



STACKS: Build a business from the table up

3 – 6 players

A fast-moving game that challenges your ability to build a profitable digital startup.

The game is played with two types of cards:

Build a Business (Green) – Describes the requirements of the business you are building. Each player draws one of these cards to begin the game. Each card lists the amount of Development, Hosting and Marketing required to enter the marketplace.

Stacks (Orange) – Each player builds five stacks:

1. **CAC** – Consumer Acquisition Cost: the amount of money spent on Development, Hosting and Marketing (three different stacks)
2. **Customers** – the number of Customers attracted to the business
3. **LTV** – Life Time Value: the amount of money spent by each customer

Shuffle the Build a Business deck and the Stacks decks separately and place each facedown in the center of the table.

Each player draws 1 Build a Business card and 7 Stacks cards.

Speed Rounds: Every player draws a Stacks card; then, on an agreed-upon signal, everyone lays down one Stacks card.

Stacks cards must be played in the following sequence:

CAC (any Development, Hosting, Marketing card or Wildcard). Each player forms three stacks, one for each type of card (Wildcard may go on any Stack). Once a player has played at least one card on each of the three CAC Stacks, **Customer Cards** may be played on a fourth stack. Players may continue to lay down CAC cards until they reach the thresholds on the **Build a Business** card (See also **Pivot** below). Once the thresholds are reached, **LTV Cards** may be played, creating a fifth and final stack:

Development Cards	Hosting Cards	Marketing Cards	Customer Cards Played only after Development, Hosting and Marketing	Life Time Value Cards Played only after Customer
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Players may play cards on other player's stacks, driving their CAC higher or lower, as well as their number of Customers and LTV.

- Play a card only on a stack that has been started
- The value of a stack may only be reduced to Zero (not a negative number)

If a player cannot lay a card down on any stack, a card must be discarded.

Play ends when any player has a stack of 4 or more LTV cards.

The player with the highest LTV/CAC ratio wins the round.

- Cards are totaled from the bottom up (multipliers affect only what's underneath)

Pivot: If a player wishes to discard and draw a new Business card, that constitutes that player's turn. The main reason for doing so is to try to adjust the value of the business up or down, depending on a player's stacks.

Alternate Play: Each player takes a separate turn. All other rules apply. This may be preferred when learning the game.