

Scarborough.

BUSINESS GAMES SERIES

Run for the MoneyTM

by Tom Snyder Productions, Inc. Test strategy and business skills in this fast-paced arcade action game that two can play simultaneously. The setting is outer space, but the key to winning is down-to-earth dollars and business sense.



For ages 10 to adult

BUSINESS GAMES SERIES

Run for the MoneyTM

Created by Tom Snyder Productions, Inc.

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Macintosh version

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Credits

Run for the Money was created by Tom Snyder Productions, Inc.
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I. Preface

A Note from the Author

Running a business or even trying to manage your own affairs is primarily a social experience. Appreciating that, we have designed *Run for the Money* to encourage interaction between players as they navigate their way through the game. The open display of all information during the game invites the sharing of strategies, successes, and failures. Players keep talking as they play. They learn from each other, and they learn as they verbalize their own thoughts. When a game provides ample opportunities for contact between humans, score one for the humans.

Thomas F.F. Snyder
President
Tom Snyder Productions, Inc.
Cambridge, Massachusetts

A Note from the Economist

Run for the Money is designed primarily to be fun; however, it is based on many sophisticated principles of economics. This game will give children and adults practical insights into the laws of supply and demand, aspects of competitive markets, game theory concepts, production processes, market structures, bidding, pricing, collusion, investment, and such business tools as bar charts and spread sheets. Even so, you don't have to be an economist to play *Run for the Money*. Just get to know the Bizlings and their world. What you learn by playing with them will be as useful on Earth as on Simian.

Arthur Lewbel, Ph.D.
Massachusetts Institute of Technology

II. Introduction

Who? Two Bizlings in damaged spaceships

When? After a dangerous zinger storm forced them to crash-land

Where? Planet Simian, somewhere in space

What? Repair ships and launch

How? Play Run for the Money

Why? To have fun!

Here's the story. You are a Bizling. The paint shield that protects your spaceship is damaged. You've got to buy new paint to fix it. You have a little money, but you'll need much more. Planet Simian has everything a smart Bizling needs to go into business. You can buy rufs from the Ruffians. Turn the rufs into synannas. Sell the synannas to the Simians. If you do well, you'll make a good profit. Then you can use your profits to buy paint and paint your shield. With a lot of planning and a little luck, you'll be able to launch your ship in just a few Simian weeks.

III. Getting Started

This booklet contains all the information you need to know about *Run for the Money*. The command card will be a handy reference while you're playing the game. It tells you and your opponent which keys to hit to move your Bizlings around the screen. Take a minute now to look at the command card.

You need two people to play. First, you'll see a title screen and then a menu of options. Use the pointer and the mouse to make your choice.

Please choose:

New Game

Old Game

Tutorial

If you select New Game, you must then decide which level to play. Your choices will be displayed on the screen.

What skill level would you like?

Beginner

Expert

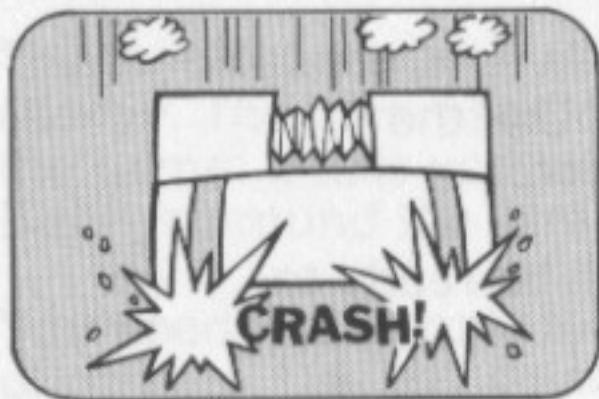
Tycoon

At each successive level of complexity from Beginner to Tycoon, players are given less money and the pace of the game speeds up. (Game action is measured in Simian weeks. Each time the sun moves across the screen from left to right, one Simian week has gone by.)

The Tutorial game explains the rules of the game step-by-step. Use the mouse to locate any information you need on the Tutorial Screen.

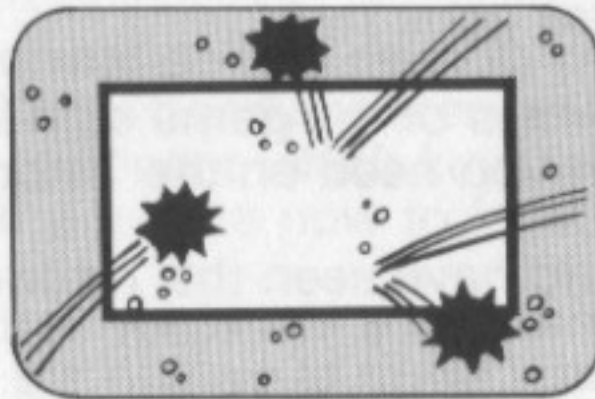
After you have read this book and have seen the Tutorial, you'll be ready to *Run for the Money*.

IV. Game-at-a-Glance



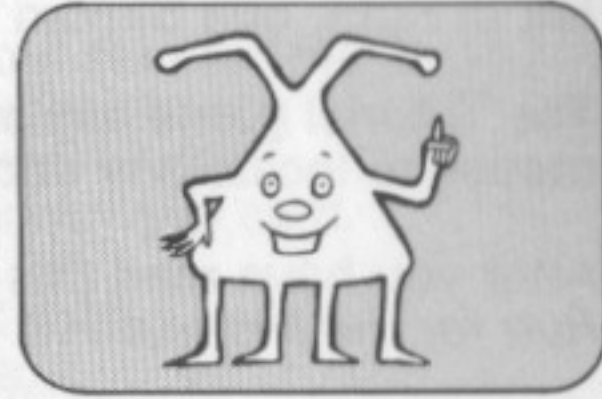
Crash!

Two Proto-Ruf Ships, each carrying a Bizling, crash-landed after flying through a zinger storm.



The Paint Shield

The zingers removed all the paint from the ship's protective shield.



Bizlings

You are one of the Bizlings, space travelers in search of business.



Profit

The more synannas sold, the more profit earned.



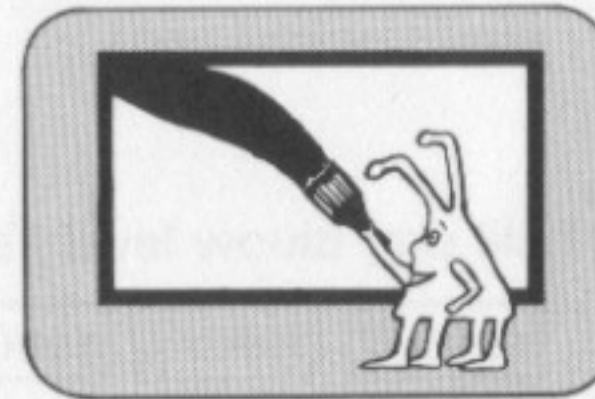
Selling

Simians will buy synannas if the quality and price are right.



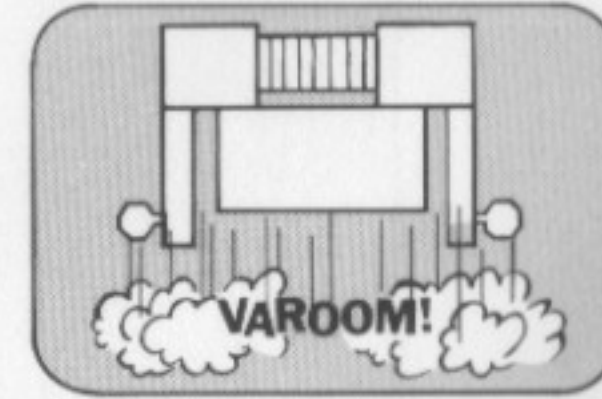
Paint Van

You can use your profits to buy paint at the paint van.



Painting

At last you can paint the protective shield on your ship.



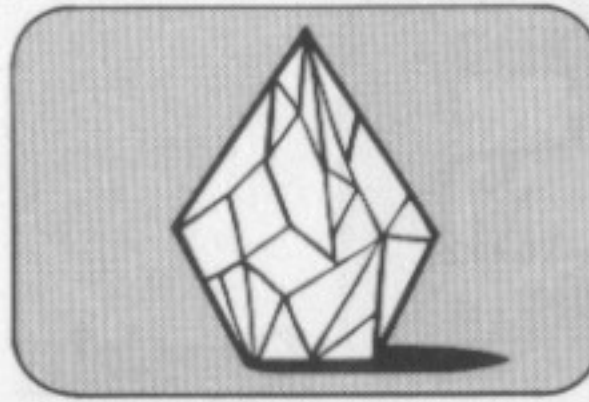
Launch!

Blast off!



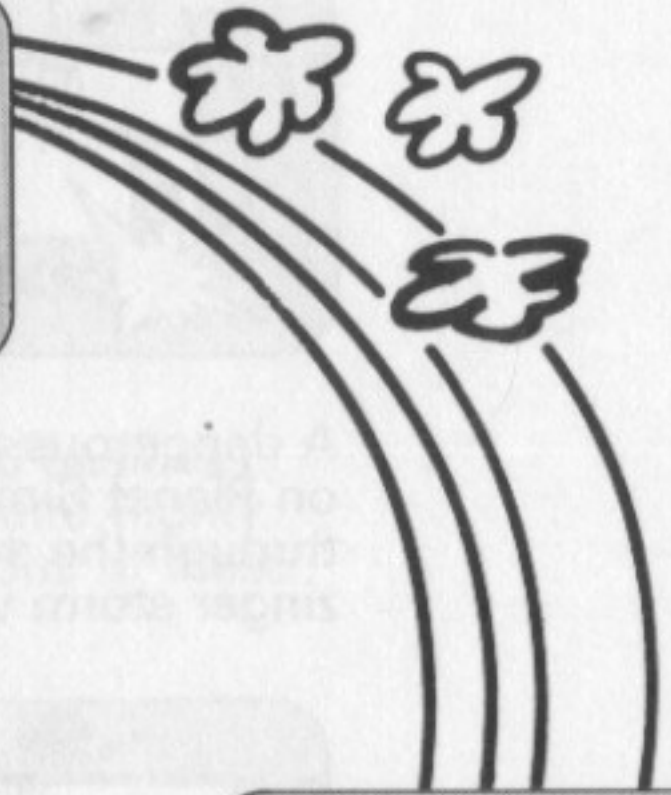
Cash

You have a little money, but you need more.



Raw Materials

You need to buy raw materials called rufs.



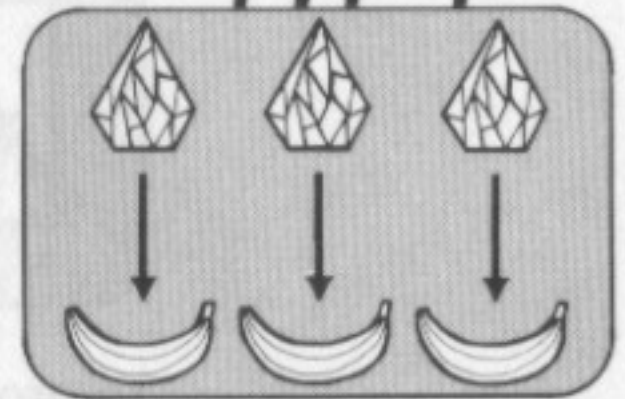
Advertising

Advertising tells the Simians about the synannas for sale.



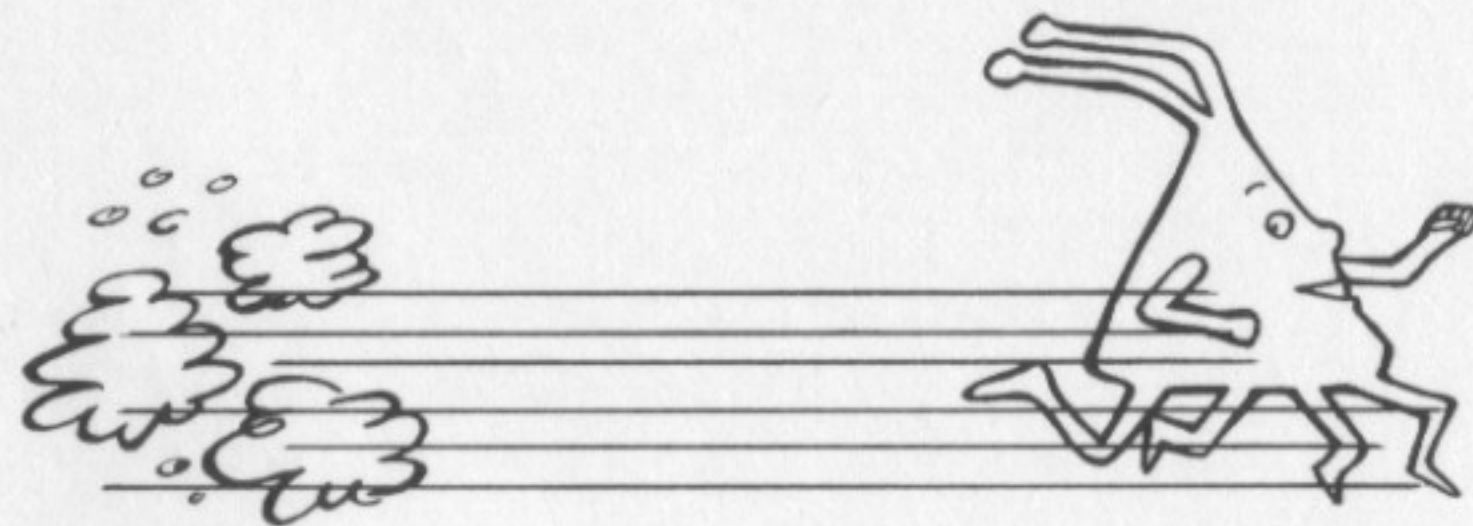
Planning

You can use various tools to plan business strategy and set the price for synannas.

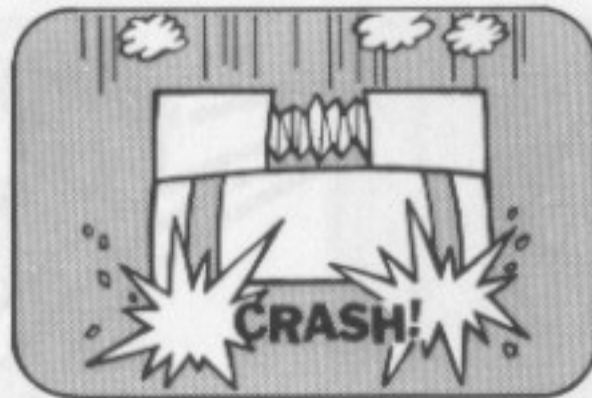


Production

You can use the rufs to make synannas.

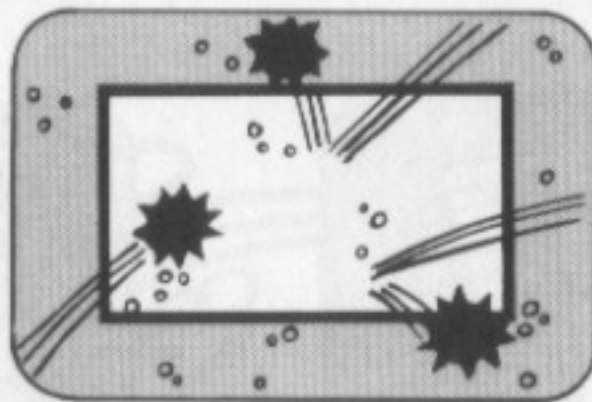


V. A Longer Look



Crash!

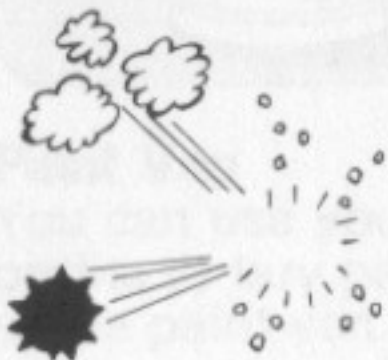
A dangerous zinger storm forced two Bizlings' ships to crash-land on Planet Simian. Zingers are space particles that constantly zip through the atmosphere above Planet Simian. Occasionally, a zinger storm will reach the surface of the planet.

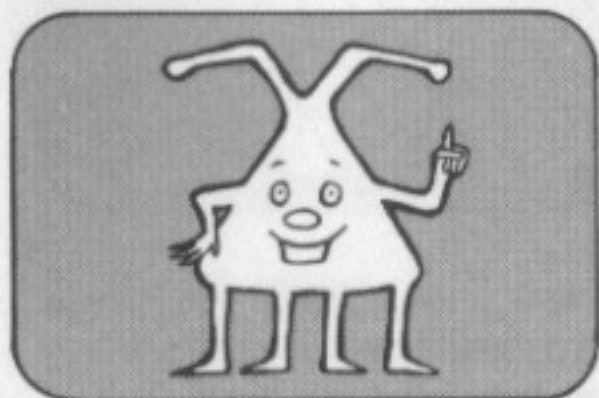


The Paint Shield

To protect the engines from these zingers, your ship has a shield covered with protective paint. The protective paint reflects zingers so they won't hit the ship at all. Your ship flew through such a severe zinger storm that all the paint came off the shield. You must repaint your shield before you can leave the planet.

When a zinger hits the side of a ship, it breaks into tiny pieces that can clog up a ship's engine.





The Bizlings

Bizlings are creatures who search the universe for good business opportunities. Lefty Bizling piloted the ship on the left, and Righty Bizling flew the one on the right. Each player controls one of these Bizlings. Use your Bizling to carry out your plans.

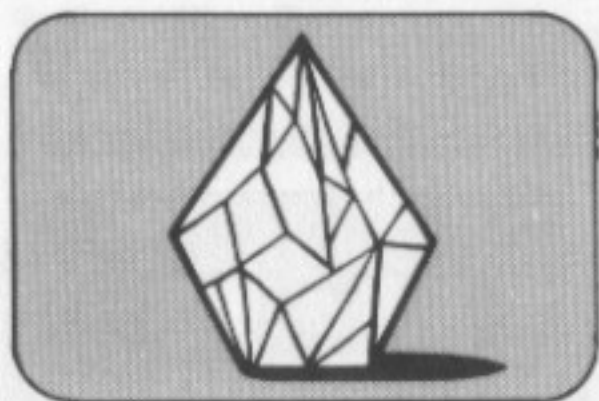


Cash

Fortunately, you were carrying some cash for emergencies on this trip. The amount of cash you begin the game with appears at the bottom of the screen. The worst thing that can happen to a Bizling is to run out of cash.

Be careful not to run into the other Bizling; it can slow you down.





Raw Materials

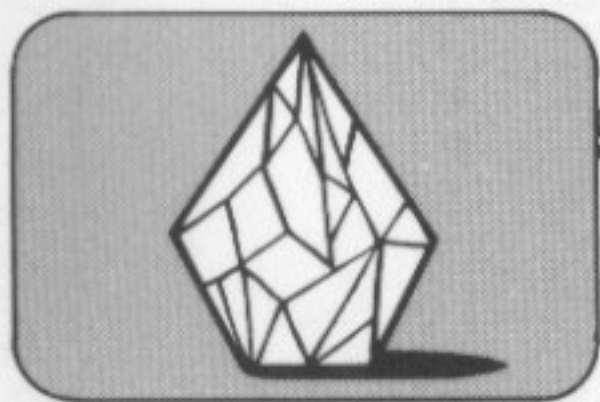
Buying Rufs: The Ruffians, a strange culture on the planet Simian, mine the rufs and sell them. The Ruffians live underground and you will never see one. To buy rufs, you must go into one of the rufhouses (found at the bottom of the screen). The number on each rufhouse is the price of the rufs for sale there. Certain rufhouses sell only high-quality rufs. Some sell only medium-quality, and others only low-quality rufs.

Entering a Rufhouse: To enter a rufhouse, move your Bizling on top of the rufhouse and push the plunger button. The Bizling will jump in.

Making a Deal: Wait inside the rufhouse. The Ruffians will lower the price. When you see a price you like, press your plunger button. Five rufs will pop out onto the ground. (At the Expert and Tycoon levels, you can buy up to 15 rufs, five at a time, before your Bizling must pick them up.)

If you don't have much money, stick with the low-quality rufs.





Zeroing Out: Be careful. If you take too long choosing a price, sometimes the Ruffians will get impatient and decide not to sell. The price in that rufhouse will drop to zero (0) and no one will be able to get inside again that week. If you get "zeroed out" of one rufhouse, try another.

Leaving a Rufhouse Without Buying: You can leave a rufhouse anytime by moving your Bizling up.

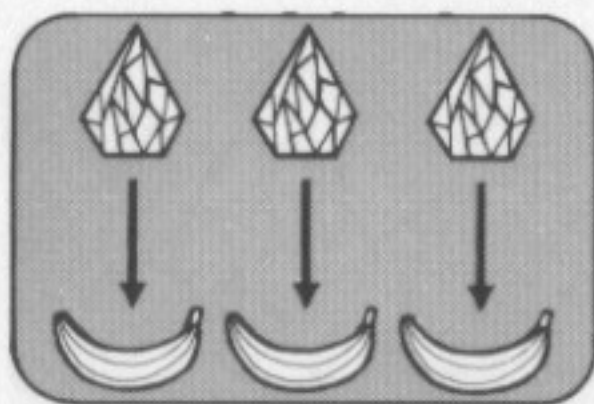
Picking Up Your Rufs: To pick up a ruf, move your Bizling on top of it and press your plunger button. You will see the ruf appear in the outer compartment of your ship.

Buying More Rufs: When you buy from a rufhouse, your Bizling can only go back into that same rufhouse for the rest of the week. The other rufhouses won't let your Bizling in. Also, the other player's Bizling won't be allowed into the rufhouse that sold rufs to you.

Buying Rufs at the End of the Week: If you don't pick up your rufs before the week ends, they will be gone when the next week starts. So be careful when buying at the end of the week.

Keep an eye on the Simian sun, and don't buy rufs when the week is almost over.





Production

Producing Synannas: Synannas, those delicious, bruiseless, synthetic bananas, are made from rufs. There is a machine on your Proto-Ruf Ship that can turn the rufs you bought into synannas.

Starting Your Machine: Your rufs are stored in the ruf warehouse on your Proto-Ruf Ship. To start making synannas, move your Bizling to the plunger under the ruf warehouse and press the plunger button (see COMMAND CARD). The machine will make synannas and drop them into the inner compartment. The machine will stop after it makes a certain number of synannas, at the end of the week, or when you run out of rufs.



Planning

(NOTE: *If this is your first time through the game, you might want to skip this section and come back to it later.*)

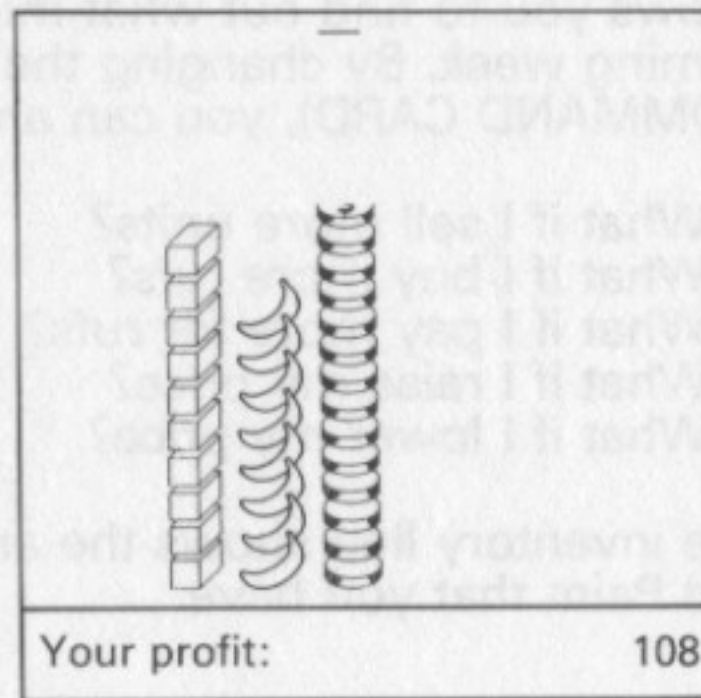
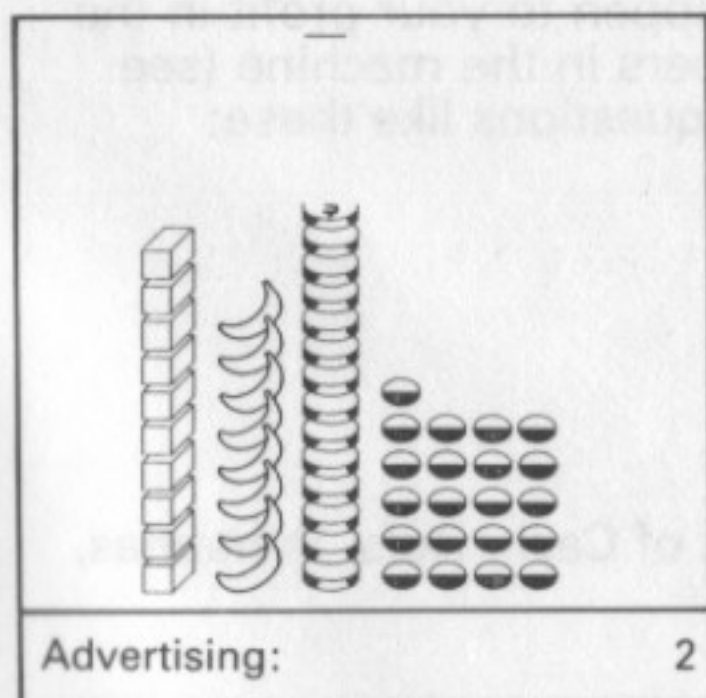
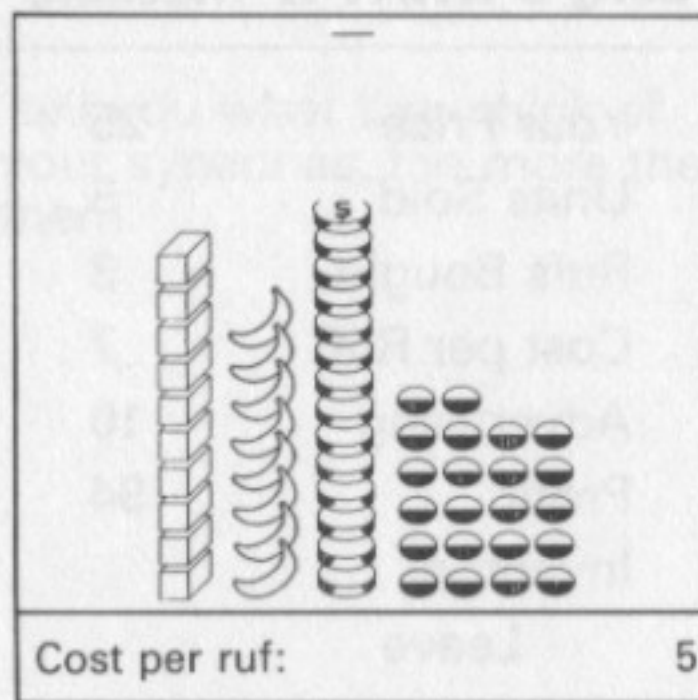
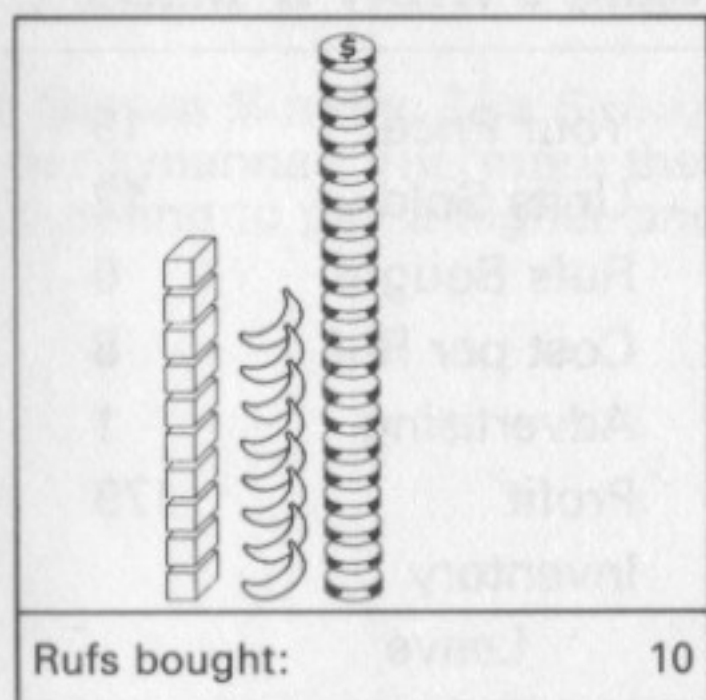
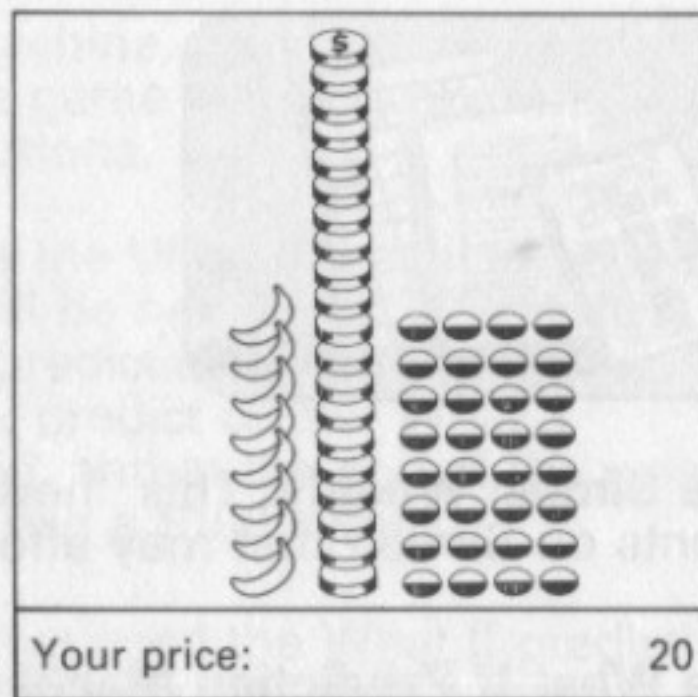
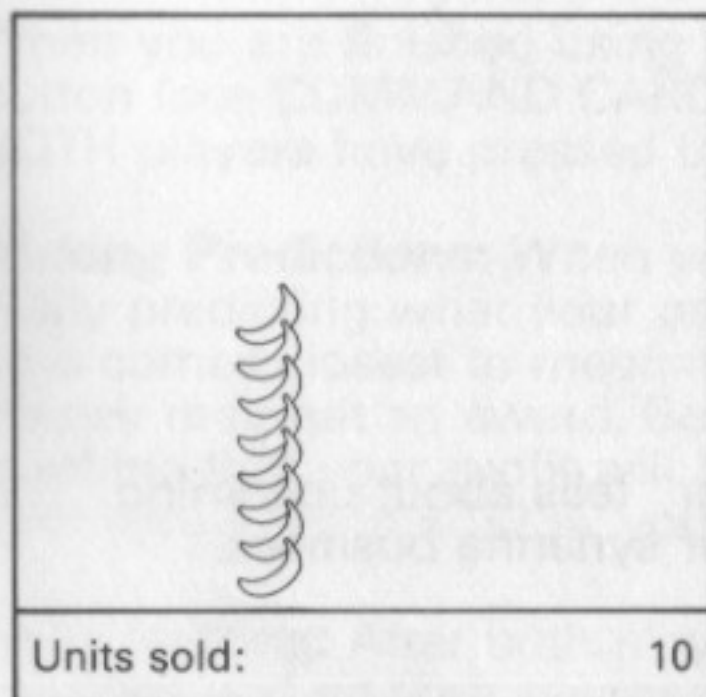
At the beginning of a new game, the price of your synannas will be set at \$40 each. When the first Simian week is over, then you can do PLANNING and set your price.

You'll need some information before you can decide what to charge for your Synannas. At the end of every Simian week, you'll see the following helpful screens:

Profit Graphs: Graphs will make it easy for you to understand what you did last week. These graphs show how much money you took in from synanna sales and how much you spent to buy rufs and advertising. The last graph shows your profit—the difference between what you took in and what you spent.

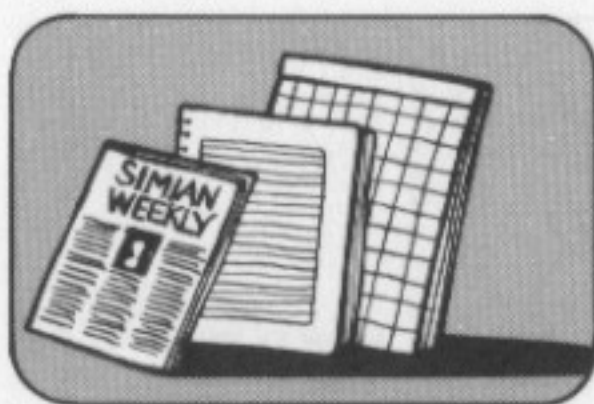
Your machine won't start if you don't have any rufs.





Don't run out of money.





The Simian Weekly: This “newspaper” tells about upcoming events on Simian that may affect your synanna business.

The What If Prediction Machine:

Lefty's WHAT IF Machine		Righty's WHAT IF Machine	
Your Price	25	Your Price	19
Units Sold	5	Units Sold	12
Rufs Bought	3	Rufs Bought	6
Cost per Ruf	7	Cost per Ruf	8
Advertising	10	Advertising	1
Profit	94	Profit	179
Inventory		Inventory	
Leave		Leave	

This handy machine shows you what you did last week. Then it allows you to find out what might happen to your profit in the coming week. By changing the numbers in the machine (see COMMAND CARD), you can answer questions like these:

If your opponent is doing well, try copying that strategy.



- What if I sell more units?
- What if I buy more rufs?
- What if I pay more for rufs?
- What if I raise my price?
- What if I lower my price?

The inventory line shows the amount of Cash, Rufs, Synannas, and Paint that you have.

When you are finished using the machine, press your plunger button (see COMMAND CARD). The game will not continue until BOTH players have pressed their buttons.

Making Predictions: When you use the What If machine, you are really predicting what your profit will be next week. The Bizling who comes closest to meeting the prediction while still making money may get an award. So if you predict on the What If machine that your profit will be \$250, and at the end of the week your actual profit is \$234, you may win a \$100 award.

Price Setting: After both players have used the What If prediction machine and hit their plunger buttons, you will have a few seconds to set your final price for the coming week. The price you have showing when the timer runs out will be your price for the week.

A Simian Survey: The Simians will tell you what they think of your synannas. The more they like your synannas, the more they'll be willing to pay a higher price for them.

Your prediction must be within \$100 of your actual profit for you to win an award from Hyam Mighty.



Remember, random surveys are not always accurate.





Advertising

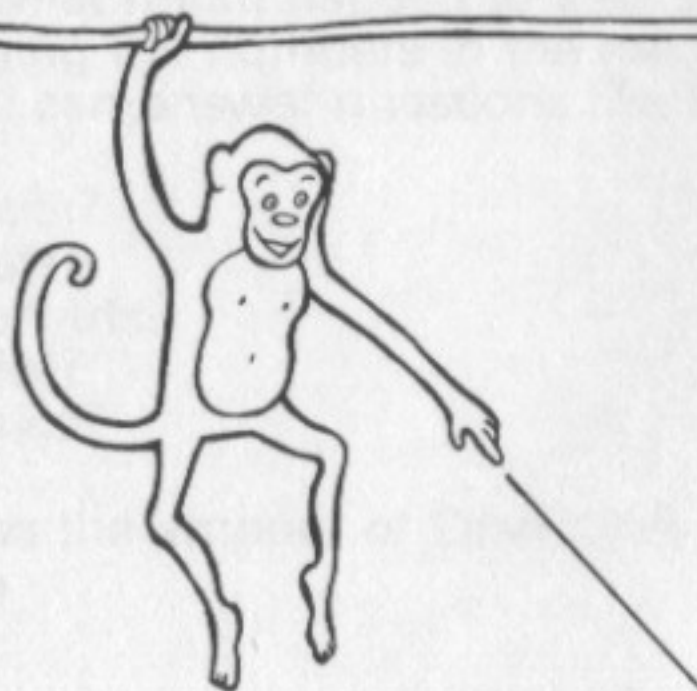
As the Simians swing by, they look at the price and quality of your synannas before deciding which ship shop to buy from. You can encourage the Simians to buy your synannas by advertising with an eye-catching synanna sign. But don't forget that advertising will cost you money.

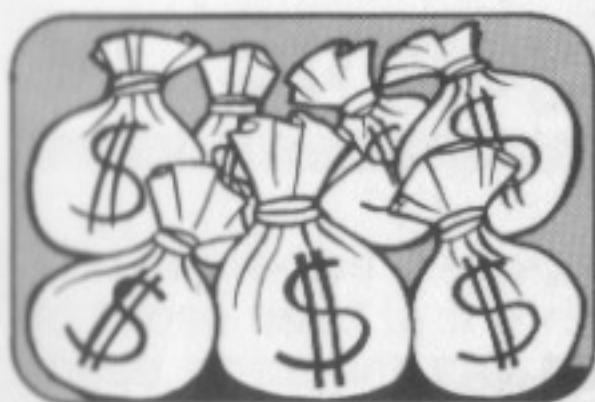
Turning on Your Sign: To advertise, move your Bizling to the plunger located under the synanna showroom on your Proto-Ruf Ship and press your plunger button (see COMMAND CARD). The synanna sign will flash once.



Selling

If the Simians like your synannas and your price, you will often make a sale, even if you don't advertise. When a Simian buys a synanna, your synanna supply will go down.





Profit

As the Simians buy your synannas, your money supply will go up. The money that you make from selling synannas (minus the cost of making synannas and advertising them) is your profit. If your profit is large, then you are running your business well.



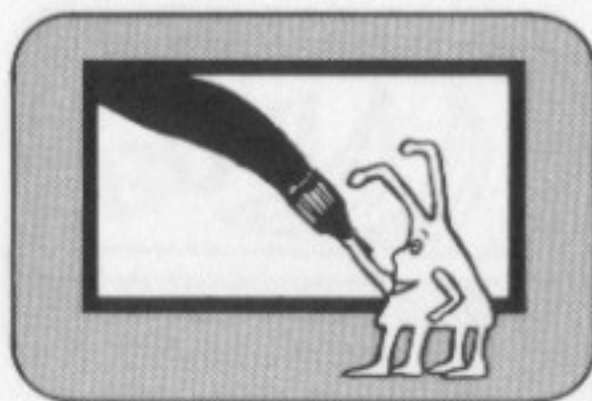
The Paint Van

Hyam Mighty's Paint Van: Hyam Mighty, the brilliant scientist and inventor, makes paint in his hidden laboratory on Simian. He travels around in his paint van and offers the paint for sale when he has some. The process for making paint is a slow one, so he doesn't always have paint to sell. When he does, he will hang out a bucket of paint, and post the price on the side of his van.

Paint Auction: Hyam Mighty will auction each bucket of paint to the highest bidder. The posted price is his beginning price. To bid on the paint, move your Bizling to the plunger on your side of the van and push your plunger button. Every time you push the plunger, the price goes up. The bucket will move toward the last and highest bidder. Bid as much as you want. When the bucket of paint reaches your plunger, the bucket will disappear. The paint will be stored in your Bizling's antennae.

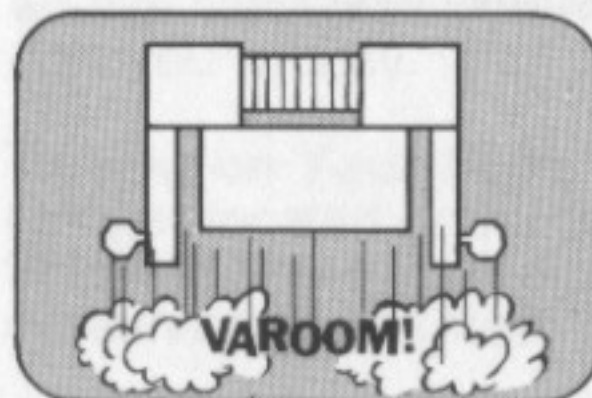
You can't bid more money than you have.





Painting the Shield

A Bizling paints with its antennae. To paint, simply move your Bizling over the shield. It will continue until its paint is all gone.



Launch!

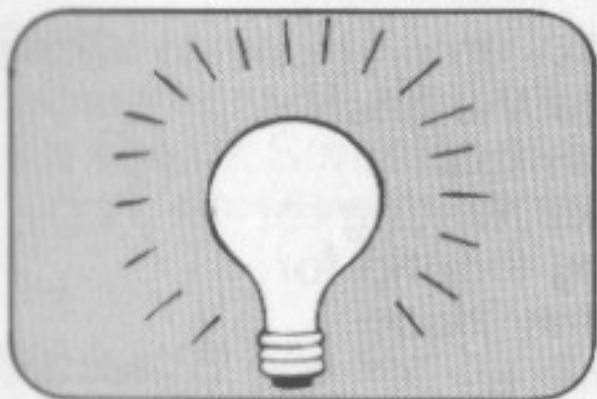
Every two weeks, both players will have a chance to launch their ships. Your protective shield does not have to be completely painted to make a successful launch, but the more paint it has the better your chances will be. Both players can launch at the same time. If your ship does not have enough paint to clear the Simian atmosphere, zingers will splatter against the shield and force it back to the planet's surface. If you wish to launch, just hit your plunger button when the launch screen appears. A successful launch ends the game.

When a zinger hits an unpainted spot on the shield, it makes holes in the rest of the paint.



VI. Strategies

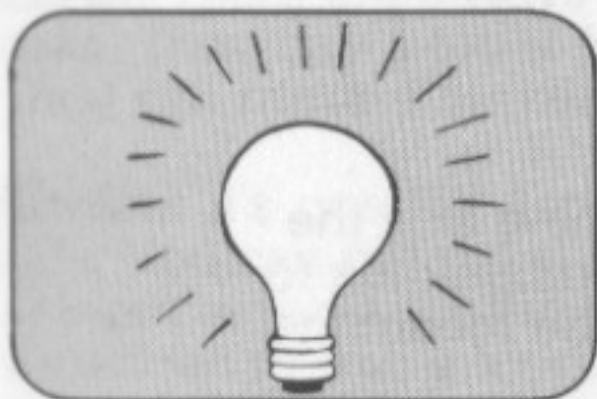
The strategies that you can use when playing *Run for the Money* are similar to those used in the real business world. This section describes some of these strategies and how you can put them to work in *Run for the Money*.



The Burger Strategy

Earth: You've seen and heard the advertising wars—McDonald's vs. Burger King, Coke vs. Pepsi, and so on. These are examples of companies offering similar products for similar prices. Each company uses huge advertising campaigns to try to gain an advantage over its competitor.

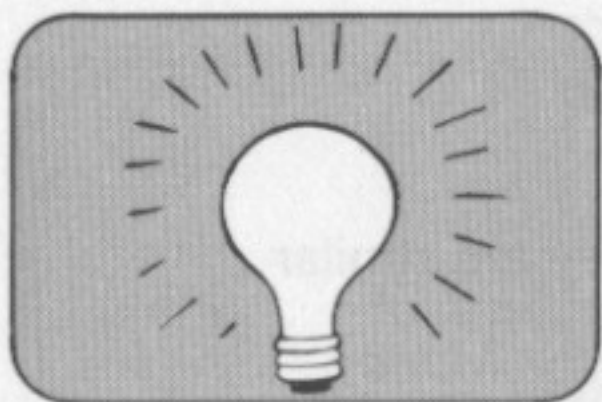
Simian: You can use advertising to encourage Simians to buy your synannas. But you must pay for advertising, and that expense can cut into your profits. Unless you get positive results from advertising (that is, more customers), you are just throwing your money away.



The Fly-Away Strategy

Earth: Another way a company can attract customers is to offer a slightly lower price for the same quality product. Airlines do this by giving discounts and special fares. Often when one airline lowers its price, the others follow. Car makers, computer manufacturers, and supermarkets also use price cutting. This method can be effective but risky because as the prices fall, profits also shrink.

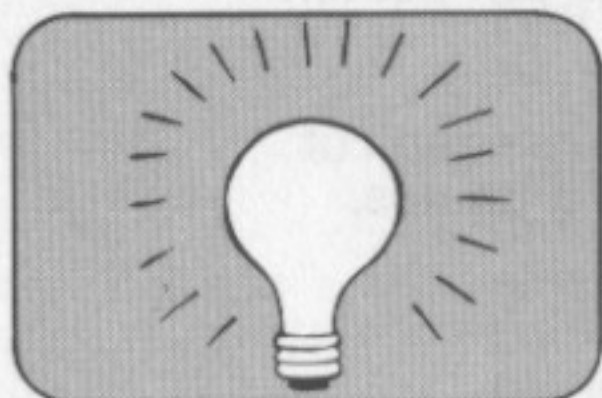
Simian: You can keep lowering your price to stay just below the other Bizling's price. Just be careful that your profits don't disappear entirely.



The Shopping Strategy

Earth: One way to increase profits is to get the same quality of raw materials for less money. Then the seller can charge less for the final product and still make the same profit. However, finding cheaper raw materials may mean some shopping around. This strategy is like hunting for the best possible birthday present. If you take too long shopping around for the best price, you may be late for the party and the bakeries may close.

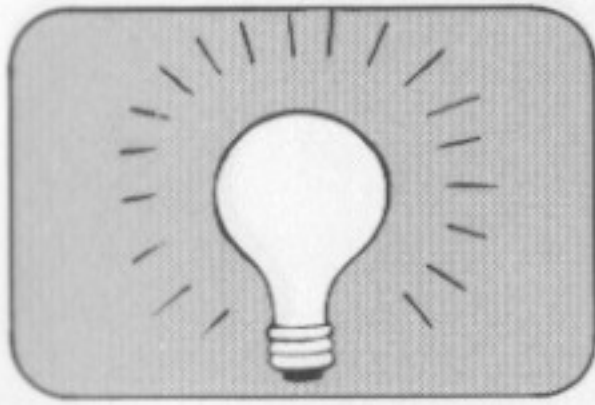
Simian: You can lower your costs by waiting in the rufhouse for the price to go down. There are risks here. It takes time for the price to go down, and you may miss another opportunity, like a paint sale. Or the Ruffians may zero you out and refuse to sell altogether.



The Pot Roast Strategy

Earth: Sometimes a fancy restaurant that used to serve sirloin steaks starts buying cheap pot roasts instead, but keeps everything else the same. The customers, however, remember the better steaks and continue to eat there. After several disappointments, they stop coming. In the meantime, the restaurant has made money.

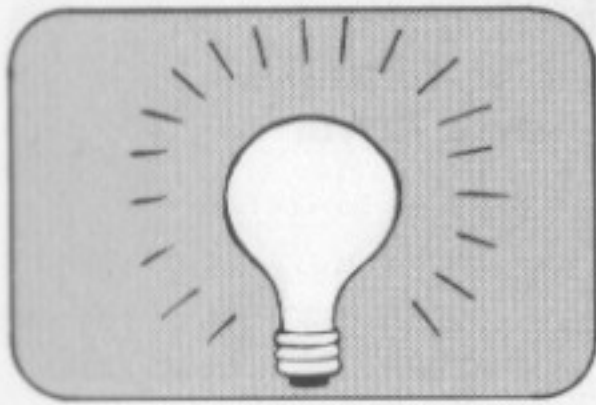
Simian: Simians, like people, remember the last product they bought. If you are selling high quality synannas, the Simians will continue to expect excellence from you. Then you can cut your costs by shifting to low-quality rufs while keeping your prices high. The Simians, however, will soon catch on to you.



The Copycat Strategy

Earth: Have you ever noticed that when one television station comes up with a very popular show, the other stations start making ones just like it? Sometimes the copycat shows are successful. At other times, people don't want another show just like the first one, and they won't watch it.

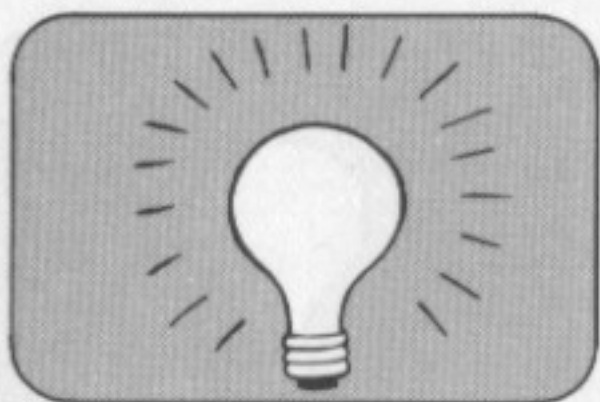
Simian: If one Bizling is making a lot of money with a strategy, then you can try to copy it. Sometimes copying will work, sometimes not.



The Fast Lane Strategy

Earth: There are always some people who are willing to take big risks. They buy a lot of stocks and bonds or invest in get-rich-quick schemes. They can make a bundle. They can also lose everything.

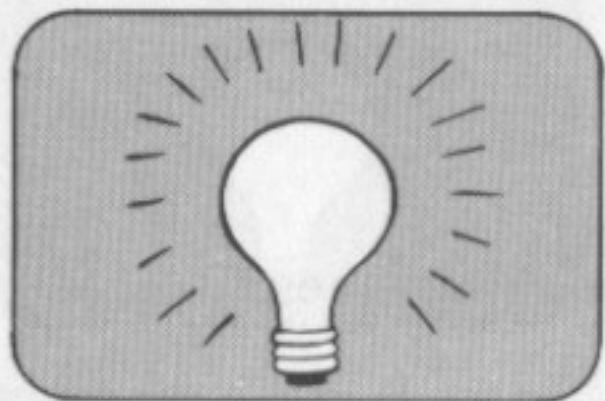
Simian: It's possible to spend a lot of money fast on paint and rufs. You can bid more than your competitor on paint and buy rufs quickly without waiting for the price to drop. In this way, you may get a lot of synannas to sell, a lot of paint in your antennae, and a chance to paint your shield quickly. You may also go broke.



The Upper Limit Strategy

Earth: It's disappointing to go to the store and find out that a record you wanted to buy costs more than you had planned to spend. If you buy the record anyway, you may not have enough money later for something you need. The next time you go to buy a record you could set a limit on how much you will spend. This strategy will leave you with enough money for other purchases.

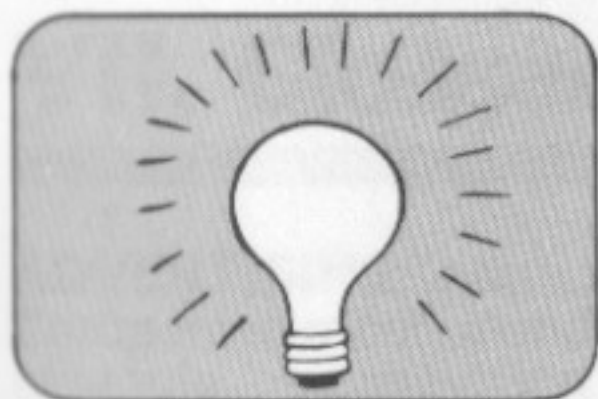
Simian: It's risky to bid more for paint than you can afford. Instead, you can set an upper limit for yourself. If the price goes above this limit, you stop bidding. Also, you may decide that you can't afford to pay more than, say, \$20 for a ruf. In that case you will have to wait in a rufhouse until the cost drops below your upper limit. Or you can simply buy a lower quality ruf.



The Star Wars Strategy

Earth: When the movie *Star Wars* came out, it was very popular and made lots of money. So they made another *Star Wars* movie. And another. And as long as they continue to be successful, they will continue to make movies such as *Star Wars*.

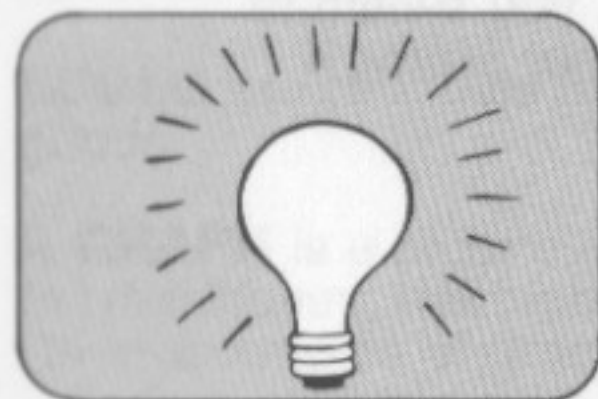
Simian: As long as a strategy works, don't change it. If you're selling lots of synannas and making lots of money, stick with whatever you're doing.



The Vegetable Machine Strategy

Earth: Have you ever seen television ads for vegetable machines? They say that if you order today, you can get a machine that will cut, peel, and smash your vegetables for you. The vegetable machine makers are using moderate prices, low quality, and plenty of advertising to make money.

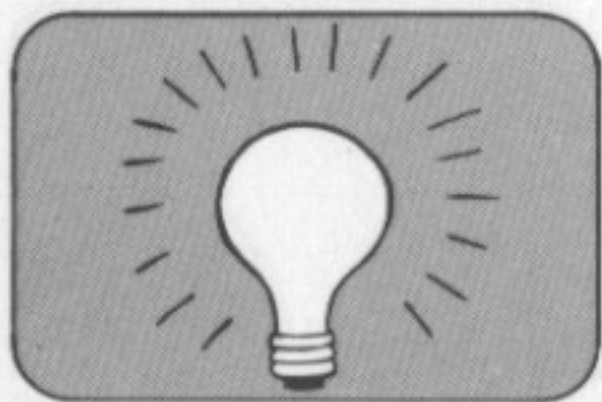
Simian: As a Bizling, you can set quality low, price medium, and advertising high. Don't be afraid to try combining strategies. It can be very effective.



The Bargain Basement Strategy

Earth: Catalog stores, factory outlets, and bargain basements are all places that specialize in offering goods for low prices. These stores avoid fancy products and expensive frills. They look for quantity of sales rather than quality.

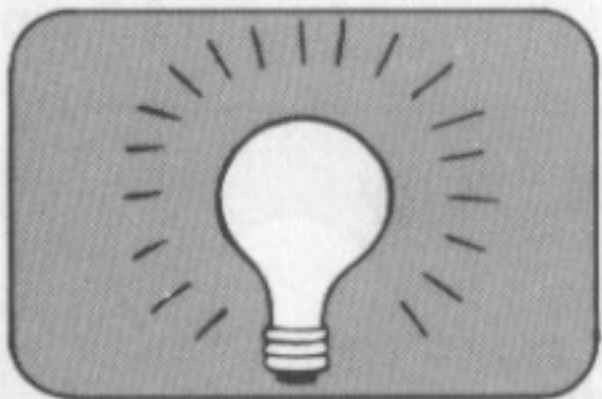
Simian: You can try this strategy by buying rufs as cheaply as possible and by setting your price very low. But you won't make much money on each sale, so you'll have to sell a lot of synannas to succeed as a bargain basement.



The Gas Pump Strategy

Earth: People have different needs and wants. Some people have new cars that will only run on expensive unleaded gasoline. Others have old automobiles that will use less expensive fuel. While one gas station might focus on the needs of new-car owners, another can serve the needs of those who own older cars.

Simian: You can follow this strategy by always buying rufs that are different from your competitor's rufs. If the other Bizling uses high quality, you go low. If the other Bizling switches to low quality, you switch to high. Then you can appeal to the Simians that don't like the other Bizling's product.



The Save And Splurge Strategy

Earth: Some kids save every penny of their allowance for months. One day they spend it all on a big thing like a bicycle or a computer game. By saving for a long time, these kids finally get what they wanted. Until then they must resist spending much money.

Simian: You can try this strategy by not buying paint at first. Then, when you have much more money than the other Bizling, you can try to buy lots of paint, or lots of rufs, if you need them.

VII. Glossary

ADVERTISING is one way that a company persuades people to buy things. Companies must spend money in order to advertise. Cereal companies, for example, pay television stations to show cereal commercials. Those commercials are advertising.

CASH is the money you have on hand. In order to open a lemonade stand, you must begin with some money to buy lemonade mix and sugar. That money is called cash. Your profit (the money you make from selling lemonade minus your costs) is added to your cash.

COSTS are the amounts of money a company must pay to stay in business. Some examples of costs are buying raw materials and paying for advertising.

GOODS are products that get sold. Furniture, coal, and toothpaste are all goods.

A GRAPH is a picture that represents numbers. On the profit graph in *Run for the Money*, the higher your profit is, the taller the bar will be. Other examples of graphs are time lines and number lines.

A PREDICTION is a guess about what will happen in the future. Companies make predictions of their costs and sales in order to develop good plans and strategies. For example, farmers plant a certain number of pumpkin seeds in the spring based on a prediction of how many pumpkins people will want in the fall.

PRICE is how much money a company charges for its goods. The price of bubble gum is less than a dollar, while the price of a car is thousands of dollars. A company sets the price of a product in order to cover its costs and also make a profit.

PRODUCTION is turning raw materials into finished goods. For example, a factory makes bicycles out of metal and rubber. A carpenter makes a chair out of pieces of wood. A Bizling makes synannas out of rufs.

PROFIT is money a company has left after paying all its costs. If you buy a lemon for ten cents, make lemonade, and sell the lemonade for a quarter, your profit will be fifteen cents.

RAW MATERIALS are what goods are made from. For example, gasoline comes from a raw material called crude oil.

SALES are the number of goods a company sells. If a hot dog stand sells ten hot dogs in a day, then that stand had ten sales that day.

SUPPLY is how many raw materials or produced goods a company has on hand. For example, all the candy in a candy store is that store's inventory or supply of candy.

A SURVEY is when you ask many people what they think of something. Commercials often show people being surveyed about which brand of soft drink or laundry detergent they prefer.

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(This bibliography was compiled by Inabeth Miller, Librarian to the Faculty of Education, Harvard Graduate School of Education.)

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