in their hand or throw them away and draw again
 - If a player has some cards in hand, they draw new cards until they have 5 tasks and 3 actions
7. When all players play three rounds, the stage is done.

The day is done! Too much work! You are too tired! Go get some sleep! Then we start a new day!

2.1.2. Stage one is done

Gather all the cards on the board (played):

1. Count the Squirrels
2. Keep the task cards as you are about to start the next stage with the same cards

2.2. SECOND STAGE: CAMPAIGN

The goal of the Second Stage, Campaign, is to gather as much Acorn as you can!

2.2.1. Stage two starts

Play tasks to fill the board!

	At least	Cards
Acorns	30 Acorns	By playing Task cards

The Second Stage is all about Acorns! You have to reach the goal of your campaign which is set to 30 Acorns. If you gather more, enjoy the extra Acorns!

2.2.2. Nowaday: review of everything!

Now is nowadays! You have to review all you have done so far and turn everything to Acorns!

2.2.2.1. Action round

1. For each Squirrel from ACTION cards on SQUIRRELVILLE, get ONE ACORN
2. Return all the ACTIONS to the deck and shuffle

2.2.2.2. Task round

1. Shuffle and deal ALL the played TASK cards from the last stage (those you gathered in the First Stage).
 - Deal one by one among players until there is no card to deal
2. Players, one by one in the order of the game, put task cards on the scene.
 - TASK cards can only be placed on squares with ACTION SIGNS on them
 - Receive ONE ACORN for playing the TASK



3. Players can REPLACE a task card with one in their hand
 - Return the replaced card to the task deck.
 - Lose ACORNS as much as it is shown on the top of the removed task card.
4. Players decide how many cards they want to play. Even zero or all in their hands.
5. When all players have their turn and play cards of their choices the day (round) is done.
6. Return the rest of the task cards (those in hands, not played) to the deck and shuffle.

• Throw out an action card

This one is similar to getting exhausted or overwhelmed. The player takes the specific action and loses one another ability they have.

• Get DISAPPOINTED!

If a player forces themselves to take a specific action, they get disappointment, maybe as a result of confusion. Disappointment points are explained under the section 4.

3.1.3. Conditions and prohibitions

Some actions can be played on specific tasks or cannot be played under some certain conditions. Conditions and prohibitions are displayed at the bottom of the action cards with attention or prohibition signs:

- ✓ Attention sign: the action can only be played under the specified circumstance.
- ✗ Prohibition sign: the action cannot take place if the condition is true.

3.1.4. Squirrels on the back

On the back of action cards there might be up to three Squirrels: so, if the players take this action they reach out to some squirrels in Squirrelville.

So far, the crowdfunding campaign is dependent on the community, more Squirrels means a more successful campaign.

At the end of the first stage, pre-campaign, players count the Squirrels to see how big the community they built is going to be.



3.2. TASK CARDS

For a successful campaign there are many steps that should be considered. From encouraging friends to help you with your campaign to talking to producers to prioritize your production, all are different tasks that need a certain amount of time and effort to be done and particular skills to be completed.

On task cards you can find all the steps needed for a successful crowdfunding campaign. There are symbols



- Having some skills in the digital world is nowadays a necessity. For the best outcome one needs to have skills in both:



- The most important thing for starting a project or a business is creativity. Either it is new ideas or new changes:



3.1.1. Actions on Actions

On the front of action cards there is one ACTION shown. When players put the action cards, they actually take that specific action to do a task.

3.1.2. Punishment or reward

Taking some actions might result in a punishment or a reward which is written right under the action sign.

• Play this card and draw an action card

If the player puts this action on a task, they get rewarded by drawing an extra action card to their hand. One might say that taking an action inspires the player to act more.



2.2.3. Whensday and setsday

The same rules applies for the next two days/rounds

1. Deal TASKS until each player has five tasks
2. Deal Actions until each player has three actions in their hand
3. Players play at least three cards on their turn
4. Players put TASK cards on the board if the task has the same ACTION
 - Colored squares have the same ACTION as the area of the color (picture)
 - If there is an action card on the top of a spot, the square/spot should be considered as the same action
5. Action cards could be placed on the board if there is a free spot or on a task card with the same action required!
6. Players have to play at least 3 cards but can choose to:
 - Clean a spot on the board to put another task on it.
 - In that case they lose ACORNS, as many as the task cards cost
7. When all players play their turn the day is done.
8. Players can decide to keep the remaining cards or throw them out and draw new ones.
9. Deal cards among players until they have 5 tasks and 3 actions. If they already have some cards they get new cards until they have 5+3
10. New round/day begins and You have two rounds here and the stage is done!

2.2.4. Stage two is done!

- Remove all the action cards from the board and receive acorns for them (one action card = one acorn)
- Keep the TASK cards at the same spot
- Count the ACORNS

2.3. THIRD STAGE: POST CAMPAIGN

The goal of the Third Stage, Post Campaign, is to KEEP YOUR PROMISES!

2.3.1. Stage three starts

Take all the ACTIONS of a task and pay the required ACORNS to fulfill the TASK!

This stage is too complicated, so pay extra attention!

- You only play with the played TASK cards
- You only can use the ACORNS you gathered on the ACORN FARM

The general rule is:

- Players put ACTION cards on TASK cards
- When all the required actions are taken, players pay for the task from ACORNS and remove them from the board as a FULFILLED TASK!

2.3.2. Start of the day

1. On the board, you have all the task cards shown to you
 - At each time we play with the task card at the top, which is visible to us
 - If there is a free spot on the board players can move a task card to the spot to reveal the task under it
2. Deal 15 ACTION cards, one by one, among all the players
3. Turns start in the same order as before
4. Each player can put only ONE action card on a visible task card on the board
5. If a player does not have a relevant ACTION card to play with, should throw out one action card from hand (throw out of the game)
6. When all the actions of a task card is placed, THE NEXT PLAYER has to pay for the task:
 - PAY for the task from ACORN FARM
 - Remove the task card so you fulfill it! Save the task card for counting later.
 - Throw out the action cards of the task
 - Player CANNOT put any action cards down when they complete/fulfill a task
7. Turns go round until no one has action cards in hand
 - If you run out of ACORNS you go directly to END OF THE STAGE
8. Play two other rounds the same way. At the end of the third round the stage is done!

2.3.3. End of the stage

1. Count and throw out all the uncompleted tasks from scene area and pay for their price from acorn farm.
 - If you have no more acorns left, just throw them out

2. Count the fulfilled/completed tasks you gathered so far.
 - You have to complete more than 80% of the tasks to win the game!
 - Or more than 50% so the calculation would be easier! (Completed > unfinished)
3. Count the campaign flags so you have at least three of each
 - If you pass get the MEDALLION CARD
 - If you lost get the LOSER CARD

END OF THE GAME!

3. THE BOARD AND THE CARDS

In any crowdfunding campaign there are many steps that have to be taken and each step needs specific skills to be completed or done in a proper fashion.

In this game each step is called a **TASK**, and the required skill is called **ACTION**.

For example, posting an article in the newspaper is a TASK that needs writing skill as the ACTION.

The game is played with these two decks of cards: **TASK CARDS** with blue back, and **ACTION CARDS** with their back in purple.



3.1. ACTION CARDS

Actions are in three categories:

- **Communication**
 - **Digital tools**
 - **Creativity**
- Communication is for connecting to other people by informing them and keeping them engaged. The required actions/skills are then: