

SIDEHUSTLE® GAME RULES AND INSTRUCTIONS

GAME OVERVIEW

SideHustle® is the party game where players act as entrepreneurs to come up with fun business ideas and pitch them to potential investors.

OBJECTIVE

The first team to get 5 points (Funny and Fundable combined) wins!

GAME COMPONENTS

- 200 SideHustle Cards (Business name cards)
- 20 Funny Cards
- 20 Fundable Cards
- 60 second Sand timer
- 12 Sided Industry Die
- 4 Dry Erase Cards
- 4 Dry Erase Markers

DRY ERASE CARDS

Optional to use. Writable on both sides, so feel free to use both and get creative.

SETUP + ROUND FLOW

GAMEPLAY

- 1 Split into 4+ teams: 1 Investor team and 3+ Entrepreneur teams. Roles rotate after each round. Each team gets a dry erase card and marker for optional notes and sketches. Whoever most recently bought something starts as the Investor.
- 2 Investor team draws a SideHustle® Card and rolls the Industry Die. These are the parameters for the round.
- 3 Entrepreneur teams each brainstorm their own idea for a business based on the same name + industry.
- 4 Brainstorm for 1 minute. Use 2 minutes for team games.
- 5 Time to pitch! Each Entrepreneur team gets 1 minute to pitch the idea to the Investor(s).
- 6 Investor gets 1 extra minute to ask any Investor questions.
- 7 Investor hears all pitches, then hands out the Funny Card and the Fundable Card. Each is worth one point.
- 8 Investor role rotates to the left and a new round begins.
- 9 First team to 5 points of any kind wins.

12 SIDED DIE

Used to determine industry. Select from the list below, or make up your own.

- | | |
|-------------------------|----------------------|
| 1 Investor's Choice | 7 Sports & Outdoors |
| 2 Tech & Apps | 8 Investor's Choice |
| 3 Media & Entertainment | 9 Food & Beverage |
| 4 Toys & Games | 10 Home Goods |
| 5 Fashion & Retail | 11 Investor's Choice |
| 6 Health & Wellness | 12 Investor's Choice |

SCORING + PITCHING

FUNDABLE CARD

Should go to the idea or pitch that the Investor would most want to actually invest in if it existed, one that might actually be a good business in their opinion.

FUNNY CARD

Should go to the idea or pitch that made the Investor laugh or smile the most. Maybe it was the idea, or just how it was delivered.

WHAT'S IN A PITCH?

See if you can answer these and more:

- What's your business name?
- Who's it for (target market)?
- What's your product or service?
- Why is it awesome?
- What problems are you solving?
- Slogan or catchphrase?

**PITCH IT LIKE
YOU MEAN IT**

Give it some flourish and energy. Presentation matters.

GAMEPLAY EXAMPLE

Investor team draws a SideHustle® card and rolls the Industry Die.

Investor: "Hey Entrepreneurs, your SideHustle® is... YOUNIVERSE and your Industry for this round is Health and Wellness."

Entrepreneur teams brainstorm for 1 minute. Time to pitch!

Entrepreneur: "Did you ever wish you could escape the busy world for just a little bit and recenter yourself? Well our product YOUNIVERSE is just that, an inflatable person sized globe that YOU get into and enjoy calm music and images of your happiest memories or starry nights projected on the inside surface for you to enjoy! Find your place in the YOUNIVERSE, get it today!"

Investor: "Thank you very much. Can you please tell me more about how people breathe while inside this globe?"

Entrepreneur: "Of course, I'm glad you asked ... We have developed a set of... tubes that solve that. Only the freshest air for our customers!"

All the other Entrepreneurs pitch what they came up with. Points are awarded!

Investor: "I've heard a lot of good ideas today but to you I give the Funny Card and to you, the Fundable!"

End of round rotate roles!**TIPS + QUESTIONS****BRAINSTORMING TIPS**

- What is the first thing that comes to your mind?
- Don't be afraid to go weird or silly with it. Imaginary technology or magic is fine.
- Try breaking up the business name into a few pieces and focus on one to help you find the idea.
- Don't be afraid of acronyms, where each letter stands for a word, like NASA.

ASKING INVESTOR QUESTIONS

Questions are optional. Feel free to ask anything you are curious about in the pitch.

- Ask about a specific part of their product or business you didn't understand.
- Reiterate or summarize the pitch idea in a single sentence to see if you have it right.
- Ask about how they plan to scale or expand in the future.

TIE BREAKERS

In the event of a tie, you can end the game with two winners, or if you would like, we suggest a pitch off.

PITCH OFF

A card and Industry is rolled and all the other teams get to each award a funny and fundable card. Whoever gets the most points that round wins.

GROUP SIZES + WRAP**ODD NUMBER OF PEOPLE**

Totally ok for some teams to be solo and some to be groups. Just have the party agree on the time limits for brainstorming and pitching.

LARGE GROUPS AND TEAMS

No limits on team size, but we recommend you add 1 minute to brainstorm time for every 2 people on the team. With 4 people, use 2 minutes. With 6 people, use 3 minutes.

3 PERSON GAME

Before a round starts, the investor announces if they are going to only reward funny or fundable pitches. After the Entrepreneurs pitch, only one card is handed out before rotating roles. Each Investor decides what they will reward each round. First to 5 points wins.

THAT'S A WRAP

Had a blast playing SideHustle®? Share your funny and fundable pitch moments with us online!

Post your best game photos and videos on social media and be sure to tag @PlaySideHustle and use #PlaySideHustle so we can see your creativity in action!

Want to spread the entrepreneurial fun? Share the SideHustle® game with your friends and family so they can enjoy the hilarious brainstorming and outrageous pitches too.

And remember, no matter how your pitches and ideas turn out, keep things collaborative, reward effort, and don't be afraid to go big! The key is having fun flexing that creative noggin.

KEEP IT FUNNY AND FUNDABLE

So tag us online to show off your SideHustle® shots, share the game with friends, and most importantly, keep it productive, keep it fun, and keep it funny and fundable!