



Fact Sheet

Creator: The Singleton Foundation

Platforms: iOS, Android, PC and MAC (via Steam)

Price: FREE, no ads or in-app purchases

Overview:

Venture Valley is a fast-paced mobile and PC business-strategy game where players take on the role of an entrepreneur, pitting their business savvy against that of others. The game, which is completely free and has no in-app purchases or ads, features both competitive esports-style multiplayer play and a single-player campaign with 35 unique missions.

In *Venture Valley*, budding entrepreneurs experience the highs and lows of being their own boss, but need to keep in mind that along with success comes rivals. Competition can be kept in check by strategically creating a custom deck of “boost” and “adversity” cards that can be slammed down during gameplay to bolster your own enterprise or leave opponents scrambling.

Gameplay:

Entrepreneurs start *Venture Valley* with a simple dog-walking business. As they progress, they can either reinvest their profits and continue to grow the business, or choose to expand their empire by acquiring or building other successful businesses, such as mini-golf, a pizza parlor, a drone delivery service, a robot factory, and more.

Through play, *Venture Valley* empire makers develop an understanding of basic business skills, as they apply the concepts they’ve learned throughout the game. Concepts learned include cause and effect on such things as pricing, wages, advertising, research and development, operational maintenance, product quality, and the cost and benefit of taking out business loans, to name a few.

Business builders can also fight off their competition by creating tailored card decks that can bring on opportunities, unexpected situations, and adverse situations. Using “Boost” and “Adversity” event cards let players make tactical decisions on whether to use them for their own benefit through sales and celebrity endorsements or impact an opponent and slow their progress by triggering an audit or labor strike.

Intensity is high in match-based competitions as players need to make quick strategic and tactical decisions to achieve match goals, while multitasking between several businesses and reacting to in-game events. Players grow their business and revenues to unlock more sophisticated businesses, with the ultimate goal of becoming the winner by making the most profit and topping the leaderboards.

Features:

35 Missions over 4 Game Maps

Play more in 35 custom built campaign missions. Entrepreneurs begin their adventure in Fortune Springs, where they learn the basics of the game before heading onto Mapleburgs, Brickyard and finally The Palms, where the real action begins. As they gain experience and complete map challenges and business battles, they unlock the next map and can upgrade to bigger and better businesses.

Building Your Business Empire

All players start with a simple dog-walking business. Through smart decisions and business savvy they can unlock and manage over 16 different businesses, from cafes to drone delivery, avocado purveyor, florist shops and much more.

2 Gameplay Modes:

- ***Solo Mode*** - Entrepreneurs can complete business-building challenges by fighting off adversity, and taking part in corporate battles. Win the final challenge and gain a shiny new HQ.
- ***Multiplayer Mode*** - Battle other players from around the world in deep multiplayer experiences, or play with friends in custom lobbies.

Business Acumen

Entrepreneurs can immediately see the impact of their choices as they learn to price products effectively, offer compelling services, maintain happy customers, and pay their employees well.

Esports Enabled

A full esports experience lets players challenge each other in solo or team competitions. Online competitions, tournament championships, and other events coming soon through partnerships with esports leagues

Mentors

Charismatic *Venture Valley* Mentors share information on how the game works, explain what financial terms and concepts mean, offer encouragement, and give challenges to up-and-coming entrepreneurs.