



# **R** *Introduction*

Robert Schoolcraft had worked for someone else all of his life and never seemed to get ahead. So, in 1984, he went into business for himself -- selling flowers in nightclubs and restaurants. Great idea, except that no one was thrilled at the concept of having a man roam around hustling flowers to their patrons. Undaunted, Robert came up with a twist that led to eventual success. Don't just sell flowers, sell fun as well. And, what better way than a clown in costume! Soon, Robert's metropolitan area virtually swarmed with flower selling clowns working for his company, Jest Clowns™. Things were great, Robert was having fun, his crazy clown force serviced sixty of the area's largest clients and money was starting to roll in.

Then the disaster of competition began to send the fun loving clowns back to their dressing rooms. Rival companies, enviously eyeing his market, began to play dirty. They coerced, bribed and finagled their way into obtaining the exclusive rights to sell flowers in the very accounts the clowns had pioneered. It became a fight to survive as the young entrepreneur tried to convince these same accounts that the clowns were worth keeping. That the joy and fun they provided customers was worth more than a kick-back. It was a struggle. Ups and downs, setbacks and problems. Aggressive, often mean competition plagued him, but he not only survived, he once again began to flourish. Looking back, he asked himself, "What was the vital element?" "How did it happen?" There was only one answer. It took GUTS!

And so the game, the result of the ultimate Hostile Takeover, was born. GUTS®, the game, uses the flower selling clowns as a basis for a fun filled game about competition in almost any business. It gives each player a hypothetical chance of a lifetime.

A successful flower magnate wants YOU to take over his business. Exclusive Rights Agreements with businesses give him the sole right to work in those establishments. He's willing to give you one, and sell you the rest for \$2,000.00 each. You know the competition is fierce but the potential for success creates visions of free publicity, expansion into games, toys, comic strips and movies...YOU ARE HOOKED!

