
CHUKKA
SOCIAL
CAPITAL
Build Your Own
Entrepreneurs Journey
A TABLETOP GAME
CHUKKA STARTER KIT INCLUDED
YOU BUILD THE REST AS YOU GO!

SET THE STAGE

[2 – 6 players recommended]

As newly minted titans of the universe, your crew gathers to play the $ Game - Entrepreneurship.

Give it 5 trips around the board…. Maybe more if all goes well.

Circle, Cycle, Rinse, Repeat
Easy enough. Fun times.

It's just a game…..

PREP

- KIT includes:
  - Board
  - Game + Culture Cards
  - Player + Action Cards
  - Scorecard
- You BRING:
  - Coin or Dice
  - Snacks, recommended
  - ☺

GAME 'FATH MATH' BASICS

or operating assumptions

SERVICE REVENUE: ***Add 10% growth each CYCLE*** (unless a COOP year).

DELIVERY: ***30% of your SERVICE REVENUE.*** Cost includes your delivery team and benefits.

Valuation Multiplier: 5X
**Represents Chukka's HI selection.*

G A M E T & C s



L O O K U P

WARNING: The game is a Bittersweet symphony. Find play-a-long soundtrack on spotify: [Dawn's EJ OG]

THE GAME

- Begin by rolling a dice or flipping a coin to determine starting salary or service revenue. ($50K or $100K)
- START A CYCLE:
  1. RISE: Lead Training Sesh (8-10 reps)
  2. IGNITE: Pick an ACTION card
  3. PLAY: Pick a PLAYER card
  4. SCORE BREAK
  5. FUEL: Serve Snacks
  6. FEED + LEAD: Motivate and Capture Engagement score
  7. OPTION: Pick your choice of ACTION or PLAYER card
  8. CLOSE IT: Calculate your TEV to date
- Each player CYCLES 5 years minimum (recommended). *When first player reaches end of first cycle, the table votes to add a year or end after everyone completes 5.*
- Following the FINAL CYCLE, tally ALL scores and award BEST IN CLASS to the HIGHEST TEV or VALUATION!

Build Your Own GAME BOARD

4 /8
Calculate

3
PLAY

7
OPTION

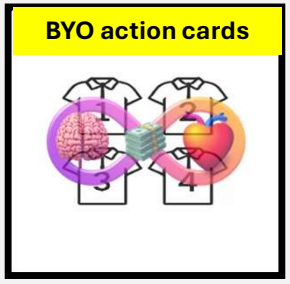
2
IGNITE



BURN

FLOW

BANK



6
FEED

1
RISE

5
FUEL

byo CULTURE
MOM MULTIPLIER

If you maintain the mom in your life until the end of the game, ADD a 1.5X multiplier to your TEV.
Help save our community moms.
This picture has a 50% survival rate and that pure BS....
Fake Plastic Trees - Radiohead



byo CULTURE
HUMILIATION-FREE PLAY

Dick + Elaine are not letting OG Annie, Your BFF, star in the big show after winning walk-on lead. NP...she has set up an unpaid performance with her own backup orphans (guess which 2 songs? and who was DUFFY?)
Annie survives – see her + her (first kiss) prince and crew on youtube:
ANOTHER COW PIE – Jack Tessier

byo CULTURE
KIDS COOP
Vibe: Knock, Knock – Mac Miller

WE HEART NEPO-babies...
Where else is a kid going to meet a REAL hell's angel?

Add 5% growth to either ODD or EVEN years only (i.e. 10% -> 15%) . You decide which.....



Begin Here

Exhuming McCarthy – REM

Recognizing lack of opportunity at HOME you branch out on your own!

Roll dice/flip coin for # of PT jobs during Uni and earn $50K starting salary for each job!

RISE
1
STACK IT with training!

Lead ALL PLAYERS in 8-10 reps of a custom cardio, strength or core exercise (thumbwrestlers count)

IGNITE
2
Time to ACT!

Pick an ACTION card.

All ACTIONS are publicly named and with named consequence

*Next time make your own cards ☺

PLAY
3
Be A PLAYER!

Pick a PLAYER card.

All PLAYERS are publicly named and with named consequence

*Next time make your own cards ☺

SCORE BREAK
4
Half-time BREAK

TRACK your SCORE

Before the second half.
Disclosure is OPTIONAL.

FUEL
5
Time to REFUEL!

SNACK IT
Offer snack refuel around the table of your choice (i.e gold fish, pretzels, juice shots)

FEED
6
Time to LEAD

Calculate the current benefits staff. Next, present your best update to the team around the table and collect engagement scores anonymously (1 to 5).
Wear your score

OPTION
7
Your Choice

Pick an ACTION or PLAYER card.

All cards are publicly named with consequences

*Next time make your own cards ☺

CLOSE IT
8
Annual Review

Update your Total Enterprise Value worksheet.
Disclosure is OPTIONAL.

ROLLOVER

Chukka recommends a minimum of 5- cycles to see how your venture plays out.

When first player reaches end of first cycle, the table votes to add a year or end after everyone completes 5.

END GAME

Following the final cycle, tally scores:

Best in CLASS goes to the Highest TEV!
Along with any side bet winnings.

OPTIONAL: Bring and Name your own AWARD for the night! #BestSnack

byo CULTURE

SPACE for calculations... your way!

FATH MATH SCORE CARD

0 — 1 — 2 — 3 — 4 — 5

	0	1	2	3	4	5
REVENUE	A) Services: A = _____ B) Non-Service: B = _____	A) Services: A = _____ B) Non-Service: B = _____	A) Services: A = _____ B) Non-Service: B = _____	A) Services: A = _____ B} Non-Service: B = _____	A) Services: A = _____ B) Non-Service: B = _____	A) Services: A = _____ B) Non-Service: B = _____
TOTAL	[A+B]=C= $	[A+B]=C= $	[A+B]=C= $	[A+B]=C= $	[A+B]=C= $	[A+B]=C= $
DELIVERY	D) LABOUR = [A x 0.3] D = _____ E) Non-LABOUR: E = _____	D) LABOUR = [A x 0.3] D = _____ E) Non-LABOUR: E = _____	D) LABOUR = [A x 0.3] D = _____ E) Non-LABOUR: E = _____	D) LABOUR = [A x 0.3] D = _____ E) Non-LABOUR: E = _____	D) LABOUR = [A x 0.3] D = _____ E) Non-LABOUR: E = _____	D) LABOUR = [A x 0.3] D = _____ E) Non-LABOUR: E = _____
TOTAL	[D+E]=F=$	[D+E]=F=$	[D+E]=F=$	[D+E]=F=$	[D+E]=F=$	[D+E]=F=$
TOTAL	[C-F]=G=$	[C-F]=G=$	[C-F]=G=$	[C-F]=G=$	[C-F]=G=$	[C-F]=G=$
H EQUITY	H) Starting H = _____ Add G + _____ + / - OTHER = _____ Ending H = _____	H) Starting H = _____ Add G + _____ + / - OTHER = _____ Ending H = _____	H) Starting H = _____ Add G + _____ + / - OTHER = _____ Ending H = _____	H) Starting H = _____ Add G + _____ + / - OTHER = _____ Ending H = _____	H) Starting H = _____ Add G + _____ + / - OTHER = _____ Ending H = _____	H) Starting H = _____ Add G + _____ + / - OTHER = _____ Ending H = _____
V G-TEV	V) G-Value = [5 x G]+H G-TEV = V= _____	V) G-Value = [5 x G]+H G-TEV = V= _____	V) G-Value = [5 x G]+H G-TEV = V= _____	V) G-Value = [5 x G]+H G-TEV = V= _____	V) G-Value = [5 x G]+H G-TEV = V= _____	V) G-Value = [5 x G]+H G-TEV = V= _____

CHUKKA GAME BOARD

1 RISE

2 IGNITE

3 PLAY

WONDER WHEEL IT

BE A PLAYER

BYO player cards

STACK IT

WALK IT With WATER

4 / 8 *Calculate*

BURN

FATH MATH IT

FLOW

BANK

YOUR CHOICE

7 OPTION

HI Alpha
[Human Intelligence]
aka Executive Capacity

BYO action cards

6 FEED

SNACK IT

5 FUEL

*See Chukka Capital Cliff Notes ("C3 Notes") for Founder context if using the BYO Chukka provided cards and soundtrack for the full CHUKKA GAME Experience AND knowledge base (i.e. executive capacity or lessons). Chukka believes in paying it forward. The lesson is the best part!



PLAYER

JONNY

Your Chief A-

of what is up to you....

FLIP of LUCK

O: Hire @ $100K for new business

E: Pay $20 drink and pass



PLAYER

BARRY

Premier PE Fund Manager

A lot of digging for little gold.

FLIP of LUCK

O: New Biz @ $50K with project

E: Pay $20 drink



PLAYER

TOAD

Your PMO personal Partner

You have to kiss a few before a frog Right?

FLIP of LUCK

O: New Pal @ $20K in cost synergies

E: Pay $20 drink



PLAYER

STU

Your SHREK Recruiter

Can get you in the back door.....

FLIP of LUCK

O: New Pal @ $20K in new market intros

E: Pay $20 drink



PLAYER

JK

Your Accountant

Funds Flow for Good + Evil

FLIP of LUCK

O: Do expense report + Collect $10K

E: Pay $20K in dob fees



PLAYER

CHUCK

Your Mentor

Whether you asked for it or not

FLIP of LUCK

O: Collect $100 show up bonus

E: Pay $400 for laptop EGG takes



PLAYER

Lil E

Your Protege

And protagonist

FLIP of LUCK

O: E scores! Add $20K Biz

E: E submits expenses, Pay $5K



PLAYER

KIMPOSSIBLE

Your Energy /Confidence Source

Your unpredictable and off the books source of encouragement

FLIP of LUCK

O: Success! Move ahead a +1 space

E: Dance it out for a quick minute!

do

PLAYER

D-One ball

Your Big 4 Conglomerate

A 'One-Stop Shop" of experts

FLIP of LUCK

O: Win a $50K one time project

E: Pay for a $50K one time project



PLAYER

WILD

CHARACTER CARD

Stranger Danger or the Best Thing Ever

FLIP of LUCK

O: Player to RIGHT decides

E: Player to LEFT decides



PLAYER

EGG

Your Brother Greg

Blood or not, your first talent project

FLIP of LUCK

O: Free tires, collect $1K

E: Pay $100 therapy tab for you both



PLAYER

Dr. STUMPem

The EXPERT

Where did we find this guy/gal?

FLIP of LUCK

O: Keep for SOS (to nullify action)

E: Ask 1 question only of any player



PLAYER

SWIFTY

Work BFF

VIBE: Tubthumping.... Sadly LOL!

FLIP of LUCK (choose a player)

O: Split $100K topline, you are water

E: Split $100K topline, pick a spirit animal



PLAYER

RUSTY PATTY

Your Chief TALENT Officer

Not her circus, not her monkey

FLIP of LUCK

O: Do pro bono project to win favor.

E: Mandatory diversity group role and Fake it til you make it!



PLAYER

A DRAGON

Past UK Dragons Den

British shark tank

FLIP of LUCK

O: Buy $200 for 30 copies of his book for Hope Academy in CHI.

E: Pay $200 to hear him say "Pitch Me"

ACTION



Show Pony – Glass Animals

Launch NEW BUSINESS model with a game to capitalize on PONY lessons to date!

Sign up everyone for $10K of recurring work and COLLECT!

ACTION



Float On – Modest Mouse

HUMAN ERROR!
Yours.
Damages are $1,000 in emergency travel to fix in person or in auto repairs (because that still happens). Pay $1K to next player!

ACTION



The Calling – The Killers

Seek enlightenment and peace by a church service.

Sing a verse of your fave Hymn or "this little light of mine" out loud.

Don't forget a donation!

ACTION



Let's Go – Key Glock

Attend mid-day STRONGER class/ strength session to get out of the rut.

Add $10K to recurring revenue for figuring out your P+P
(Pricing /Packaging)

ACTION



I wanna be your slave - Skinheads

Pitch at a PE Big Boy!
Dazzle other participants with your Big Idea (sector or company).

*Majority votes on whether you win the $50K one-time project.

ACTION



Where is my Mind? - Pixies

Being Big Dog is a lonely gig. Wallow in whether it is all worth it – the business idea, the money, the life it affords.

Buy pet (add $10K in expenses).
Name it and make everyone celebrate your adoption !!!

ACTION



Downtown – Macklemore/ Ryan Lewis

After Hours!!!
Take your Bus Dev after hours by impressing the visitors with local knowledge.

Dance and do a shot!
This one's on the house.

ACTION



Welcome to the Black Parade – My Chemical Romance

You receive the call with the offer. Offer is 10X current CF plus the equity value. This is your final locked in value. If chosen, you become NPC as the game carries on.

This turn only....market moves on baby.

ACTION



Ghost Town - Kanye

AshHole accuses you of being antisemitic because Kanye comes on at your party.

Recall you spent 2 ER visits with his Jewish wife and son while he was out of town, tell him to F-Off and collect $2K for bad vibes from the 'neighbor' to your left

ACTION



Therefore I am – Billie Eilish

Jonny sends a soul contract after trying unsuccessfully(twice) to set you up in a "For Cause" dismissal because HE broke the rules.

F-CK OFF Kelly! Move ahead with fresh IP, collect $200K from bank and your agreed T&Cs.

ACTION



Forgotten Years- Midnight Oil

Fi's Grad wasn't as expected and "sperm donor" was involved. Recognize the parental journey was the 20 years he missed.

Reflect on the wonder of LIFE.
Option to throw a nearby object in celebration..... If you paid for it!

ACTION



The World at Large – Modest Mouse

Set up EU base for 1 year, pitch and sell your services. EU is a thought leader on culture and organizational behavior!

Add 10% to topline and $24K of expenses.
Name your country + city!

ACTION



Like a Friend – PULP

PE Barry hits on you mid- chemo #2 and #3 in Berlin (and you've confirmed Chemo-p*rn is not a thing)

Choose (a) risk compromised immunity to prove that PE FUNDs do NOT know how healthcare works or (b) go to bed.
Announce decision – and wig choice!

ACTION



Oh No – Andrew Bird

Recognize value in experience and convince Gordon to join your board...urgently 😊

Pitch oldest player on your need for his expertise and negotiate his board package. Pay it. Up to you to get ROI.

ACTION



Hate Me – Ellie Goulding / Juice WRLD

TOAD used mail fraud and HOA invoice to try to steal your FL home for <10% value in small claims court and forced auction, while destroying your credit.

File RICO to get home back. Sit out turn.
Optional scream into a pillow.

ACTION



Sweat – Inner Circle

Suit up to pitch your services! Practice your "elevator pitch" on your self with each player and ask for feedback.

Collect $15K in new business

ACTION



Rebellion – Arcade Fire

Sh*t!? You may have just had a spiked drink.... again! Your system will self-evacuate at this point.

Bounty must be worth it! Collect $50K in damages and mentally name your nemesis at the table.

ACTION



Human Nature - Madonna

Receive copy of TOAD's texts, calling your life a "seedy Netflix series" et al to the community!

Seriously. Add $100K to IP and collect evidence in case useful for future RICO.

ACTION



It's the end of the world as we know it - REM

It's a MAC world! MAC is Material Adverse Condition or ***Black Swan*** event in T&Cs.

Flip to see if you (a) cut topline by ½ and adjust expenses accordingly or (b) stay flat

ACTION



Wonderful - Everclear

Mother tells you she's found love at 83 with a 90 year old named Jim.

Revert to Grog Shop circa 2023 and Bank some spa time and take a shot or whatever works.

ACTION



Pursuit of Happiness – Kid Cudi

COMPANY IMPROMPTU OFFSITE
Suns out and business is good! Take the team out on a boat in Lake Michigan for the afternoon with pizza in the playpen.

Add $3,000 to expense for boat club membership.

ACTION



Swing, Swing – All American Rejects

Utilize your 'backyard' for an EPIC bash or post-game hot tub!

Pitch an original idea around the table and move +1 spot if you can convince someone to show up!

ACTION



Forget about what I said – The Killers

JK tries to get your firm to assign an inflated value to a business for a goodwill write-off, and you walk on the gig. *Why? Because it was a BS paper game.... and daddy warned him not to f*ck with you years ago.*

No change – sometimes the best deals are the ones you walk away from. .

ACTION

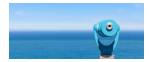



Bounce Back – Big Sean

When asked about investment regrets, a PE King answered that it was *leaving a BAD LEADER in place too long.*

Time to cut a player from your roster – REMOVE a relationship of your choice and clear 50% of any associated benefits/costs.

ACTION



Feel Good Inc./ Gorillaz, De La Soul
In search of INSPO, Head to Theater, Gallery, Museum or Concert.

Tell everyone about the trip and what new offering you discovered.

Add 15% topline growth this cycle



ACTION CARD

Pepper – Butthole Surfers

Attend niece's DWTS debut in Austin TX with Mother and observe a different world.

Advance 1 spot if you see the PEAK of the land derivatives market.

ACTION



It's a Hard Knock Life – Annie et Orphans

Kids are NOT happy.
Listen to find out why.

Move swiftly and issue a $50K one time bonus!

ACTION



Never fully dressed w/o a smile – Annie et Orphans

How many times have you heard this one?

Smile and Advance 1 EXTRA spot. it works ☺

ACTION



She Hates Me – Puddle of Mudd

End a significant relationship.
Cut equity in half and LOSE mom multiplier.

Play song in relief and take two extra turns or space moves. You're going to need it.

ACTION



Les Poisson – Little Mermaid
Discover that Kelly Services is still cyber-fishing your sh*t. Convert meal plan to Swedish Fish for the day to figure out how to filet up the m-f*ckers.

Move ahead an extra spot!

PLAYER

NAME

ROLE

Character

FLIP of LUCK

O: *UPSIDE/ All goes well*

E: *DOWNSIDE/ Opposite occurs*

PLAYER

FLIP of LUCK

O:

E:

PLAYER

FLIP of LUCK

O:

E:

PLAYER

FLIP of LUCK

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E:

ACTION CARD

[INSERT soundtrack]

[PROVIDE THE AMAZING OPPORTUNITY THAT PRESENTED ITSELF TO YOU ONCE UPON A TIME]

Present potential win, loss and/or challenge to optimize the ROI on the lesson.

ACTION

ACTION

ACTION

ACTION

ACTION

ACTION

ACTION

ACTION

ACTION

ACTION

ACTION

ACTION

ACTION

ACTION

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What's Your Story?