



US 20230364496A1

(19) **United States**

(12) **Patent Application Publication**

(12) **Svengalis**

(10) **Pub. No.: US 2023/0364496 A1**

(43) **Pub. Date: Nov. 16, 2023**

(54) **METHOD AND SYSTEM FOR PLAYING ENTREPRENEURIAL GAME**

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(21) Appl. No.: **18/226,500**

(22) Filed: **Jul. 26, 2023**

Related U.S. Application Data

(63) Continuation-in-part of application No. 17/731,134, filed on Apr. 27, 2022.

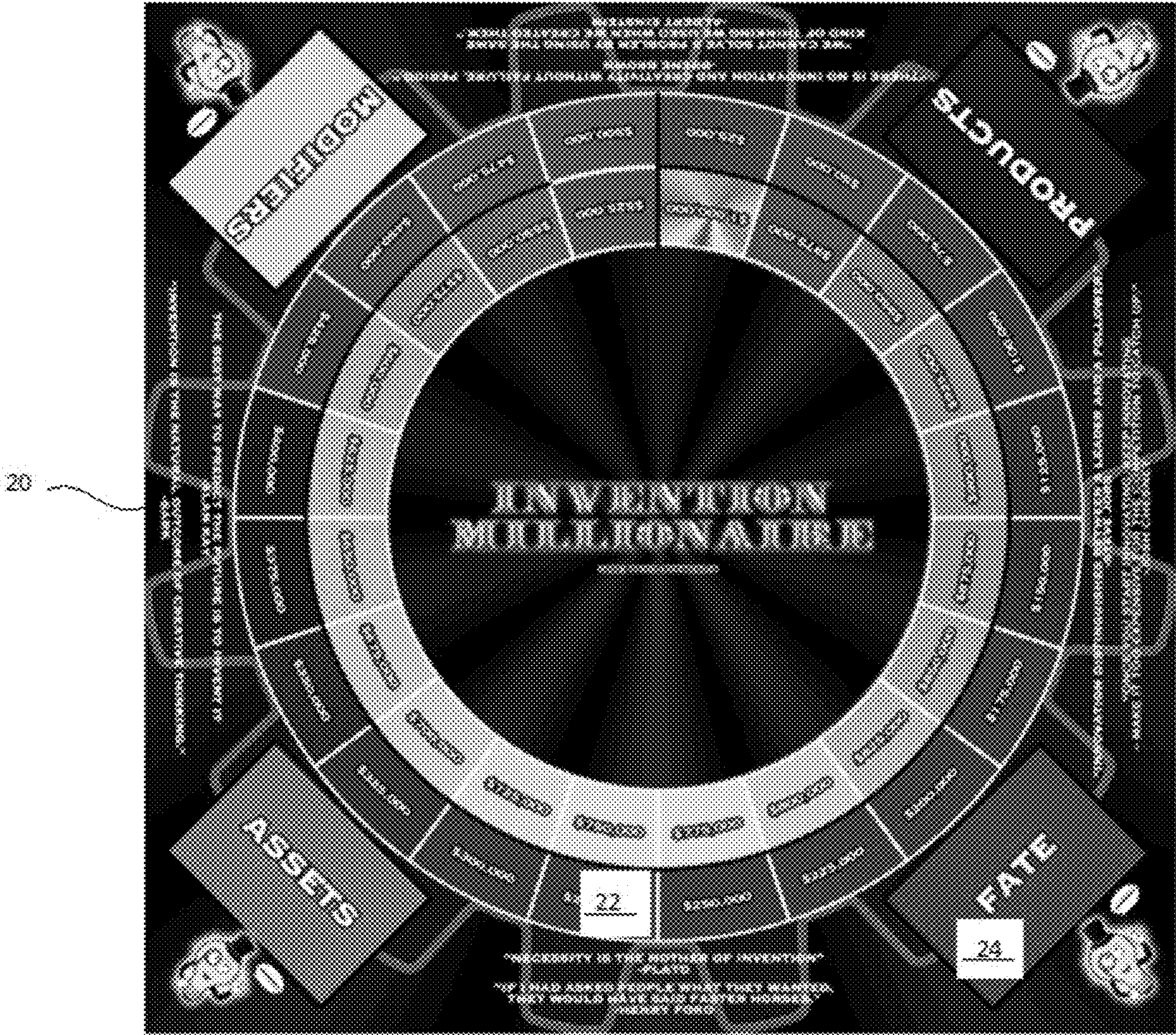
(60) Provisional application No. 63/180,888, filed on Apr. 28, 2021.

Publication Classification

(51) **Int. Cl.**
A63F 3/00 (2006.01)

(52) **U.S. Cl.**
CPC *A63F 3/00138* (2013.01); *A63F 3/00063* (2013.01); *A63F 2003/00141* (2013.01)

(57) **ABSTRACT**
A system and method for playing a game directed towards fostering novel concepts and products. Players take pre-determined concepts and combine the concepts to evoke an idea that will be used for a pitch. The pitch is then discussed and the players determine which pitches seem promising and valid.



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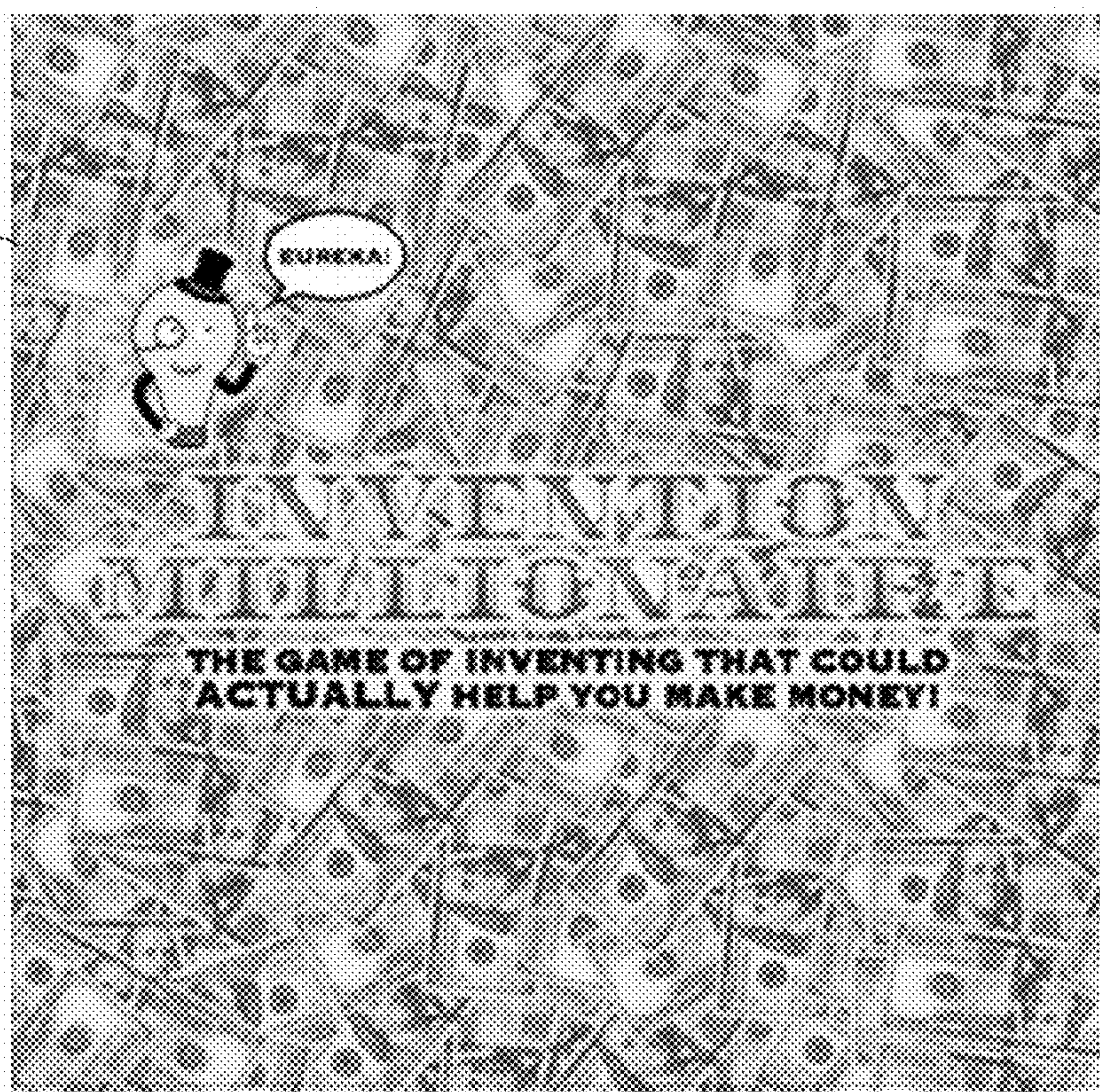


FIG. 1

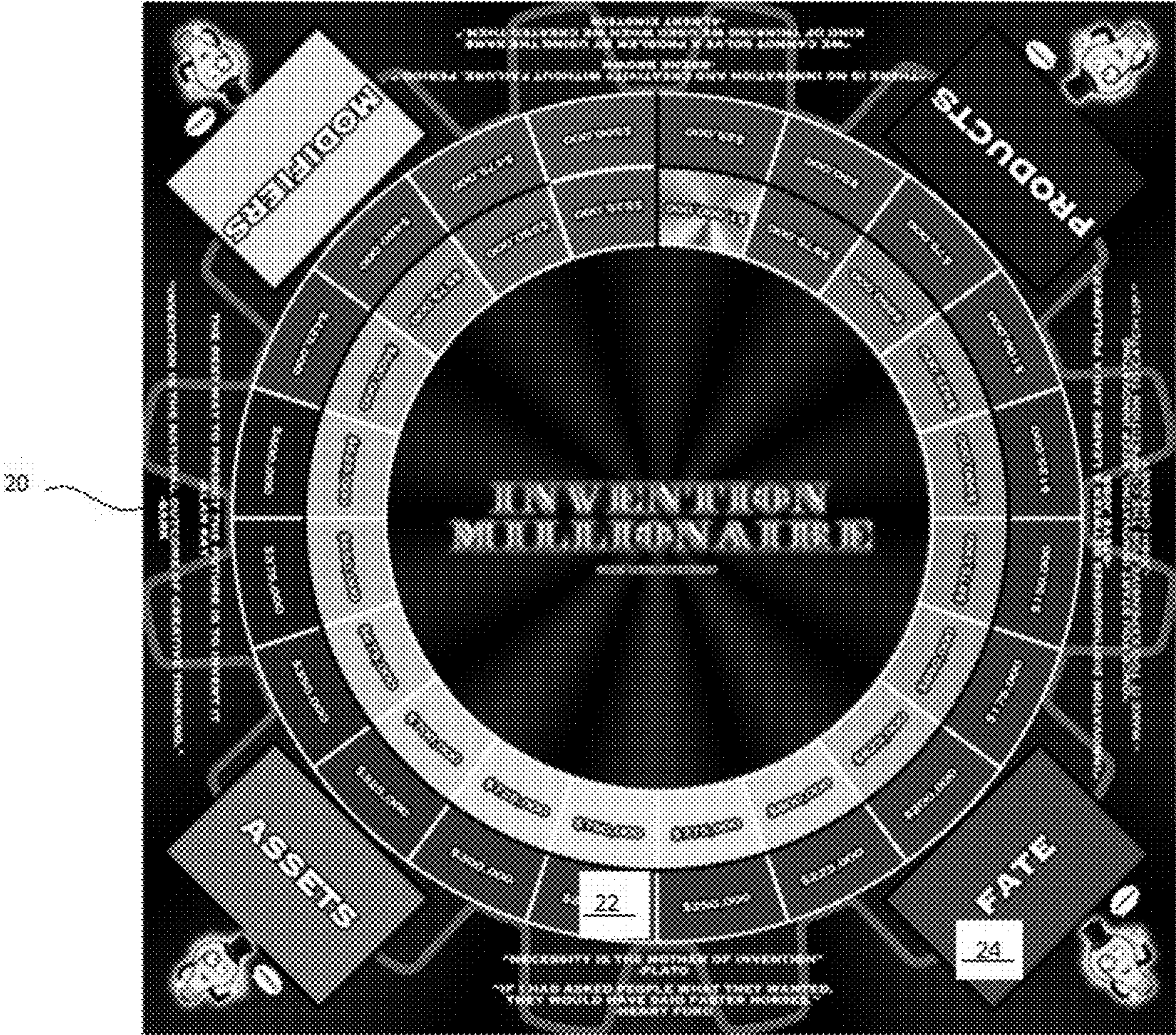


FIG. 2

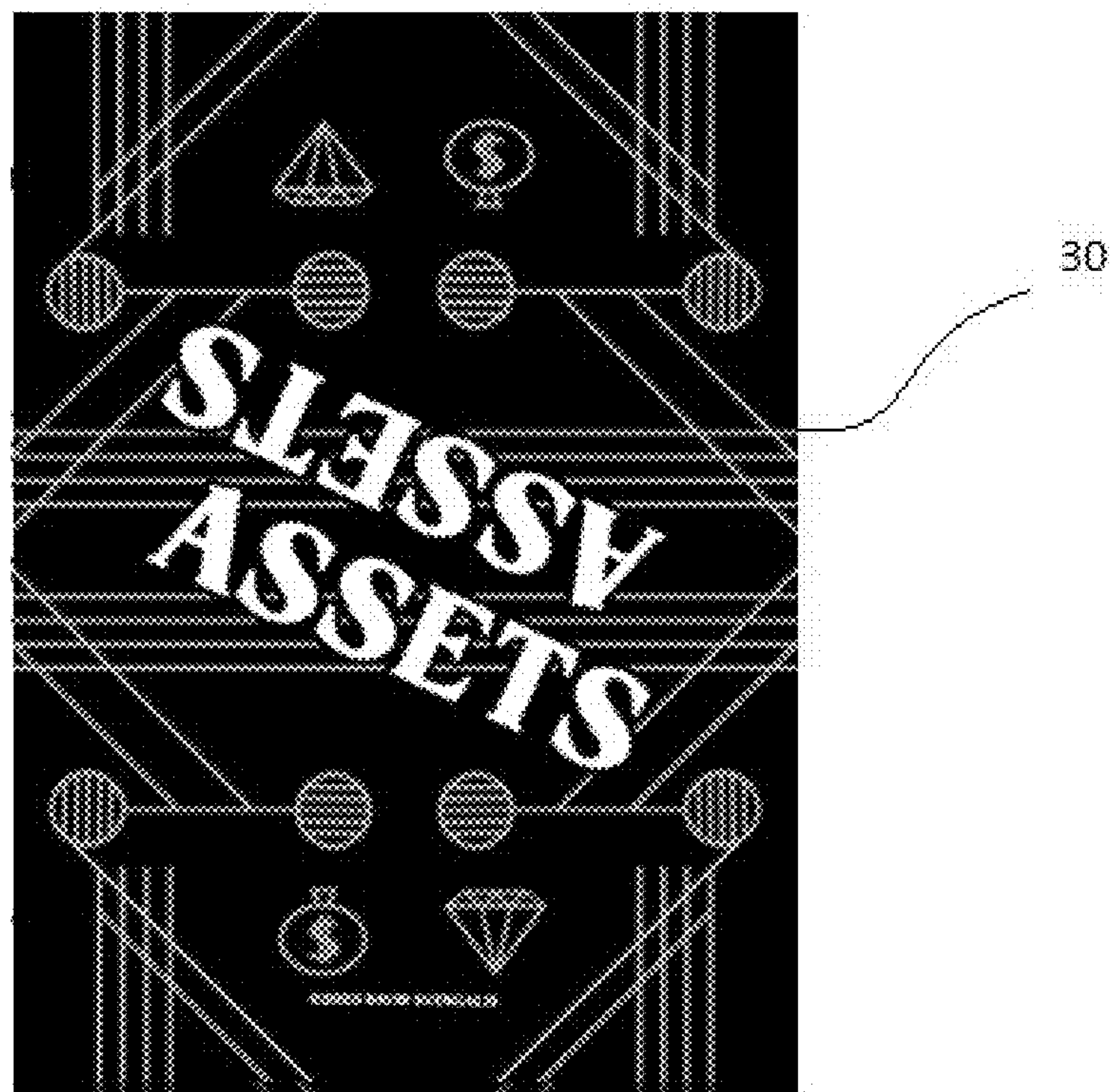


FIG. 3

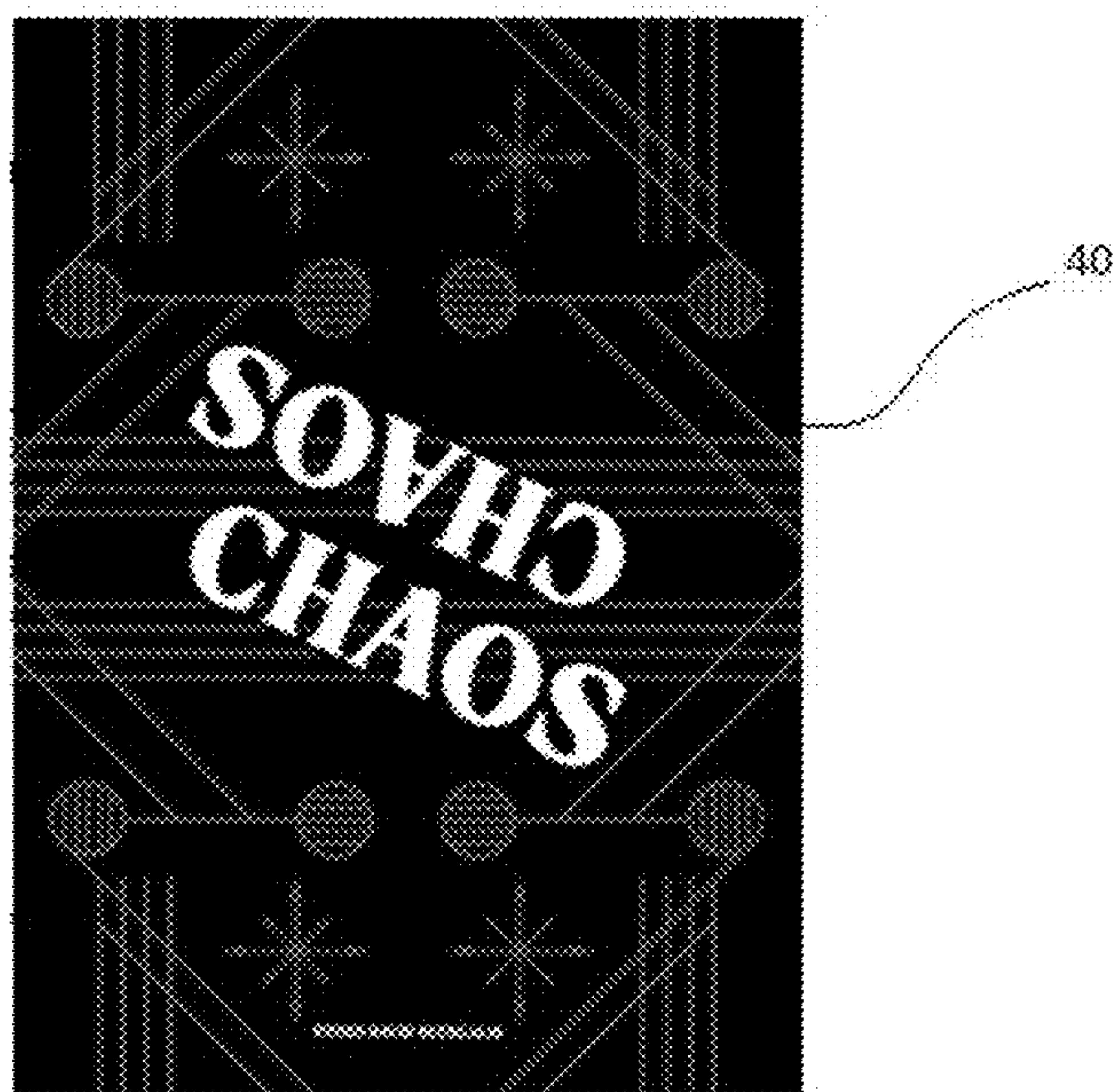


FIG. 4

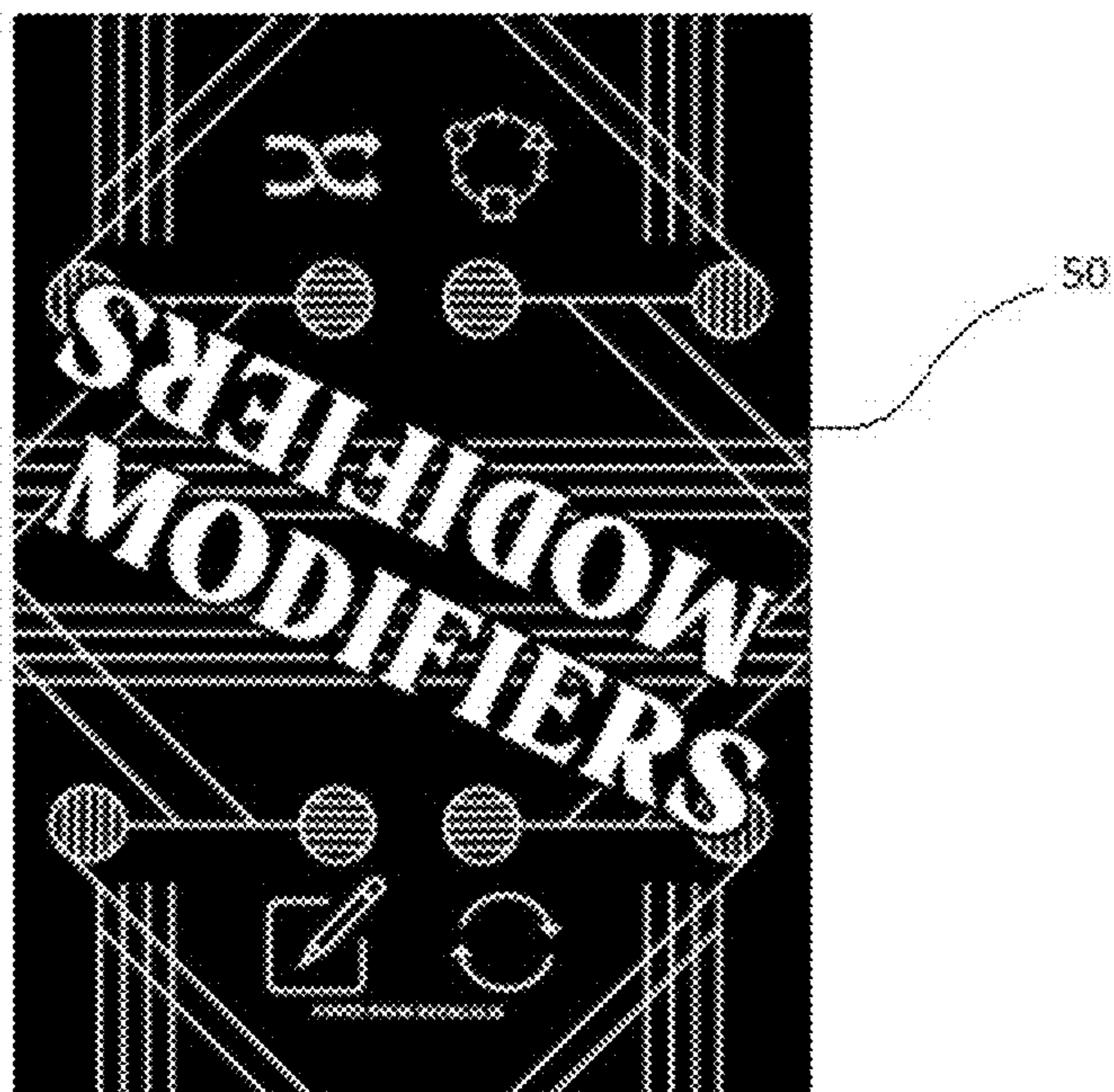


FIG. 5



FIG. 6

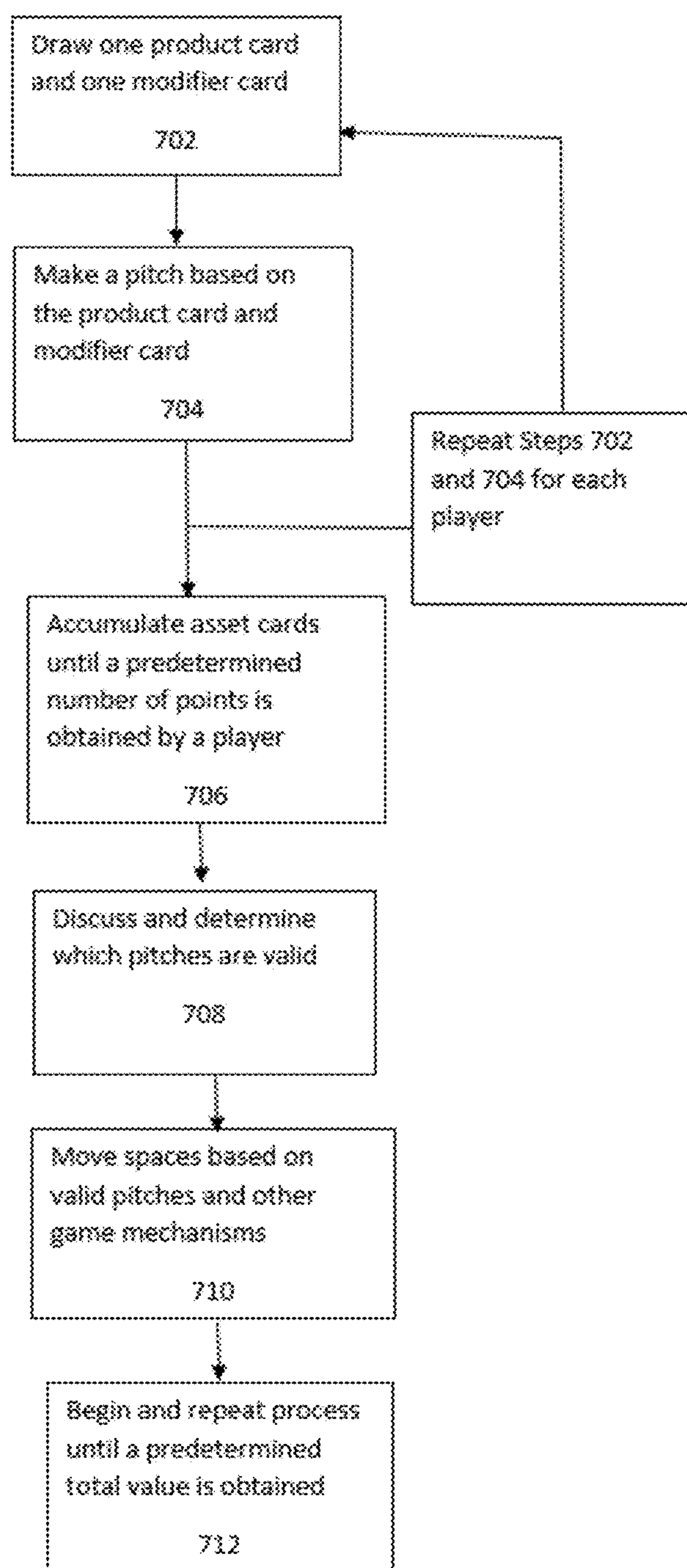


FIG. 7

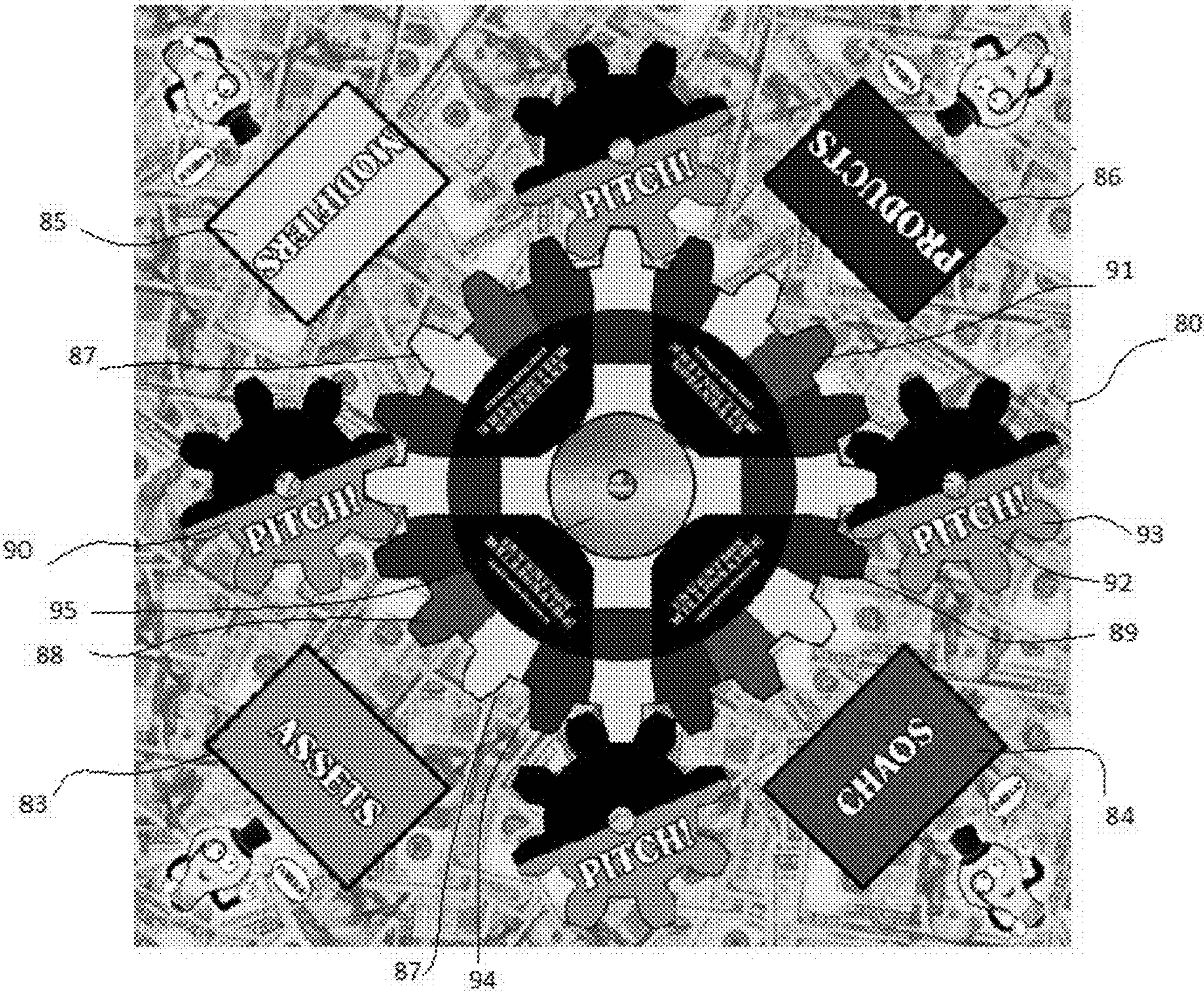


FIG. 8

METHOD AND SYSTEM FOR PLAYING ENTREPRENEURIAL GAME

[0001] This application is a continuation in part of U.S. patent application Ser. No. 17/731,134 filed Apr. 27, 2022, which in turn claims the benefit of U.S. Provisional Application No. 63/180,888 filed Apr. 28, 2021, the contents of which are incorporated herein by reference.

[0002] This application includes material which is subject to copyright protection. The copyright owner has no objection to the reproduction by anyone of the patent disclosure, as it appears in the U.S. Patent and Trademark Office files or records, but otherwise reserves all copyright rights whatsoever.

BACKGROUND

1. Field

[0003] Disclosed embodiments are generally related to a method for playing a game. In particular, the disclosure is related to a method and system for playing an entrepreneurial game.

2. Description of the Related Art

[0004] Games help people learn about different topics as well as provide enjoyment for families. Entrepreneurial topics are of interest to many people. These topics can be complicated and difficult to understand. Having a game that is focused on helping people learn about entrepreneurial topics will help people become familiar with these topics.

SUMMARY

[0005] Briefly described, aspects of the present disclosure relate to a method and system for playing an entrepreneurial game.

[0006] An aspect of the disclosure is a method for playing an entrepreneurial game. The method comprising: providing at least three different types of cards, wherein a first type of the three different types of cards indicates a product, wherein a second type of the three different types of cards indicates an asset, wherein a third type of the three different types of cards indicates a modifier; placing the at least three different types of cards at different locations on a board, wherein the board comprises a gear located in a central area of the board and at least two pitch spot gears located around the gear; wherein at least one of two players creates a pitch using the at least one of the first type of the three different types of cards and at least one of the third type of the three different types of cards when located on one of the at least two pitch spot gears; and wherein the pitch is used to determine a winner of the entrepreneurial game.

[0007] Another aspect of the disclosure is a board for playing an entrepreneurial game. The board comprising: a gear located in a central area of a board; at least four pitch spot gears located around the gear, wherein the gear located in the central area of the board and the at least four pitch spot gears each comprise teeth that engage with each other; at least three spots for placing at least three different types of cards, wherein a first type of the three different types of cards indicates a product, wherein a second type of the three different types of cards indicates an asset, wherein a third type of the three different types of cards indicates a modifier; and wherein only two of the at least four pitch spot gears have an available space for a player to create a pitch during

each turn, using the at least one of the first type of the three different types of cards and at least one of the third type of the three different types of cards when located on one of the at least two pitch spot gears; and wherein the pitch is used to determine a winner of the entrepreneurial game.

BRIEF DESCRIPTION OF THE DRAWINGS

- [0008]** FIG. 1 is a view of a cover of the playing game.
- [0009]** FIG. 2 is a view of the board used in playing the game.
- [0010]** FIG. 3 is a view of an asset card.
- [0011]** FIG. 4 is a view of a chaos card.
- [0012]** FIG. 5 is a view of a modifier card.
- [0013]** FIG. 6 is a view of a product card.
- [0014]** FIG. 7 is a flow chart showing the steps for playing an embodiment of the game.
- [0015]** FIG. 8 is a view of a board with an integrated gear mechanism.

DETAILED DESCRIPTION

[0016] To facilitate an understanding of embodiments, principles, and features of the present disclosure, they are disclosed hereinafter with reference to implementation in illustrative embodiments. Embodiments of the present disclosure, however, are not limited to use in the described systems or methods and may be utilized in other systems and methods as will be understood by those skilled in the art.

[0017] The components described hereinafter as making up the various embodiments are intended to be illustrative and not restrictive. Many suitable components that would perform the same or a similar function as the components described herein are intended to be embraced within the scope of embodiments of the present disclosure.

[0018] The method and system for playing the entrepreneurial game is implemented using cards and a board. In an embodiment, the game is implemented using only cards. In an embodiment, the game is implemented using both the board and cards. The game is designed for between 2-8 players. The goal of the game is to use the components of the game to arrive at an idea that is illustrative of a novel idea.

[0019] While the game is designed to be implemented by more than one person, in an embodiment, an individual can use the method and system by themselves to arrive at novel concepts and ideas. In an embodiment, teams of various players can work together forming teams to play the game.

[0020] An object of the game is to see who can produce an idea that everyone agrees upon would be the best to create first. In an embodiment, the goal is to establish an idea that everyone agrees upon to be marketed first. In an embodiment the winner of the game is the player who creates the most pitches.

[0021] An embodiment of the game uses cards that have various goals or targets related to the cards. In an embodiment, the cards are physical. In an embodiment, the cards are digital. In an embodiment, both digital and physical cards are used.

[0022] The game implements cards that have different colors that represent different categories. It should be understood by one of skill in the art, in view of this disclosure, that the colors used in the following examples may be different depending on the preferences of the ultimate game.

[0023] FIG. 1 shows a view of a top of the container 10 for containing the components of the game. The container 10 is

typically a box made of cardboard. In an embodiment, the container **10** is made of plastic. In an embodiment, the container **10** is made of metal. In an embodiment, the container **10** is made of combination of materials.

[0024] FIG. 2 shows a view of a board **20** upon which the game is played. Players use tokens to move around the board **20** to keep track of their progress. In an embodiment, the game pieces, or tokens representing the players, are tokens that represent common tools one might use to construct an invention. For example, a gear, a wrench, a nut, pliers, a hammer, a screwdriver, a drill, and a saw. In an embodiment, the game pieces, or tokens representing the players are tokens that represent notable inventions from the past. For example, a 3D printer, a computer, a telephone, a television, an airplane, a wheel, sliced bread, and a vacuum.

[0025] The board **20** is square shaped. In an embodiment, the board is circular shaped. In an embodiment, the board is triangular shaped. In an embodiment, the board is pentagonal shaped. In an embodiment, the board is rectangular shaped. In an embodiment, the board is hexagonal shaped. In an embodiment, the board is octagonal shaped. Discussed below is a board that has moving components that enhance the playing of the game.

[0026] The board **20** is designed to have areas **22** that are arranged in a circle. The areas **22** are designed to have rectangular shapes. In an embodiment, the areas used for the board are circular shaped. In an embodiment, the areas used for the board are triangular shaped. In an embodiment, the areas used for the board are pentagonal shaped. In an embodiment, the areas used for the board are square shaped. In an embodiment, the areas used for the board are hexagonal shaped. In an embodiment, the areas used for the board are octagonal shaped. In an embodiment, the areas used for the board are formed from a variety of different polygonal shapes. In an embodiment, the areas used for the board are formed from a variety of circular and polygonal shapes.

[0027] The board **20** shown in FIG. 2 has two concentric circles of areas **22**. In embodiment, the layout of the areas **22** may utilize more than two concentric circles of areas **22**. In an embodiment, only one circle of areas **22** is utilized. In an embodiment, an arbitrary path of areas **22** is utilized. In an embodiment, a linear path of areas **22** is used.

[0028] In FIG. 2, the areas **22** have monetary values listed. It should be understood by one of ordinary skill in the art that monetary values listed may vary depending on overall costs contemplated. Further, the type of currency may change depending on area or locale contemplated when playing the game. In FIG. 2, the areas **22** have monetary values that increase by increments of \$25,000. Starting at \$25,000 and increasing up to the value of \$1,000,000. The values of the areas **22** may be altered or their incremental values changed depending on the specificities of the design. For example, the values of the areas **22** may start at \$10,000 and increase by \$10,000 until reaching the value of \$1,000,000. In this implementation more areas **22** would need to be placed on the board **20**.

[0029] In addition to the areas **22** there are card locations **24** listed on the board where different types of cards, discussed below, are placed. The card locations **24** may be placed on the board **20** at locations that are aesthetically pleasing with respect to the other arrangements of the board, or that are convenient with respect to the players of the game.

[0030] Different types of cards are contemplated for use in the game, asset cards **30**, chaos cards **40**, modifier cards **50**, and product cards **60**. The names and types of cards should not be considered limiting to the overall play of the game. It should be understood, that additional, or alternatively, cards with different names may be used in place of the cards discussed herein, provided the concepts represented by the cards discussed herein are indicated and/or represented on the cards in some manner. The overall usage of the cards is to further enable and facilitate the implementation of, and fostering of, novel concepts and entrepreneurial ideas. In an embodiment, the concepts of the card types are printed on the cards in text. In an embodiment, the concepts of the types are cards are printed on the cards in Braille. In an embodiment, the concepts of the types of cards are provided on the cards in a pictographic form. In an embodiment, digital cards are used. In an embodiment, aural components are implemented with the cards to indicate the concepts.

[0031] FIG. 3 shows an asset card **30**. These are cards that comprise various elements that may help an idea go from the conception phase to having a product being sold. Many of the asset cards **30** are associated with methods and types of intellectual property. During game play once a player has enough points obtained from asset cards **30**, a round of play ends. During game play, players are encouraged to read aloud the full text of asset cards as they appear, although it's not necessary to play the game.

[0032] Examples of text found on asset cards **30** are provided in the following paragraphs. These are exemplary of the text found on the asset cards **30**. Additional asset cards **30** may be utilized in addition to the asset cards **30** described herein.

[0033] An example of text on an asset card **30** is "Computer -\$100,000/1 point. Sure, you're able to do a lot on your phone. You can Facebook, email, schedule, chat, and tweet. What else is there? a lot. From organizing files (there will be a LOT) to storage of those files, a larger screen, a real keyboard, and raw power, you'll quickly see the value of a laptop over a phone. All that, and the fact that it conveys a sense of professionalism. Pros have computers, amateurs use their phones. A desktop computer might be a good option, as they tend to be more powerful. Also, be wary of buying something used. You don't know what horrors that used computer has seen."

[0034] Another example of text on an asset card **30** is "Family/friends support -\$100,000/1 point. Your family and friends are a great asset if they believe in you. If you trust them to keep quiet, they're a good place to bounce ideas off of, help you with testing, and give advice with roadblocks. They'll celebrate your successes and comfort you through the failures. If you have a non-disclosure agreement for them to sign that's a great way for them to prove that they're trustworthy . . . or a contract signed in blood. Maybe try the NDA first."

[0035] Another example of text on an asset card **30** is "Inventor Club -\$100,000/1 point. There are hundreds across the country. Some are dues paying and some are free. This is a group of like-minded inventors who share information and resources. They may meet every week or every month, in-person or online. Many have non-disclosure agreements to join, so you can be reassured that everyone stays quiet, and you can share a little more than with other

places. Still be careful, but the people in these groups tend to be a little more trustworthy because they have ideas they want to protect also.”

[0036] Another example of text on an asset card **30** is “LinkedIn Page –\$100,000/1 point. This is where the pros network with each other. To many people you’re not a serious contender if you don’t have a LinkedIn profile. Start one now. Seek out companies that make and sell things in your product’s area. Find the decision makers and follow them, then later introduce yourself and your invention. The worst they can say is no. Even a no can be turned into a referral request, so what does it hurt? Eventually they might start saying yes. As long as you’re not annoying or crazy they’ll probably be fine with the connection.”

[0037] Another example of text on an asset card **30** is “Business partner –\$100,000/1 point. Having a business partner in your invention project is a possibility. Maybe it’s your spouse, a colleague from work, or a good friend. Maybe it’s even two or three people. However, it’s very important for all people to be pulling their weight and constantly bringing to the table resources that help the project. Whether it’s funding, design, prototype crafting, sales, social media outreach, or whatever. Everyone should be contributing on an ongoing basis. Having a contract or LLC agreement between all parties is helpful as well. Just don’t draw up a contract on a bar napkin. Only lawyers like that.”

[0038] Another example of text on an asset card **30** is “LLC –\$100,000/1 point. A Limited Liability Corporation is a legal entity you can form to represent yourself and your assets, sort of like a regular corporation, but just for you, or for you and a partner. You can get a bank account, a tax ID Number, conduct business, etc., all through the LLC, so you aren’t liable personally for business dealings. There are many more aspects to an LLC, and an attorney can tell you further information. You can file for this without an attorney, but just like pulling your own tooth without a dentist . . . do you really want to do it that way? Probably not.”

[0039] Another example of text on an asset card **30** is “Luck –\$100,000/1 point. Let’s face it: you could do everything right and still not be successful with your product. That’s just life. Sometimes it’s about being in the right place at the right time. Of course, the pros are the ones who figure out where to be and when to be there. Luck works for those people who anticipate it and are able to capitalize on it. Beyond that, it’s like playing the lottery. (don’t play the lottery, it’s a tax on people who don’t understand probability).”

[0040] Another example of text on an asset card **30** is “Marketable ideas –\$100,000/1 point. “a left-handed trombone for elderly Klingon speakers?” How many of those do you really think would sell? Probably not many. Sure, that’s an extreme example, but a customer base of millions of people is better than one of two hundred. Now, have an idea for “People who ride bikes and drink coffee” or “Mothers of new-borns who jog” and your potential customer base is much, much larger, meaning more potential profit for you, or your investors. Hu’tegh! (Make money).”

[0041] Another example of text on an asset card **30** is “Multiple ideas –\$100,000/1 point. Ok, so you’ve got a good idea, but is it a GREAT idea? Twenty minutes of brainstorming and you might just get another idea that’s more marketable, more, more useful, or more fun. Having a few ideas to pick from is probably a good idea. You may even have time

to have two or three projects at the same time. Keep a log in a notebook, your phone, somewhere safe and visit it often. You’ll be ready when a potential investor asks, “what else do you have?” You may think it’s a stupid idea. Write it down anyway. Stupid ideas sell. Ever heard of the pet rock?”

[0042] Another example of text on an asset card **30** is “Non-Disclosure Agreement (NDA) –\$100,000/1 point. Sometimes called a “Confidential Disclosure Agreement”, this is a simple agreement between you and someone you’re telling your idea to. They essentially agree it’s your idea and not to tell anyone else. There are different ways to write this agreement and an attorney can help you draw one up, or you can find them online. Some companies won’t want to sign it for legal reasons, but it never hurts to ask. They may even have one for you to sign, which may be a “mutual” NDA having terms that apply to you as well, in which case read the fine print.”

[0043] Another example of text on an asset card **30** is “Patience & Persistence –\$100,000/1 point. A good idea doesn’t just become successful overnight. It may very well take months or years for an idea to go from the initial idea to the consumer’s hands. Don’t stop watering the seed of your creation just because there aren’t concrete results yet. Keep at it! Keep making daily or even weekly progress. Learn more, talk to more people, and keep gathering assets to your portfolio. Eventually you might just be successful. Good things come to those who wait.”

[0044] Another example of text on an asset card **30** is “People skills –\$100,000/1 point. Being somebody people like is a strong asset for an entrepreneur. Being the opposite is a liability. Communication skills, showing concern for others’ thoughts and wellbeing, being generous, and not taking yourself too seriously are all assets that could get you noticed, and by association, your product. Don’t sweat the small stuff and be flexible. Remember: interested=interesting.”

[0045] Another example of text on an asset card **30** is “Provisional patent –\$100,000/1 point. This is a cheap first step to making your idea protected. You can do it yourself, but like most legal things it’s highly advisable to have an intellectual property attorney handle this for you. The upside is it’s cheap and easy. The downside is it only lasts a year. After that year you must have a utility or design patent to retain that protection. You DO have a year, though, to get an angel investor, crowdfunding, a licensing deal, or your rich aunt to pay for the bigger patent. C’mon Aunt Judy!”

[0046] Another example of text on an asset card **30** is “Research skills –\$100,000/1 point. Does your product already exist? A similar product may not be a bad thing, but you should do a detailed search, maybe even hire a patent attorney to search as well. Also, being able to source materials, people, manufacturers, industry contacts, and other information is a big plus for you. The more detailed your search skills, the better. Look up “Google search tips” to see how phrasing your search differently can work wonders. Learn the best ways to find what you’re looking for and your product and project will benefit.”

[0047] Another example of text on an asset card **30** is “Sell sheet –\$100,000/1 point. This is a one-page ad for your product that shows what it looks like and what it does. It’s not really for consumers, but for potential business contacts. There are thousands of examples online to give you a idea of what a good sell sheet looks like. This should include product benefits, suggested price, your contact info, and

where to go online for more. A professional graphic designer would be very helpful here. Have electronic copies to email and physical copies to hand out, but don't go nuts and drop a hundred thousand of them from a helicopter above the trade show."

[0048] Another example of text on an asset card **30** is "Copyright -\$200,000/2 points. This protection applies to intellectual property of an artistic, musical, or literary nature. This is the exclusive legal right to publish, reproduce, distribute, or sell that intellectual property. This also gives you the right to allow others to do the same. Copyright law varies by country and usually a specific time period. Yes, you can file for this yourself, but it is highly advisable to have an intellectual property attorney handle this for you. You don't want to end up with a copywrong."

[0049] Another example of text on an asset card **30** is "Graphic designer -\$200,000/2 points. To sell your idea you'll need to show people what it is. If you don't have a physical prototype, you can describe it with pictures instead. The better the pictures, the more impressive your product looks, so hiring a good graphic designer will help. They can do things like images for a sell sheet, a website, a video, or flyers for a trade show. They're definitely going to come in handy. This is one of the skills that's easy to teach yourself, though, so sign up for an online course instead of paying for a gym membership. (You know you're not going to go anyway . . .)."

[0050] Another example of text on an asset card **30** is "3D printer -\$200,000/2 points. Being able to make your own prototypes is a great asset. 3-D printers are getting cheaper and cheaper and they're getting better and better. A filament printer prints with spools of plastic wire and can print larger items, but aren't as precise. Resin printers print with goo and are much more precise BUT generally print much smaller. Resin printers are also smelly and you don't want them in the house, rather a garage or workroom with good ventilation. Both kinds of printers are useful. it just depends on what you're printing. One will do great with your silly cosplay armor, one will do great for your crazy light-up game pieces."

[0051] Another example of text on an asset card **30** is "Business plan -\$200,000/2 points If you didn't go to business school this is a summary of your business concept, the company organization, what you're offering to what target market, how you'll be selling, and a basic financial breakdown. It serves as a road map for where your business is headed and how you'll get there. If you have a partner or partners it keeps you all coordinated so you can all work together as a well-functioning team. There are helpful templates online to help you write this, whether you're a one-person startup or a team of people. This keeps you all on the same page. (But hopefully this isn't ONE page . . .)."

[0052] Another example of text on an asset card **30** is "Flexibility -\$200,000/2 points. Your prototype is red, the licensee wants it blue. You want 20%, they're offering 5%. Your business partner wants to spend the \$1000 you have to buy social media ads, but you want to rent a booth at the state fair. All these are examples of things you might need to be flexible on. Being too rigid can be a huge roadblock in a project, as compromises have to be made all the time. Don't let yourself get walked all over, but don't be so rigid the project stalls. That would be bad. Pick your battles. Nope, that's still too many battles, put some battles back and pick less battles."

[0053] Another example of text on an asset card **30** is "Idea book -\$200,000/2 points. A phone you can smell through? Talking socks? A musical fork? Write them all down. Every idea you have whether you think it's silly or not, could have value. Brainstorming is a process and you have to throw everything against the wall to see what sticks. This could be on your phone, your laptop, or even just a blank book. Organize it into categories such as Toys, Kitchen Products, Automotive, etc., so you can keep track. The idea is to become an idea factory so that along with the so-so ideas there comes about some truly wonderful ideas. Maybe if the socks detected Athlete's foot . . . Hmmm"

[0054] Another example of text on an asset card **30** is "Naming -\$200,000/2 points. If you're self-producing, your product will need a name. And not just any name, but a name that the customer remembers and likes. Puns, alliteration, alternate spellings, compound words, descriptive words, and made-up words all count here. Try coming up with a list of 20-30 possible names before settling on one. You may have a great name, but then realize another entity has the same name and owns the domain name, Instagram page, or worse yet, a copyright. Once you get that perfect name start claiming that name in as many areas as you can. Get ready for the Smellophone!"

[0055] Another example of text on an asset card **30** is "Plant patent -\$200,000/2 points. Unless you're a botanist or pharmaceutical company you probably won't be needing this, but for informational purposes a plant patent is available for asexually produced plants that are distinctively new. It grants the patent holder the right to prevent others from selling or reproducing that plant. This can be extremely difficult to prove that you invented, but once you do the patent lasts for twenty years. Examples would be if you came up with a seedless apple or a blue tomato. Why anyone would want a blue tomato, who knows? Oh wait, blue ketchup . . . You lunatic you"

[0056] Another example of text on an asset card **30** is "Proper pricing -\$200,000/2 points. Yes, of course you want to make your money back, if you're selling your invention yourself. No one is going to buy a \$50 paper clip, though, and a \$7 car is suspicious. Price your item fairly so you'll have a good amount of people buying AND you get a decent profit. If you're licensing your idea, yes you want fair compensation in the form of royalties but be careful. 3%-5% is standard. Demanding a huge percentage from a company (who is going to do all the work going forward) won't help you make the deal. Like demanding 200 gallons of milk from a single cow, you'll probably kill it."

[0057] Another example of text on an asset card **30** is "Proper timing -\$200,000/2 points Timing is going to play a factor in when certain things can happen. For example, a provisional patent application only lasts a year before you need to file for the expensive one, so make sure you're ready to hit the ground running with your pitches to potential licensees. Also, knowing when companies are OTB (Open to Buy) determines if they're even looking for new things to sell or not. Do you have a seasonal product? If so, it's good to know when and when to not pitch your product. Proper timing is a factor. Unless you wear seven watches you don't have a lot of time on your hands"

[0058] Another example of text on an asset card **30** is "Self-production -\$200,000/2 points. Sure, you can license your invention to a large company and have them do all the

work. They'll give you approximately 3-5% of the profits, depending on the company. OR you can self-produce and keep all of the profits. This means, of course, hiring workers to produce multiple units, renting a place for them to do it, making your own packaging, doing your own advertising, having your own insurance, doing your own shipping, and many other things you'll be doing solo. This is an option if your invention is small, and easy to make. You won't be ALL by yourself anyway. The people you borrowed money from will still be there"

[0059] Another example of text on an asset card **30** is "Simplicity -\$200,000/2 points. K.I.S.S. Keep It Simple, Stupid! This can apply to your marketing, your pitch, and your invention itself. Ever read a 1000-word recipe online? Annoying, isn't it. Nobody wants to know the back story. Just simply say what your product is and what it does. Talking to a retailer? Just say how much it costs them and how much it can make. Keep things simple. Similarly, don't feel the need to add every bell and whistle to your invention. Everything you add makes your manufacturing cost more, so try to eliminate things to keep costs down. Unless you're making a new bicycle. Then you're allowed to add one bell . . . and one whistle."

[0060] Another example of text on an asset card **30** is "Survival job -\$200,000/2 points. This one is hopefully a no-brainer, but you are probably NOT going to instantly get rich off your one idea. It takes a while, months, even years for an idea to go from conception to sales and you'll need to eat and pay rent in the meantime. Be careful, since some companies have a policy about developing intellectual property on company time or with company resources. You might owe a percentage of your sales to your company by mixing your time so it's good to check. And don't print your sell sheets on the office printer. That's how you get fired, or at least in an argument with your boss. (Stupid jerk)"

[0061] Another example of text on an asset card **30** is "USPTO.GOV -\$200,000/2 points. The United States Patent and Trademark Office is the official government agency for registering intellectual property, whether a patent, trademark, or copyright. They are based out of Alexandria, VA and employ thousands of attorneys for the purpose of examining patents and trademarks. Their website, www.uspto.gov, has an endless supply of resources for inventors, such as patent search tools, FAQs about the patenting process, news about current IP law, and much more. It's a bit of an endless rabbit hole of information, although you probably won't find a vial saying "drink me" on it. If you do, though . . . Drink it!"

[0062] Another example of text on an asset card **30** is "Visibility -\$200,000/2 points. Your invention needs to be seen if you're going to sell it, obviously. If it's patentable you may want to do that first, but either way it needs to be in front of people's eyes. Try ads on social media, sending out sell sheets, showcasing at trade shows or state fairs, demonstrating it on a local news show, or maybe even getting a local celebrities endorsement. There's the "Marketing Rule of Seven" that says someone needs to see your product seven times before they choose to buy it. That may seem daunting, but be glad there's not a "Marketing Rule of Forty Two"

[0063] Another example of text on an asset card **30** is "Industry connections -\$200,000/2 points. A very useful asset in your corner would be people who know how your product's industry works. Whether it's the toy industry,

automotive, kitchen supplies or whatever, knowing people who exist in that industry is a boon to your project. Maybe you met them at a trade show, maybe through LinkedIn, maybe just in passing at a party. Make sure you keep in contact and give them helpful resources from time to time and they'll do the same. Don't be crazy or annoying and you ever know who they might refer you to."

[0064] Another example of text on an asset card **30** is "Invention/product mentor -\$200,000/2 points. They're out there; people who have invented something, gotten a patent, and successfully brought it to market. If you're lucky enough to find someone like this to pick their brain and call when you have questions, hold onto them! Their insight will give you a clearer path on what direction you need to go in next. Inventor groups and entrepreneur groups are good places to find someone like this. Just don't ask them for money. They need it for their own ideas, right?"

[0065] Another example of text on an asset card **30** is "Pitch deck/Elevator Speech -\$200,000/2 points. How quickly can you summarize what your product is, the problem it solves, and what it will take to get it made? An "elevator speech" does this verbally in a minute or less. A pitch deck is a visual presentation using PowerPoint, Keynote, etc. Both are extremely valuable when talking to investors, retailers, manufacturers, and anyone else who needs to know about your idea. Don't waste their time. You won't get much of it so make the time of theirs you DO have count."

[0066] Another example of text on an asset card **30** is "Promo video -\$200,000/2 points. This is a great way to showcase what your invention is to potential buyers or licensees. People tend to have short attention span and being able to summarize what you have in 60 or 30 seconds is a great tool. Add some music, titles, and flashy animation for some added effect. In a crowdfunding campaign your video could make the difference between you getting funded or not. Think of it as an electronic business card, you just won't be able to put it in a jar at the coffee shop."

[0067] Another example of text on an asset card **30** is "Trademark -\$200,000/2 points. This is a legal right to a recognizable symbol, word, phrase, or mark that applies to your specific product. If you have the perfect catchy name for your product this is how you keep that name protected. You can apply for this whenever, but it won't be official until you are ACTUALLY selling your product, so don't do this too early or you'll be paying renewal fees every six months to keep the application in play. It's best to have an IP attorney set this up for you, but only if you want it done right."

[0068] Another example of text on an asset card **30** is "Website -\$200,000/2 points. You probably know what this is. You're not an ant. This is where you can make your pitch online and direct interested parties to find out more. You can have videos, contact information, social media links, even sell your invention if you make them yourself. A website is relatively cheap to maintain and if you don't know how to design it yourself web designers can be inexpensive as well. But be careful, like crowdfunding or a social media campaign, putting your invention out to the public without filing for a patent first makes that patent application impossible."

[0069] Another example of text on an asset card **30** is "Development -\$300,000/3 points. Ok, so you have a good product, great! Is it done, though? Are there any improvements that could be made to make it even better? This is a

question that not only may improve your product, but when written into a patent will strengthen it against variations and potential infringers. You can maybe do more testing, try other building materials, experiment with sizing, do some market research, do more business analysis, etc., and you might just figure out an even better way to do what you're trying to do. No matter what, you should never be done with development. Unless you happen to die. Then you're allowed to stop development."

[0070] Another example of text on an asset card **30** is "Fun –\$300,000/3 points. Sometimes it's not about the functionality of an invention. It's simply more fun than the standard product. A coffee cup that changes color with heat, shoes with lights in them, and a phone case that looks like a cassette tape are all examples of items where the functionality of the item isn't changed at all, but it's just more fun. Oftentimes people won't buy these for themselves, but they'll buy as gifts for others. Depending on the item you may need to decide if a utility or design patent is right, or ideally have a patent attorney help you make that decision. No matter what, fun products sell. Has ANYONE ever bought a Chia Pet for themselves?"

[0071] Another example of text on an asset card **30** is "Insurance –\$300,000/3 points. Even a company that makes pens needs insurance. Why? Some kid might poke their eye out with one and then the parents sue. If you have an LLC, you'll need insurance. If you're self-manufacturing, you'll need insurance. Basically, you'll need insurance at some point in your project. If you're licensing your product to a company for their use, make sure that there is an indemnification clause in the contract, so that if they get sued because someone misused your invention that their lawyers and insurance deal with it and not you. And maybe just give the kid crayons for now . . ."

[0072] Another example of text on an asset card **30** is "Making mistakes –\$300,000/3 points "I have not failed. I've just found 10,000 ways that won't work."—Thomas Edison. Yep, Edison made 9,999 mistakes before perfecting the light bulb filament. There is no escaping mistakes, so forget it. You'll make a lot of them. You'll hire someone that you didn't need to, you'll spend too much on a prototype months before meeting someone who could've done it for free, you'll miss a deadline you didn't know about, and a hundred other possibilities. It's all part of the learning process. Maybe your first invention will fall through. Don't lose hope. Those mistakes will teach you for the next one."

[0073] Another example of text on an asset card **30** is "Marketing –\$300,000/3 points. If you're licensing your invention to a company for their production, they'll take care of this. If you're self-producing, though, this should be one of your biggest concerns. People won't buy unless they know your products exists, and even then, they may need convincing. There's an unwritten "rule of seven", where someone needs to see what you're selling seven times in order to make the decision to buy. So don't just have a website; run ads, make posts that link to your invention, have flyers to hand out, project your QR code on the moon, etc. Ok, not that last one, but seriously this is a huge subject, so research the best way for your needs."

[0074] Another example of text on an asset card **30** is "Organization –\$300,000/3 points. You're going to have a LOT of information to keep track of. Having a computer helps, so does a filing cabinet or some kind of "office". Every piece of material related to your invention should be

easily accessible and able to be referred to at a moment's notice. This applies to prototype files, marketing materials, correspondence with various entities regarding sales and inquiries, web files, intellectual property files, financial files, tax documents, market analysis, testing results, and the success contract you signed in exchange for your mortal soul. Ok, that last one is probably not a thing, but know there will be a LOT to keep track of."

[0075] Another example of text on an asset card **30** is "Packaging –\$300,000/3 points. If you're making and selling your product yourself, you'll need to think about packaging. There's a reason you probably still haven't thrown out your iPhone box, because you LIKE the packaging. Packaging conveys your brand, lures the consumer to possibly buy, makes it easy for retailers to put on their shelves, protects your product, and helps with loss prevention (makes your product harder to steal.) If you're only selling online then you might not have to think about this much, but if you're planning on selling to retailers then you'll need to add this to the manufacturing cost. And throw away your iPhone box. You don't need it."

[0076] Another example of text on an asset card **30** is "Patent agent –\$300,000/3 points. Patent agents are similar to attorneys with some distinct differences. Both of them can prepare, file, and execute patent applications. An agent has passed the Patent Bar through the USPTO, while a Patent Attorney has gone to law school, so when it's time to take an infringer to court the attorney can actually practice law. That's a while down the road, though, so an agent may be a better option, since they tend to be cheaper and sometimes may be more adept as far as technical skill. Whatever you do make an informed decision and don't use the attorney advertising on the back of a bus."

[0077] Another example of text on an asset card **30** is "Patent search –\$300,000/3 points. Patents are kind of expensive. You don't want to hire the attorney and spend \$13,000 filing for a patent that already exists. This is where a patent search comes into play. Expect to spend about \$1500 for an attorney to do a patent search. Yes, you can do one yourself using Google or the USPTO.com search functions, but an attorney will know the best way to do this and will be much more reliable than doing it yourself. After the attorney does their search and finds no other patents filed then you can file for the patent yourself. AND you can collect that \$20 from the friend that bet your idea was already a thing."

[0078] Another example of text on an asset card **30** is "Patentability –\$300,000/3 points. If you're looking to file for a utility patent, there are requirements to make that happen. Your invention needs to be non-obvious. This means that someone "skilled in the art" of that industry would not naturally think of it. It also needs to have a new result of its use that other products cannot duplicate. Gardening gloves with digging claws built in, for example. It needs to be useful, novel, and have an obvious purpose. There are a decent amount of other requirements that a patent attorney can go over with you. If your invention IS patentable that will help. Otherwise get ready for knockoffs with a stupid name you don't like."

[0079] Another example of text on an asset card **30** is "Purchase order financing –\$300,000/3 points. Ok, you've got a business that would like to sell your product and a manufacturer ready to make it. Great! Now you just need, let's say \$50,000 to make the first 10,000 units. If you don't

have that \$50,000, you're stuck, right? Not necessarily. You could do a small business loan with a bank, sure, but with purchase order financing you're getting the loan from the financing company that verifies the product, the buyer, the cost of manufacturing and all associated fees. They pay the supplier, the company gets their goods, you charge the customer, the customer pays the finance company, then they pay you. Simple, right?"

[0080] Another example of text on an asset card 30 is "Realistic expectations –\$300,000/3 points. A company you license to is going to give you 50% of all the sales, right? Doubtful. 3-5% is typical. Everyone will want to buy what you have, right? Probably not, that's why you research a few specific target markets. Yes, it's possible to become wealthy with one invention, but unlikely. Many inventions make their creators far less than they expected. However, the people that do it repeatedly get better at it, make better deals, create better marketing, and generally succeed more than the people that just make one product and quit. Keep working but keep expectations down to avoid disappointment. Kind of like dating"

[0081] Another example of text on an asset card 30 is Shark Tank –\$300,000/3 points. "I should put this invention on Shark Tank!" Well, maybe yes and maybe no. Shark Tank is a wonderful program, but it's still there for entertainment. You'll notice most of the products on Shark Tank are already being sold and THAT is what makes the deal sold to a shark to develop more and take nationwide. If you're not selling anything yet, the deal probably won't go through. Also, statistically a significant portion of the deals that get made on the show fall through after the cameras stop rolling. BUT, it still might be a good idea to submit. Failed deals still could get you nationwide buzz to use later, you bumblebee!

[0082] Another example of text on an asset card 30 is "Viability –\$300,000/3 points. Viability basically refers to how successful a product could be based on several factors. Target audience, competition, and market size are what determines the market viability. Product viability is determined by the demand for your product and the profit margin, which will be determined by manufacturing/distribution costs vs. suggested retail price. If you're licensing your product to a company, they'll have figured this all out before you even strike a deal with them. If you're self-manufacturing you might need to hire a company to do this analysis, or you can do it yourself if you want it done poorly."

[0083] Another example of text on an asset card 30 is "Crowdfunding –\$300,000/3 points. Need to generate some moolah to make your idea happen? Here's a great place to do it. It takes some time and planning to make it effective, but you can possibly generate as much as you need and maybe more! Make sure you have good rewards and it's like selling your product before it even exists. Like a website or a social media campaign, it's probably best to file for a patent before doing this, since this invalidates getting a patent. It might be helpful to hire someone who's run a successful campaign to do this well and build their cost in."

[0084] Another example of text on an asset card 30 is "Design engineer –\$300,000/3 points. Unless you're an engineer yourself, you could probably use someone like this to help with the industrial design of your product. They'll take your napkin sketches, throw it into a computer aided design program, and maybe even be able to 3d print your prototype for you. Generally, the more experience they have the more they'll cost to hire. Make sure you have a "work

for hire" contract with a clause that any improvements they make to your initial design still belong to you, otherwise you could be in court eventually."

[0085] Another example of text on an asset card 30 is "Invention Education –\$300,000/3 points. This is easily one of the most important assets you could have. There are books, websites, podcasts, YouTube channels, and . . . ahem . . . a board game that all want you to learn and be successful as an inventor. Most of these resources are relatively cheap but the knowledge you will get from these resources is priceless. A game like this can give you a great overview, but frankly each asset card here could be an entire book chapter. After playing this game this is easily your first next step."

[0086] Another example of text on an asset card 30 is "Prototype –\$300,000/3 points. This is a working physical embodiment of your invention. It doesn't have to be absolutely perfect, but it should prove your invention does what you say it does. When it's all said and done you may have multiple prototypes, each one a little better than the last. You may need to hire a designer or engineer to make one of these if you're not handy with tools yourself. Keep it safe and ready to demonstrate. I.e., don't let the kids use it to play fetch with the dog . . . unless it's a dog toy, then go ahead."

[0087] Another example of text on an asset card 30 is "Trade show –\$300,000/3 points. Rent a booth at a trade show and show off what you've got! Pass out business cards and flyers, hand out merch, and schmooze with other industry professionals about your product. Who knows, maybe you'll get an investor, or a licensing deal out of it? This is considered public disclosure, so if you're planning on getting a patent, you'll need to do that first. You might not want to do a show too soon, though. Make sure you're ready, otherwise you're spending money that would be better spent elsewhere. Maybe a computer and a nice 3D printer first?"

[0088] Another example of text on an asset card 30 is "Social media campaign –\$300,000/3 points. Here's where you can build "buzz" about your invention. Facebook, Twitter, LinkedIn, Instagram, YouTube, Pinterest, Reddit, Snapchat, Tumblr, and TikTok are the biggest ones being used to build support. Get those likes and reposts! Like a website or crowdfunding, it's best to file for a patent before doing this, since it's "public disclosure" and invalidates getting a patent. This is a big undertaking, so maybe hire your 15-year-old nephew, Mark, to help with this. He DID program your iPad for you."

[0089] Another example of text on an asset card 30 is "Workshop –\$300,000/3 points. Maybe it's one corner of your basement, maybe it's in your garage, but having a space where you can do physical work on your prototype is very helpful. Maybe it's got saws and hammers, maybe it's computers and a 3D printer. The point is this is a space without distractions where you can make your idea a reality in some way. Some cities even have places like this that are rentable by the hour, week, or month. Long story short, this keeps your family from being annoyed because your stuff is all over the table and it's now dinner time."

[0090] Another example of text on an asset card 30 is "Distributor –\$400,000/4 points. Consumers don't shop at factories. The goods need to get to a retail shop and that's where distributors come in. Distributors take large quantities of goods from the manufacturers and "distribute" them down a supply chain to various retailers. They'll deal with different forms of shipping, whether land, air, or sea, and different costs involved. They are sometimes called whole-

salers, although there are slight differences between the two. Having a distributor that likes your product could possibly help get a manufacturer, retailer, or investor on board. “These folks like me . . . Whatcha think?”

[0091] Another example of text on an asset card **30** is “Manufacturer –\$400,000/4 points. You need your invention MADE, right? If you’re not doing it by yourself here’s the place to do it. It’s a warehouse with machinery and workers to make your invention 100,000 times so it can be sold to consumers. Having a manufacturer’s quote on the production cost can be helpful getting a distributor or retailer on board. Here’s the basic formula: Production cost x2 is the distributor cost. The distributor cost x2 is the retail cost. Retail cost x2 is what the consumer pays. That \$40 gadget you just bought cost about \$5 to make. Remember this when thinking about an MSRP. And don’t get caught in the machines . . .”

[0092] Another example of text on an asset card **30** is “Supplier –\$400,000/4 points. If you’re self-producing you’ll probably need a supplier for the materials to build your invention. Let’s say you’ll need a five thousand ¼” screws so you can make 1000 units. The last thing you want to do is buy a five hundred packs of 10 screws from your local hardware store. What you want is a crate of screws from a SUPPLIER, who is probably the one that sells to the hardware store. It’ll be cheaper for you and probably more reliable. The hardware store may or may not tell you who their supplier is, but maybe. Or you could ask around until you find someone that says “Yeah, I’ve got a screw guy . . .”

[0093] Another example of text on an asset card **30** is “Design Patent –\$400,000/4 points. This is a useful patent for things that don’t really have a PROCESS, but rather this patents the aesthetics of the invention. A new kind of chair, for example. It’s still a chair with the same function of other chairs, but the DESIGN is unique and that’s what this patent covers. Think of a Coca-Cola bottle. There are thousands of bottles out there, but theirs is unique and branded, so a design patent would apply there. This lasts about 15 years and is quicker than a utility patent but can be more expensive. Ask your attorney, who you’ll definitely need for this.”

[0094] Another example of text on an asset card **30** is “Distributor –\$400,000/4 points. These are the people who take the physical product from the manufacturer and sell it to the retailers, big box stores, retail chains, and maybe even mom and pop stores. They’ll want a good price, so keep your manufacturing costs low! Having a manufacturer’s quote on the production cost can be helpful getting a distributor or retailer on board. Here’s the basic formula: Production cost x2 is the distributor cost. The distributor cost x2 is the retail cost. Retail cost x2 is what the consumer pays. that \$40 gadget you just bought cost about \$5 to make. Keep this in mind when thinking about a selling price.” Another example is “Consumers don’t shop at factories. The goods need to get to a retail shop and that’s where distributors come in. Distributors take large quantities of goods from the manufacturers and “distribute” them down a supply chain to various retailers. They’ll deal with different forms of shipping, whether land, air, or sea, and different costs involved. They are sometimes called wholesalers, although there are slight differences between the two. Having a distributor that likes your product could possibly help get a manufacturer, retailer, or investor on board. “These folks like me . . . Whatcha think?”

[0095] Another example of text on an asset card **30** is “Manufacturer –\$400,000/4 points. You need your invention MADE, right? If you’re not making it by yourself this is the place to do it. It’s a warehouse with machinery and workers to make your invention 100,000 times so it can be sold to consumers. Manufacturing costs can vary greatly, depending on materials used, country of production, and quality of the product. Make sure that “good deal” results in a good product or you’ll suffer the bad reviews.”

[0096] Another example of text on an asset card **30** is “Patent attorney –\$400,000/4 points. This is an excellent first step in protecting your idea. They’ll give you legal advice and can help you file for any legal thing you want, from a patent, to copyright, to an LLC to helping you with a licensing deal. You’ll have attorney-client privilege with them, so you can tell them pretty much anything and they’ll keep quiet as your representative. Yes, they’re expensive, but they’re worth every penny considering how much they’ll help keep your idea protected. If you find one who is a former patent examiner so much the better.”

[0097] Another example of text on an asset card **30** is “Patent Cooperation Treaty (PCT) –\$400,000/4 points. The Patent Cooperation Treaty is basically a way to file for patent protection in all of the countries that are in the treaty. It only lasts for about 20 months, though, after which you need to file in those countries individually. It covers **152** countries worldwide, so it’s pretty comprehensive. It doesn’t cover Argentina, Pakistan, Taiwan, Venezuela, and most of the Arab world. As with any legal filing, you’ll most definitely need a patent attorney to help you with this.”

[0098] Another example of text on an asset card **30** is “Retailer –\$400,000/4 points. These are the actual stores. Whether it’s your corner mom and pop bodega, a shopping mall chain, or a three-story tall store with forklifts in the aisles. They get your product from the distributor and sell it to the public. Don’t talk to these places too soon, though. If you can’t answer the question “how soon can you get me 10,000 units?” then you’re not ready to talk to them. Every square inch of their store needs to have a purpose, so don’t waste their time. DO go to their store to see what they’re selling, though. Does your product fit in with what they sell?”

[0099] Another example of text on an asset card **30** is “–4 points. This is probably what you’re thinking of when you think of a patent. It lasts for 20 years and it’s expensive to hire an attorney to write it properly, but that’s because it’s worth it. This entity patents the PROCESS your invention evokes, not the physical manifestation of it, necessarily. It WON’T stop infringers, but it’s exhibit “A” when you want to sue them. Without this anyone can freely make your product and pay you nothing. “Public disclosure” makes a patent impossible, so file for this before you start your podcast. Your three listeners can wait.”

[0100] Another example of text on an asset card **30** is “Angel investor –\$500,000/5 points. Wow! You found someone to fund your invention! You’re going to have to give them a decent percentage of what you get in the end. but it’s worth it. They like your idea and they’ll pay for things like a patent attorney, a trade show, websites, design, you name it. If they can only pay for part of the way that’s ok, too, just don’t give them as much of a percentage. Expect to do a contract. No matter what, an angel investor will make

things a LOT quicker for you. It's almost like being married, though, so find someone you actually like and get along with."

[0101] Another example of text on an asset card **30** is "Full buyout—Angel investor –\$500,000/5 points. Ok, so a company is very interested in your idea, but for whatever reason they don't want to license your idea and pay royalties. They'd prefer to pay one lump sum and buy your idea lock, stock, and barrel. Generally, you'll make less than you probably would with years and years of royalties, but you do get it all at once. Sometimes called "patent assignment", this could be through a large company like Tesla or apple, or a government contract. No matter what, good job. Lots of money in one big chunk. It's time for tacos."

[0102] Another example of text on an asset card **30** is "Royalties –\$500,000/5 points. Royalties are what you get when a company licenses your invention. They take over all the production, legal aspects, packaging, shipping, and sales. For all that work they'll take the lion's share of the profits, but very little work left for you at that point. There are a few ways to structure the royalties, though. Are they tied to gross profits? Net profits? A fixed dollar amount per unit sold? The royalties can be vastly different for these examples and more, depending on the company and the deal. Get professional help with the deal. But don't buy a silly crown with your money. You're not royal, you're just GETTING royalties."

[0103] Another example of text on an asset card **30** is "Licensing deal—Angel investor –\$500,000/5 points. You got a company interested in licensing your invention! Woo Hoo! Make sure the deal is right in terms of indemnification, royalties, improvement rights, a minimum sales guarantee, and a slew of other issues that could prove troublesome later. An attorney should help you navigate this, as there are too many aspects to list on a card like this, but don't let THEM make the deal. That's up to you. Do your homework and it could be a very lucrative deal for you. Get this and you're now just collecting checks. (And cashing them, I assume)."

[0104] Another example of text on an asset card **30** is "Hearing "NO"—\$0 You're going to hear this word a lot on your journey with your product. A lot. Like a lot a lot. It can take many forms, such as "It doesn't fit in with our product line" or "we're not buying anything new at this time". It could even take the form of an unanswered email or submission. Sure, it's possible you have a truly terrible invention, but it's also possible you just haven't talked to the right company or buyer yet. Learn to thank them for the NOs and ask for feedback or referrals. One day you might just get a yes. (This applies to romantic dating as well)."

[0105] Another example of text on an asset card **30** is "AIA Proceeding—minus \$300,000/3 points. The United States Patent and Trademark Office is the official agency for registering intellectual property, whether a patent, trademark, or copyright. They do, however, have a division within that can be bad for the small inventor, though. The Patent Trials and Appeals Board can allow an AIA proceeding to invalidate your patent if another entity requests a trial. A small inventor doesn't really stand a chance against a large corporation here, so hopefully you've licensed with a decent sized company with a legal team on retainer. Many inventions won't be on the radar, but anything that competes might, so look out."

[0106] Another example of text on an asset card **30** is "Killing the deal—minus \$300,000/3 points. You may get

several chances to strike a licensing deal, or maybe only one. Killing the deal can come in many forms. Being too demanding with licensing terms, asking too much for royalties, needlessly insisting on certain specifications, and incessantly demanding their time are all examples of things that could kill the deal. They don't like headaches. As soon as you seem like you'll be a headache they may move on. Remember there are hundreds of new products they could choose to work with. They'll just move on to the next. Imagine that next idea being pop-up computer ads and how bad you'd feel letting something like that come into existence."

[0107] Another example of text on an asset card **30** is "Patent workaround—minus \$500,000/5 points. Maybe your patent was too specific. Maybe it was too broad. Long story short, another company is legally allowed to make your product even though you have a patent. Possibly better than you can. Make sure your attorney is writing the patent with variations in mind and not writing it just to get the job done. Ideally try to steal the idea FROM YOURSELF and include several kinds of variations in the original patent and this will make it harder for others to copy your idea."

[0108] Another example of text on an asset card **30** is "Predatory "invention" company—minus \$500,000/5 points. We won't name names, but they're out there. They'll promise to do all the work for you and make you millions, you just need to give them thousands now to do the work. Read their reviews and their BBB complaints and you'll realize it's all talk. Look at the fine print and you might just accidentally be giving them all the rights to your idea. If it sounds too good to be true it probably is. Inventing takes work, time, and money. If one of those is suspiciously missing something is wrong."

[0109] Another example of text on an asset card **30** is "Premature disclosure—minus \$500,000/5 points. Maybe you posted something on Facebook. Maybe you started a Kickstarter campaign. Maybe you told the wrong person, a crazy uncle or a new friend at the bar. But you didn't get a patent beforehand, and somehow the word got out, so now anyone can legally copy your idea without paying you a dime. Loose lips are asset strips in this situation. Family and close friends are one thing, but long story short, don't be too chatty too soon or you could be out of luck protecting your idea."

[0110] While the text examples provided above provide examples as to the types of invention and entrepreneurial assets that may be listed on cards, one should understand that other types of assets may be listed.

[0111] FIG. 4 shows a chaos card **40**. These cards are designed to add randomness to the game and give bonuses/penalties. Examples of text found on chaos cards **40** are "Switch two modifiers on your own pitches", "Get an extra \$25,000 (indicated by moving forward on the board)", "Lose \$25,000 (indicated by moving backward on the board)", "Take a pitch from another player", "Give a pitch to another player", and "Draw a product card and modifier card for new pitch." The chaos cards **40** change game mechanics in such a way to provide an advantage or disadvantage to another player.

[0112] While the text examples provided above provide examples as to the types of fates that may be listed on cards, one should understand that other types of fates may be listed.

[0113] FIG. 5 shows a modifier card **50**. These are modifiers such as larger, stronger, cheaper, etc. to be potentially

combined with product cards (discussed below). Some modifier cards **50** may have “draw a chaos card” or “draw an asset card” on them.

[0114] Examples of terms that may be used on modifier cards **50** are: alliteration product name; as a gag gift; bigger; cheaper; classier; color change; comedically offensive; cooler; disposable; draw an asset card; draw a chaos card; easier; edible; expanding; faster; funnier; heavier; jumping; lighter; louder; marketed towards men; marketed towards women; more artistic; more fun; more expensive; more modern; multi-purpose; musical; numbered; pop cultured; prettier; pun product name; quicker; re-arranged; re-purposed; recyclable/reusable; rentable; repurposed; reversed; rhyming product name; safer; sexier; shrinking; simpler; single-use; slower; smaller; softer; something removed; spinning; transforming; upside down; virtual; and with substitution.

[0115] While the terms provided above provide examples as to the types of modifiers that may be listed on cards, one should understand that other types of modifiers may be listed.

[0116] FIG. 6 shows a product card **60**. Product cards **60** provide objects, product categories, or concepts that can be combined with modifier cards **50**.

[0117] Examples of products that can be listed on product cards **60** are: adult products; advertisements; alcohol bottles; animals; apps; artistry products; autobiographies; automotive products; awards; bathroom products; bicycle products; billboards/posters; biographies; biological inventions; birth announcements; birthday products; board/card games; books/book covers; bookkeeping; camping/survival products; brochures; budget; bulletins; bumper stickers; business methods; calendars; campaign materials; captions; card games; carpets; cartoons; catalogs; catering; celebrity gossip; certificates; chemical formulas or processes; children’s products; Christmas products; cleaning Products; clothing; clothing accessories; comic strips; computer hardware; computer software; construction containers; contests; contracts/legal products; conversations; cooking utensils; cosmetics; costumes; coupons; critiques/reviews; debates; decorations; disabled/rehabilitation products; definitions; dialogues; diaries; diplomas; directions/instructions; driver’s license; E-commerce; eating utensils; electrical inventions; electronics; email/mail/messaging; encyclopedias/thesauruses; entertainment products; essays; exercise equipment; fabrics and designs; family trees; filming/photography products; funeral products; food products; for sale notices; furniture; gag gifts; gambling/lottery games; “Geek” products; gifts; GPS; graffiti; greeting cards; grocery/shopping products; guest Lists (party, wedding, b-day); hardware; homemade/craft products; horoscopes; historical products; housewares; how-to; inclement weather products; internet products; interviews; invitations; job applications; journal entries; kitchen appliances; kitchen utensils; laboratory notes; laundry products; law enforcement; licenses; leases; lesson plans; letter to the editor; letters; lights; lists; live entertainment; local news report; magazine articles; magic tricks or techniques; mail/delivery products; maps; mechanical devices; media devices; medical records; medicines; membership cards; memos; menus; messaging; money/currency; music; musical instruments; new age products; newscasts; non-clothes wearables; obituaries; odors/smells; party products; office supplies; pamphlets; perfumes/colognes; personal ads/dating; pet products; picture books; planning list;

plant products; poetry; police reports; political products; pop-up book; postal products; postcards; posters; prayers/mantras; product descriptions; promotional materials; psychiatric reports; puppets/dolls; puzzles/logic games; questionnaires/surveys; quizzes; quotations; real estate; receipts; recipes; recreational products; remedies; rental; requests; resumes/job applications; retail/sales products; retirement products; RFID chip enabled products; riddles/jokes; sale; schedules/agendas; education/school products; search engines/research; self-defense/weapons; self-help products; shipping/commerce; senior products; shopping lists; slogans/taglines; social media; songs/lyrics; speeches/presentations; sporting goods; sports; stickers; surveys; table of contents; talk shows; tattoos; teaching aides; textbooks; tickets/memberships; timelines; to do list; tombstones; tools/accessories; top 10 lists; toys/children’s products; trading Cards; traffic/transportation; travel/vacation products; trivia; TV commercials; TV listings; utensils; video cameras; want ads/classified; water products; weather reports; websites; wills/inheritance; wish list; and yard maintenance.

[0118] Additional product packs may be obtained to provide further sources of inspiration. These booster packs may be themed. For example, there is a Toy booster pack. Toy booster pack has products such as, action figures; adult supervision toys; adult toys; air toys; artistic toys; baby/toddler toys; bath toys; classic board games; computer/programming toys; construction toys; creative toy; D&D games; development toys; doll; educational games; educational toys; electronic toys; executive toys; fidget toys; food toys; gender neutral toys; group activity toys; holiday toys; licensed character toys; life toys (kitchen, tools, etc.); metal toys; model building toys; musical toys; pet toys; physical action toys; pool toys; puzzle games; puzzle toys; re-imagined retro toys; remote-controlled toys; road trip toys; sand/beach toys; school toys; science toys; sound toys; spinning toys; strategy games; stuffed animals; thinking toys; toy vehicles; toys for boys; toys for girls; toys that “poop”; trading cards; water toys; wearable toys; and wooden toys.

[0119] For example, there is a Kitchen booster pack. Kitchen booster pack has products such as; alcohol bottles; alcohol glasses; baking pans; blenders/juicers; bottle openers; bread machines; can openers; cheese slicers; coffee makers/grinders; commercial (restaurant) kitchen items; condiment containers; cooking prep items; cooking utensils; countertops; cutting boards; dish racks; dish towels; dishwashers; drinking glasses; eating utensils; food covers; freezer items; fridge magnets; fridges; fryers; gravy boats; kitchen islands; kitchen novelties; kitchen timers; knife block; leftover storage; meat thermometers; microwaves; mixers; pantries; potholders; pots/pans; salt/pepper shakers; serving dishes; shopping lists/reminders; sinks; slicers; spice racks; stove hoods; stoves; sugar/flour bins; tea kettles/strainers; toasters; toothpicks; utensil racks; waffle irons; and water purifiers;

[0120] For example, there is a Christmas booster pack. Christmas booster pack has products such as: wreaths; advent calendars; angels; bows; candles; car decorations; center pieces; charity items; Christmas candy/food; Christmas characters; Christmas games; Christmas letters/mailing; Christmas lights; Christmas linens; Christmas puzzles; Christmas song players; Christmas songs; Christmas stories; Christmas tableware; Church items; cookie cutters; family photos; fireplace decorations; gag presents; garlands; gin-

gerbread houses; greeting cards; hymns; mantle decorations; miniature light-up buildings; mistletoe; nativity scenes; nut-crackers; office holiday party items; ornaments; outside decorations; poinsettias; prayer items; present containers; reindeer; Santa suits; snow globes; snow recreation; snowmen; stockings; tinsel; tree skirts; tree toppers; trees; ugly sweaters; wearable Christmas items; and wrapping paper.

[0121] For example, there is a non-Christmas holiday booster pack. “Scary” Halloween foods; 4th of July products; Anniversary products; April Fool’s Day products; Birthday products; Bodhi Day products; Car holiday decorations; Chinese New Year products; Cinco De Mayo products; Couples costumes; Diwali products; Easter products; Father’s day products; Fireworks; Funny costumes; Groundhog day products; Halloween apps; Halloween prank items; Hannukah products; Haunted houses; Holiday apps; Holiday centerpieces; Holiday glasses; Holiday lighting; Holiday house decorations; Juneteenth products; Kwanzaa products; Labor day products; Holiday lawn decorations; Mardi Gras products; Marriage proposal products; MLK day products; Mother’s day products; Party noisemakers; Passover products; Pumpkin carving products; Purim products; Ramadan/Eid-al Fitr products; Rosh Hashanah products; Scary costumes; Holiday movies; Sexy costumes; St. Patrick’s Day products; Thanksgiving apps; Trick or treat bags; Veteran’s day products; Wedding dresses/tuxedos; Wedding reception products; Wedding products and Yom Kippur products

[0122] For example, there is an office supply booster pack. The office supply booster pack has products such as: Agendas; Badges/holders; Blotters; Bookkeeping products; Breakroom products; Bulletin boards; Business cards; Cable management; Calendars; Clocks; Computer accessories; Conference tables; Corrections fluid/tape; Cubicles; Day planners; Desk chairs; Desk decorations; Desk/drawer organizers; Desks; Dry erase boards; Envelopes; Erasers; Filing cabinets; Flash/external drives; Folders; Highlighters; Labels/supplies; Mailing/shipping products; Notebooks; Office party products; Office storage organizers; Paper clips; Paper products; Paper punchers/cutters; Pens/pencils; Phones; Presentation materials; Printing; Rubber bands; Schedules; School supplies; Scissors; Shredders; Stamps; Sticky notes; Surge protectors; Tacks/pushpins; Tape/dispensers; Team building materials; and Timecards.

[0123] For example, there is a tool booster pack. The tool booster pack has products such as: Bolts; Cables; Chalk lines; Chisels; Clamps; Cutting tools; Cutting tools; Dremels; Drills; Electrical tools; Files; Flashlight; Gardening tools; Gloves; Grinders; Hammers; Hard Hats; Hinges; Knives; Levels; Measuring tools; Multitools; Nails; Nuts; Outlets; Painting products; Pliers; Plumbing tools; Power tools; Rigging tools; Rivet tools; Safety glasses; Sandbags; Sanders; Saws; Scrapers; Screwdrivers; Screws; Sockets/ratchets; Squares; Stud finders; Tool accessories; Tool belts; Tool humor; Tool racks; Tool storage; Vices; Welding items; Woodworking tools; Workbenches; Wrecking/pry bars; and Wrenches.

[0124] For example, there is an animal booster pack. The animal booster pack has products such as: Aquarium décor; Aquarium filters; Aquarium gravel; Aquariums; Bird cages; Bird clothes; Bird feeders; Bird toys; Cat clothing; Cat litter; Cat toys; Cat trees; Chew toys; Chicken products; Comedic pet products; Cow products; Dog bones/rawhide items; Dog clothing; Electronic pet products; Flea/tick products; Food dishes; Grooming/bathing; Heating lamps; Holiday pet

products; Horse products; ID tags; Leashes; Litter boxes; Nail trimmers; Pet barriers; Pet beds; Pet car safety; Pet collars; Pet exercise products; Pet feeding products; Pet funeral products; Pet Halloween products; Pet health products; Pet memorabilia; Pet owner accessories; Pet owner clothing; Pet plane products; Pet sitting products; Pet treats; Pig products; Poop bags; Scratching posts; Sheep products; Small furry animal cages; Terrariums; Veterinary products; and Wild animal feeders.

[0125] For example, there is a recreation booster pack. The recreation booster pack has products such as: Archery products; Backpacks; Baits and lures; Beach towels; Beach toys/games; Bike helmets; Bike storage; Bikes/accessories; Binoculars; Boating products; Camp cooking products; Campfire products; Camp food storage; Canteens; Climbing products; Climbing walls; Coolers; Darts/dartboard products; Fire pits; Fishing reels; Fishing rods; Flashlights/portable lighting; Goggles; Grills; Hammocks; Hiking products; Hunting products; Jungle gyms; Mini golf products; Outdoor emergency products; Patio furniture; Picnic products; Playground equipment; Poker supplies; Pool table products; Scooters; Skateboards; Skates; Skis and poles; Sleds; Sleeping bags and bedding; Snow games/toys; Snowboards; Snow shoes; Survival products; Swimming product; Stable tennis products; Tents; Trail cameras; Trampolines; Water sports products; Yard games.

[0126] For example, there is a baby products booster pack. The baby products booster pack has products such as: Baby noise machines; Baby books; Baby bottles; Baby carrier; Baby clothes; Baby feeding products; Baby gates; Baby grooming products; Baby humidifiers; Baby learning products; Baby mattresses; Baby mess products; Baby monitors; Baby naming products; Baby oral care; Baby picture products; Baby-proofing products; Baby safety; Baby scales; Baby swings; Baby toys; Baby travel products; Baby walkers; Baby wipes; Bath toys; Bathing products; Bibs; Birth control products; Breast pumps; Breast-feeding products; Breathing and movement monitors; Burp cloths; Car seats; Changing tables; Creams and ointment; Cribs; Diaper bags; Diapers; Diaper disposal; Gender reveal products; High chairs; Mobiles; Nightlights; Nursery décor; Pacifiers; Play mats; Playpens; Potty training products; Rattles; Rockers; Strollers; and Thermometers.

[0127] For example, there is a sports/fitness booster pack. The sports/fitness booster pack has products such as: Baseball products; Basketball products; Bikes/cycling products; Bowling products; Boxing products; Cardio products; Cheerleading products; Climbing products; Cooling towels; Cricket products; Dance products; Exercise mats; Field maintenance; Football products; Golf products; Gym bags; Gymnastics products; Hockey products; Hunting/shooting products; Ice/roller skates; Jerseys; Kids sport products; Lacrosse products; Martial arts products; Olympics products; Sports memorabilia; Running products; Shoe cleats; Snow sports products; Soccer (football) products; Sports celebrity products; Sports fan products; Sports measurements products; Sports safety products; Sports shoes; Stadium seats; Swimming products; Table tennis products; Tennis balls; Tennis nets; Tennis rackets; Track and field products; Treadmills; Trophies; Volleyball products; Water bottles; Water sports products; Weight machines; Weight racks; Weights; Wrestling products; and Yoga products.

[0128] While the products provided above provide examples as to the types of products that may be listed on cards, one should understand that other types of products may be listed.

[0129] Cards used may contain objects, product categories, or concepts that may be combined with each other throughout the course of the game. In an embodiment, the card has an identification code that is scanned (via a smartphone, etc.) and used to upload the card and/or card concepts to a database. This uploaded information may then be combined with the other concepts contained within the cards of the game. This information may be used by players to access previous concepts or to keep track of their ideas.

[0130] Provided below are exemplary methods in which the game is performed. The example provided below will be discussed in terms of using the card colors and associated categories discussed above. However, it should be understood, that the categories and colors are not limited to those discussed in the example below.

[0131] Board Game Version.

[0132] Turning to FIG. 7, an exemplary method of playing the game is shown. At step 702, a player draws one product card 60 and one modifier card 50. This is the beginning of each player's turn.

[0133] During step 704, the player lays down the product card 60 and the modifier card 50 face up to make a pitch. Players go around clockwise, or counterclockwise, drawing cards and making pitches. In an embodiment, the pitches are invention pitches that are generally novel with respect to other ideas that are currently in existence. In an embodiment, the pitches are for products that are either novel or not currently available on the market.

[0134] Some modifier cards 50 have a "draw a chaos card" or "draw an asset card" written on them. These cards are used as soon as they are drawn. That modifier card 50 then gets discarded and then the player draws another modifier card 50 to complete their unfinished pitch.

[0135] At step 706, asset cards 30 are accumulated by each of the players until one of the players reaches a predetermined point value. As they accumulate the asset cards 30, new pitches are created by each of the players.

[0136] For example, sometimes a modifier card 50 will indicate to draw an asset card 30. The asset card 30 may then be read aloud to everyone and placed alongside that player's pitches. As discussed above, each asset card has a point value on it. Once a player has asset cards 30 that total seven points the card round ends. The player who gets those seven points using an asset card 30 may still draw one more modifier card 50 to complete their pitch before considering the round ended. To keep the rounds manageable, once each player has accumulated three pitches, they should draw an asset card 30.

[0137] At step 708, each player goes through their pitches and describes what each pitch idea is to the other players. Preferably the pitch should be an idea they have envisioned in their mind prompted by each combination of a modifier card 50 and product card 60. The player need not divulge what a pitch is until the end of the card round, which is after step 706. If a player cannot think of an idea using the selected combination of modifier card 50 and product card 60, they do not receive any money to advance on the board.

[0138] Preferably pitches should be unknown in the world, meaning not being sold or otherwise made available to public, so try to be unique. Pitches may be formed using

innovation, silliness, artistry, usefulness, novelty, etc. Preferably the pitches rely on existing technology or can be described in such a manner as to be enabled. For example, "a pocket dolphin translator", and "a flashlight that only shines on jewelry" are unacceptable pitches unless the underlying concept can be described in detail with how it would work with existing technology.

[0139] An exemplary pitch is as follows. A player selected product card 60 with "bathroom products" printed on it and a modifier card 50 with "heavier" printed on it. The pitch developed by the player is a "buff brush". The "buff brush" is an extra-large toothbrush made of iron that exercises a user's arm while brushing teeth.

[0140] While a player is giving a pitch if another player volunteers suggestions towards that pitch, those suggestions may be incorporated into the original player's pitch, but the player that submits the suggestions receives neither in-game money or an idea conception claim in return. Further, players may provide leeway to modifier card 50/product card 60 combinations. For the example above, a single penny taped to a toothbrush may be considered heavier, so long as an idea can be formed on that basis it's still valid. as an idea comes relatively close to the definitions on the cards it may be considered valid. Ideas like "a heavier spoon" or "a toothbrush that smells like bubble gum" fundamentally do not follow the two given card prompts and may possibly be considered invalid. In the event of a dispute a majority of players would preferably need to validate it.

[0141] However, in an embodiment, players may establish boundaries and limits for some of the modifier cards 50 to prevent disputes. Further, in an embodiment, previous decisions regarding modifier cards 50, or other cards may be stored in a database or elsewhere to determine the scope of a pitch.

[0142] At step 710, a player moves spaces on the board 20 based on valid pitches and other game mechanisms. For example, for each valid pitch a player has in that round they receive \$25,000 of in-game money, indicated by the spaces on the board. Whichever player got the seven points in asset cards will receive an extra \$100,000 of in-game money, indicated by the spaces on the board 20.

[0143] At step 712, the process is repeated until a predetermined total value is obtained. After each round is over all asset cards 30, chaos cards 40, modifier cards 50, and product cards 60 are thoroughly shuffled back into their decks and a new round begins. On board 20, shown in FIG. 2, once a player reaches \$1,000,000 the game ends.

[0144] In an embodiment, after every pitch explanation any other player may challenge that pitch as already being a product or otherwise invalid. At that point everyone who wants to may search on their phones to see if that idea exists. If it is sold on Amazon or Etsy, for example, it exists. If the pitch does exist, then the challenger gets an extra \$25,000 points. If it does not exist, then the person being challenged gets an extra \$25,000. In an embodiment if an idea exists the person being challenged loses \$25,000 points. If it does not exist, then the challenger loses \$25,000. Therefore, each challenge carries a risk for both parties. In an embodiment, if there is a dispute as to the validity of a pitch, it gets put up to a vote. In the event of a tie, the idea stands as valid.

[0145] In an embodiment, a timer is used for some of the steps to limit the time spent during each round. In an embodiment, the timer is a physical sand timer. In an embodiment, the timer is a digital time.

[0146] Spinning Board Version

[0147] Another embodiment of the invention is a spinning board version of the game. In an embodiment of the invention there are 2-8 players (Ages 10 and up). Similar to the other versions discussed herein, this embodiment is a game where players all compete to see who can get to the finish by coming up with novel invention ideas.

[0148] Cards, such as those discussed above, are contemplated for use in the game, asset cards 30, chaos cards 40, modifier cards 50, and product cards 60. The names and types of cards should not be considered limiting to the overall play of the game. It should be understood, that additional, or alternatively, cards with different names may be used in place of the cards discussed herein, provided the concepts represented by the cards discussed herein are indicated and/or represented on the cards in some manner. The overall usage of the cards is to further enable and facilitate the implementation of, and fostering of, novel concepts and entrepreneurial ideas.

[0149] These are cards that consist of the various elements that help an idea go from conception to a product actually being sold. In real life you don't need all of them, but you'll need a few. For purposes of the game once a player has enough asset card points, or dollars they can win the game. Players are strongly encouraged to read aloud the full text of asset cards as they appear, although it's not necessary to play the game.

[0150] All asset cards 30, chaos cards 40, modifier cards 50, and product cards 60 are thoroughly shuffled and placed face down on their respective areas on the board 80. Asset cards 30 to spot 83, chaos cards to spot 84, modifier cards to spot 85, and product cards to spot 86 shown in FIG. 8.

[0151] All players start in center circle 95. All players roll a six-sided die to determine who goes first. In an embodiment, the highest roll will go first, then turns will go clockwise from there. In an embodiment, the lowest roll will go first and turns will go clockwise from there. In an embodiment, the highest roll will go first, then turns will go counterclockwise from there. In an embodiment, the lowest roll will go first and turns will go counterclockwise from there.

[0152] A player rolls both D6 dice and chooses which one to use for their move. If the player lands on a product space 89 or modifier space 87, they collect that respective card. If they land on a chaos space 88 they draw a chaos card 40 and follow the instructions on the card.

[0153] All players keep rolling and collecting cards. When a player feels they have an invention pitch based on a modifier card 50 and product card 60 combination they may use their turn to roll and move to a pitch spot 90 on the edge of the board 80. The player may have more valid moves than spaces necessary to make this happen. For example, if the pitch spot 90 is three spaces away and their dice roll is a four, they may move to that pitch spot 90 and not use their last 1-space move. Once a player lands on a pitch spot 90, a pitch session begins.

[0154] Once a pitch session is called for, a judge is determined. In an embodiment, for example, in a four-person game, the judge is determined by a roll of the D8 die. A roll of 1 or 2 makes player one the judge, a roll of 3 or 4 makes player 2 the judge, a roll of 5 or 6 makes player 3 the judge, and a roll of 7 or 8 makes player 4 the judge. In an embodiment, for example, in a three-person game, the judge is determined by a roll of the D6 die. A roll of 1 or 2 makes

player one the judge, a roll of 3 or 4 makes player 2 the judge, a roll of 5 or 6 makes player 3 the judge. In an embodiment, for example, in a five-person game, the judge is determined by a roll of the D6 die. A roll of 1 makes player one the judge, a roll of 2 makes player two the judge, a roll of 3 makes player three the judge, a roll of 4 makes player 4 the judge, a roll of 5 makes player 5 the judge, and a roll of 6 means people re-roll until a judge is determined.

[0155] Once a judge is determined, each other player pitches an invention to the judge. A player must have a modifier card 50 and product card 60 to combine to participate in the session and make a pitch. Two product cards 60 or two modifier cards 50 will not be accepted. Once all three players have made their pitches, the judge will determine which is their favorite and award an asset card 30 to that player from the top of the deck of asset cards 30.

[0156] The judge can pick their favorite based on utility, fun, inventiveness, humor, or some other reason. If they are in a relationship with another player and want to vote for them, that judgement reasoning stands. If they feel another player needs more points and another has too many, that judgement reasoning stands as well. The judge's decision is final. In an embodiment, in a two-player game, a D8 is rolled and an even result makes player 1 win the asset card 30 (with a valid pitch) and an odd result makes player 2 win the asset card 30 (with a valid pitch.)

[0157] Invention pitches are preferably novel, meaning not being sold or disclosed. Pitch ideas may be formed on the basis of innovation, silliness, artistry, usefulness, novelty, anything goes as long as it incorporates your product/modifier cards and is a new idea. The only rule on this is that ideas MUST rely on existing technology. "A brain interface for your computer" "a dolphin translator", and "a flashlight that only shines on jewelry" are all unacceptable pitches unless you can describe in detail exactly how they work with existing technology.

[0158] A pitch example is taken from a product card 60 being bathroom products and a modifier card 50 being "heavier". This can result in the idea "the buff brush", which is an extra-large toothbrush made of iron that will exercise your arm as you brush.

[0159] Regardless of the silliness of an idea, they can still be valid. That's the point! Have fun with it and don't judge too much. Occasionally, though, a really good idea will come out and that's an idea that you could go to work on once the game is over. It is important to note that while a player is giving a pitch if another player volunteers suggestions towards that pitch they may be incorporated into that original players pitch, those suggestions are OK, but the second player receives neither in-game points or idea conception claim in return.

[0160] It is also important to note that a lot of leeway should be given to product card 60 and modifier card 50 combinations. For the example above, even a single penny taped to a toothbrush is technically heavier, so as long as an idea can be formed on that basis it's still valid. As long as an idea comes relatively close to the definitions on the cards it should be valid. Ideas like "a heavier spoon" or "a toothbrush that smells like bubble gum" fundamentally do not follow the two given card prompts and may possibly be considered invalid. In the event of a dispute a majority of players would need to allow it, meaning more than 50% of

players playing. In a two-player game dispute the D8 is rolled with 1, 2, 3, 4, and 5 making the idea valid and 6, 7, and 8 making it invalid.

[0161] After every pitch explanation any other player may challenge that pitch as already being a product. Whomever says “challenge” first is the official challenger. In an embodiment, if it is in dispute who challenged first, the D6 is rolled to determine who gets to officially challenge, whether 2 or 3 players. With three challengers, 1 and 2 go to player one, 3 and 4 go to player two, and 5 and 6 go to player three. If two challengers, 1, 2, and 3 go to player one, 4, 5, and 6 to player two.

[0162] Once a challenger is determined, everyone who wants to has two minutes to search on their phones to see if that idea actually exists as a product yet. If it is sold on Amazon or Etsy, for example, it exists. If it is on Google patents or the USPTO website, it exists. If it is not being sold and is not patented, then for the purpose of this game it does not exist. If the idea does exist, then the challenger is awarded an asset card **30**. If it does not exist, then the person being challenged is awarded an asset card **30**. Each challenge carries a risk for both parties, so challenge and pitch wisely. If there is a dispute as to the validity of a pitch, it gets put up to a vote. The person making the pitch may participate in the vote. In the event of a tie, the idea stands as valid.

[0163] To pitch, a player needs to access the pitch spot **90**. Only two pitch spots **90** are accessible at any given time. To access the other pitch spots **90** the gear **91** must be spun. In an embodiment, the gear **91** is spun any time someone gets double in the dice, or when prompted by a chaos card **40**. In an embodiment, the gear **91** is spun any time someone rolls a one on the dice, or when prompted by a chaos card **40**. In an embodiment, the gear **91** is spun any time someone rolls a two on the dice, or when prompted by a chaos card **40**. In an embodiment, the gear **91** is spun any time someone rolls a three on the dice, or when prompted by a chaos card **40**. In an embodiment, the gear **91** is spun any time someone rolls a four on the dice, or when prompted by a chaos card **40**. In an embodiment, the gear **91** is spun any time someone rolls a five on the dice, or when prompted by a chaos card **40**. In an embodiment, the gear **91** is spun any time someone rolls a six on the dice, or when prompted by a chaos card **40**. In an embodiment, the gear **91** is spun any time someone rolls a predetermined combination of numbers on the dice, or when prompted by a chaos card **40**.

[0164] Once it is determined that the gear **91** is to be spun, in an embodiment, the D8 die is rolled and the gear **91** is spun that number of times. Whomever got the doubles is free to choose which way the gear **91** is spun. A chaos card **40** may indicate a specific direction to spin the gear **91** (clockwise or counterclockwise). If a player is on a pitch spot **90** and the gear **91** is spun, trapping them on the outside of the board **80**, that player must wait until the gear **91** is spun so they may get out, or must try to get doubles, or some other predetermined combination of the numbers during their turn. If they do get doubles then roll the D8 and get an 8, the pitch spot gear **92** will spin 360° around and they are still trapped. When the player gets doubles and can get out, they may still only use one die to determine how many spaces to move.

[0165] In an embodiment, the pitch spot gear **92** has 8 teeth **93**. The teeth **93** of the pitch spot gear **92** engages the teeth **94** of gear **91**. In an embodiment, the pitch spot gear **92** has a number of teeth **93** that correspond to the number of sides on a corresponding die. In an embodiment, for

example, if the die has six sides, the number of teeth **93** is six. In an embodiment, the number of teeth **93** is four when using a four-sided die. In an embodiment, the number of teeth **93** is 10 when using a ten-sided die. In an embodiment, the number of teeth **93** is twelve when using a twelve-sided die. In an embodiment, the number of teeth **93** is twenty when using a twenty-sided die.

[0166] In an embodiment, the board **80** has four pitch spot gears **92**. In an embodiment, the board **80** has 2 pitch spot gears **92**. In an embodiment, the board **80** has three pitch spot gears **92**. In an embodiment, the board **80** has five pitch spot gears **92**. In an embodiment, the board **80** has six pitch spot gears **92**. In an embodiment, the board **80** has seven pitch spot gears **92**. In an embodiment, the board **80** has eight pitch spot gears **92**. In an embodiment, the board **80** has nine pitch spot gears **92**. In an embodiment, the board **80** has ten pitch spot gears **92**. In an embodiment, the board **80** has a number of pitch spot gears **92** that correspond to the size of the board **80** and the number of the teeth **93**.

[0167] In an embodiment, the winner is the first player to reach \$1,000,000 or 10 points in asset cards **30** and reaches the center spot on the board, the invention millionaire.

[0168] The game is meant to generate marketable, money-making ideas and to teach the bare bones basics of what it takes to get those ideas to market. An optional non-disclosure agreement may be signed by all players (and witnesses/non-players) with a web link to a suitable NDA/game contract available online. Players can e-sign and each get an online copy of the signed agreement emailed to them. An optional contract states that all players agree that whoever comes up with a particular “idea” in the game gets 90% of the ownership of the idea and the other players split the remaining 10% since they were part of the game session. Players are encouraged to record the game session by audio or video for proof-of-concept formation. Ideally in a perfect world players would not get into an argument about who came up with a specific idea, but rather would agree to all players working on a particular invention project together.

[0169] Games are meant to be quick and low competition in order to generate as many ideas as possible. Each game session should elect a “record keeper” to record all the ideas generated in a game, in addition to the aforementioned audio/video recording.

[0170] While the aforementioned description provides a method and system for the playing of the game that utilizes cards and a board, another version utilizes only cards.

[0171] Card Only Version.

[0172] In a card only version, for example, at the start of the game all players start with being dealt two product cards **60** and two modifier cards **50**. Asset cards **30** are drawn later in the game. The role of dealer for the game may change every round. In an embodiment, the role of dealer will move in a counter-clockwise direction with respect to the players. In an embodiment, the role of dealer will move in clockwise direction with respect to the players.

[0173] At the beginning of each player’s turn, the player draws two product cards **60** and one modifier card **50**. The player may then place two cards face up in front of them. As discussed above, users use the cards to form their pitch. The cards and the ideas provided on the cards are evocative of the ideas and concepts that ultimately comprise the pitch. Players may have as many pitches as they want in front of them, but asset cards **30** may only apply to one pitch.

[0174] For one of two allowable card plays a player may replace a card in their pitch and the card being replaced gets discarded. Some modifier cards **50** have an instruction indicating that a player should “draw an asset card”. These cards should be used as soon as they are drawn. The modifier card **50** having that instruction should be discarded. In an embodiment, a player may replace a card in their pitch and the card being replaced is put into a center pool. During a turn a player may also swap out a card in their pitch with one in a center pool. The card that is replaced then goes in the pool.

[0175] In this embodiment, the pitch is a combination of a product cards **60**, modifier cards **50**, and asset cards **30** (product and modifier cards). The player need not divulge the pitch is until the end of the round. In an embodiment, voting may then happen, depending on the number of players. Pitches preferably involve concepts and ideas that are novel. Preferably, the concepts expressed in the pitches are not being sold, etc. Players should try to be unique. In an embodiment, players may take turns being “researcher” to look things up online for verification. This research should only be done after a round is over and scoring becomes in play.

[0176] An example of a pitch is as follows. The idea is “Birthday Puzzles”, puzzle pieces to be handed out to guests at someone’s birthday party. The guests must put the puzzle together to see the secret birthday message. This pitch is evoked by the product card **60** have the text “birthday products” printed on it and the product card **60** have the text “puzzles” printed on it. Other cards that the player has are asset cards **30** having printed on them, “Trademark” (\$1000) “Manufacturer” (\$2000), “Website” (\$500), and “Sell Sheet” (\$500). In the embodiment not using the board **20**, the cards may have dollar values printed on them. In this instance the asset cards **30** have values that total \$4000.

[0177] In the card only version, to end a round, a player preferably has an idea in their pitch incorporating, 1: one product card **60**, 2: another product card **60** or a modifier card **50** incorporating an idea based on both cards, 3: asset cards **30** assigned to that pitch that total at least \$4000.

[0178] First player to satisfy all three condition ends the round. When a round ends all other players may lay down exactly two more cards if they choose to finalize their pitches. In an embodiment, there are four “spoiler cards” in the chaos cards **40**. These “spoiler cards” take \$4000 off any other player’s pitch. These can be played at any time in the round or when scoring happens. If the player has multiple pitches in front of them the “spoiler card” only applies to one of their pitches. After the round ends, the player who ended the round must make their pitch and describe their idea.

[0179] In a game of two players whoever has the highest asset card **30** score total wins. A tie may occur, in which case the round is a draw. In a game of three or more players, all players vote on the best idea from valid invention pitches for the winner and in the event of a voting tie highest asset card **30** score wins. If there is a tie in the asset card **30** score total, then the round is a draw.

[0180] The game can have five rounds. In an embodiment there are less than five rounds. In an embodiment, there are more than five rounds. In an embodiment, pitches or ideas are uploaded and further developed on an online site and used to provide information directed towards the invention pitch in a digitized form. This can occur with all versions and embodiments of the game.

[0181] In an embodiment, the invention pitch is uploaded into a preformatted specification for a provisional application or other form of intellectual property application. A player may then choose to submit any ideas developed during the play of the game immediately or relatively shortly in the future. This can occur with all versions and embodiments of the game.

[0182] The winner is the player who won the most rounds. This game is meant to generate marketable, money-making ideas and to teach the basics of what it takes to get those ideas to market. An optional non-disclosure agreement may be signed by all players (and witnesses/non-players) with a web link to a suitable NDA/game contract available online. In embodiment, players can e-sign and each get an online copy of the signed agreement emailed to them.

[0183] In an embodiment, an optional contract, accessible by a web link found with the game, states that all players agree that a player that comes up with a particular “idea” in the game gets an agreed upon percentage of the ownership of the idea and the other players split the remaining percentage since they were part of the game session. In an embodiment, players are encouraged to record the game session by audio or video for proof-of-concept formation.

[0184] Games are meant to be quick and low competition to generate as many ideas as possible. Each game session may elect a “record keeper” to record all the ideas generated in a game, in addition to recordings and record keeping,

[0185] The Invention Solitaire Version.

[0186] An alternative embodiment is invention solitaire, which involves a single player. Player takes five product cards **60** and five modifier cards **50**. The asset cards **30** and chaos cards **40** are removed for this version of the game. The player sorts the cards into five equal pitches with one product card **60** and one modifier card **50** per pitch. The player wins when he or she has a suitable idea for each formed pitch. The player may switch cards around as needed to achieve this result. Player may amend the number of pitches to be laid down as desired to increase or lessen the challenge.

[0187] The Invention Challenge Version.

[0188] Another embodiment is “invention challenge”, which may have 2-6 players. Product cards **60** and modifier cards **50** are divided up equally between all players. The asset cards **30** and chaos cards **40** are not used for this version. Players take turns laying a product card **60** or modifier card **50** in the play area.

[0189] Once a player lays a card down the next player needs to come up with a product incorporating that card and the card laid before. They then lay down their own card, and the following player does the same. Each player has a predetermined time (for example 30 seconds) to come up with an idea or they receive a point. If a player receives a predetermined set of points (for example 5 points) they are out of the game and the remaining players play until one is left.

[0190] For example, player 1 lays down two product cards **60** with the text, “artistry products” and “hardware.” Player 2 says “decorative screws” and lays down a modifier card **50** with the text “smaller.” Player 3 says, “okay hardware and smaller . . . a little hammer for your keychain” and lays down a product card **60** with the text “cosmetics.” Player 4 says “okay smaller and cosmetics . . . ummm . . . I can’t think of anything.” The time runs out and Player 4 gets a point. Player 4 then lays down a product card **60** with the text

“clothes” printed on it. Player 1 says “okay, cosmetics and clothes . . . a hat with a makeup mirror.” Play progresses until one player is left with less than the predetermined number of points, for example 5 points.

[0191] Free-for-All Version.

[0192] Another embodiment is called “Free-For-All”, for 2-6 players. The product cards **60** are all put face down in a pile. All players pick a product card **60** and place it face up. All players then pick a modifier card **50** and place it face up. All players then try to come up with ideas incorporating some or all the cards just placed face up. Ideas are generated from the concepts disclosed. This game is meant to be a fun brainstorming session with no points or winners and purely for fun and idea generation.

[0193] Invention Road Trip Version.

[0194] Another embodiment is called “Invention Road Trip”. Invention road trip may be played in a car, plane, or other vehicle used for travelling. The road trip version may have many variations. In an embodiment, there is a product card **60** and a roadside advertisement. There may be a product card **60** plus another product card **60**. There may be a product card **60** combined with the state or territory that you are in. There may be a product card **60** or modifier card **50** combined with a letter of the alphabet. This embodiment may be played not just in vehicles, but also while hiking, in a hot tub, while camping, or any other scenario where a game board or playing surface is not convenient.

[0195] In an embodiment, there may also be versions directed towards other countries and. In an embodiment, the version uses Chinese law and language. In an embodiment, the version uses Indian law and language. In an embodiment, the version uses Japanese law and language. In an embodiment, the version uses European laws and languages. In an embodiment, the version uses any relevant law and language in any combination.

[0196] Alternative Board Game Version.

[0197] In an alternative embodiment of the board game there may be 2-6 players. The board in this version may have spaces the same color as their respective card color and have start and finish spaces. The board game complements the cards with dice. Players start at the “start” square and roll a single 6-sided die for movement. The color of the space players land on determines which “bonus” they receive.

[0198] If a player lands on an asset space the player starts the card round with an extra asset card **30**. If a player lands on a product space the player moves an extra four spaces forward and starts the card round with an extra product card **60**. If the player lands on a modifier space the player moves four spaces back and starts the card round with an extra modifier card **50**. If a player lands on a chaos space the player draws a chaos card **40**.

[0199] Chaos cards **40** may allow a player to take an asset card **30** from a player’s held cards. The card may permit a player to move forward a certain number of spaces. The card may make another player move backwards a certain number of spaces. The card may make a player take a single product card **60** or modifier card **50** from any other player’s pitches.

[0200] Chaos cards **40** may be held indefinitely and used at any point in the game (even moving someone backwards after they hit a “Finish” space). After players move, a normal “Freelancer” card round starts and finishes. Once the round is over, players may get extra moves for certain round conditions, such as, the highest asset card score –4 spaces, the best pitch vote (if 3 or more players)–3 spaces, the

funniest idea vote (if 3 or more players)–2 spaces, the most pitches in a round –1 spaces. Players may receive the bonus on the new space, similar to a dice roll.

[0201] All cards (besides chaos cards) are shuffled back into the decks for new rounds. After a move, players roll again, take their new bonuses, and start another “freelancer” round. Play continues until a player reaches the “Finish” square.

[0202] In an embodiment, the game pieces, or tokens representing the players are tokens that represent money or wealth in some way. For example, a 24K gold bar. Some exemplary tokens may also be, stack of dollars, a pile of coins, a Bitcoin, a yacht, a Mansion, a crown, a diamond, a treasure chest, and a money safe.

[0203] While embodiments of the present disclosure have been disclosed in exemplary forms, it will be apparent to those skilled in the art that many modifications, additions, and deletions can be made therein without departing from the spirit and scope of the invention and its equivalents, as set forth in the following claims.

What is claimed is:

1. A method for playing an entrepreneurial game comprising:

providing at least three different types of cards, wherein a first type of the three different types of cards indicates a product, wherein a second type of the three different types of cards indicates an asset, wherein a third type of the three different types of cards indicates a modifier; placing the at least three different types of cards at different locations on a board, wherein the board comprises a gear located in a central area of the board and at least two pitch spot gears located around the gear; wherein at least one of two players creates a pitch using the at least one of the first type of the three different types of cards and at least one of the third type of the three different types of cards when located on one of the at least two pitch spot gears; and

wherein the pitch is used to determine a winner of the entrepreneurial game.

2. The method of claim 1, further comprising accumulating more than one of the second type of the three different cards to acquire a predetermined number of points.

3. The method of claim 1, further comprising rolling a die to determine movement around the board.

4. The method of claim 3, wherein a number of teeth on at least one of the at least two pitch spot gears corresponds to a number of sides on the die.

5. The method of claim 4, wherein the die is an eight-sided die and the number of teeth on the at least one of the at least two pitch spot gears is eight.

6. The method of claim 4, wherein the gear located in the central area of the board is adapted to move clockwise and counterclockwise.

7. The method of claim 6, wherein movement of the gear located in the central area of the board moves each of the at least two pitch spot gears.

8. The method of claim 1, wherein at least one of the at least two players determines if created pitches are valid.

9. The method of claim 8, wherein determining if created pitches are valid is part of a challenge process by at least one of the two players.

10. The method of claim 8, wherein determining if created pitches are valid is determined using a search to see if a product of the created pitch is sold online.

11. The method of claim **1**, wherein the first type of the three different types of cards indicates a product selected from a group comprising baby products.

12. The method of claim **1**, wherein the first type of the three different types of cards indicates a product selected from a group comprising animal products.

13. The method of claim **1**, wherein at least one of the valid created pitches is uploaded online to a web service adapted to file for intellectual property.

14. A board for playing an entrepreneurial game, the board comprising:

a gear located in a central area of a board;

at least four pitch spot gears located around the gear, wherein the gear located in the central area of the board and the at least four pitch spot gears each comprise teeth that engage with each other;

at least three spots for placing at least three different types of cards, wherein a first type of the three different types of cards indicates a product, wherein a second type of the three different types of cards indicates an asset, wherein a third type of the three different types of cards indicates a modifier; and

wherein only two of the at least four pitch spot gears have an available space for a player to create a pitch during each turn, using the at least one of the first type of the three different types of cards and at least one of the third type of the three different types of cards when located on one of the at least two pitch spot gears; and wherein the pitch is used to determine a winner of the entrepreneurial game.

15. The board of claim **14**, wherein a number of teeth on at least one of the at least four pitch spot gears corresponds to a number of sides of a die used with the board.

16. The board of claim **15**, wherein the die is an eight-sided die and the number of teeth on the at least one of the at least four pitch spot gears is eight.

17. The board of claim **14**, wherein the gear located in the central area of the board is adapted to move clockwise and counterclockwise.

18. The board of claim **14**, wherein movement of the gear located in the central area of the board moves each of the at least four pitch spot gears.

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