

UNICORN

QUICK START / 3-5 PLAYERS

DRAW ONE. PLAY TWO. RACE TO \$1B.

64 GAMEPLAY CARDS

70 PHYSICAL CARDS TOTAL

One winner. Nobody is eliminated; damaged startups can recover.

YOUR STARTUP

Keep the five Startup cards and one reference out of the draw pile. Deal one random Startup face-up to each player; put unused Startups away. Every company starts at \$50M.

YOUR HAND

Shuffle the 64 gameplay cards. Deal five face-down to each player. Pick a random first player and take turns clockwise. Keep your hand hidden.

ONE CARD, ONE USE

A banked card adds its value and has no available effect. It cannot activate later or return to your hand at will. Using a tactic adds no bank value. Investor is the exception: its effect gives its \$50M card to the target.

YOUR THREE BUILD CARDS

CTO +\$100M. Viral Launch +\$150M. Major Funding Round +\$200M. Play face-up and add the value. None has a special ability.

1. DRAW ONE

Draw one card. Whenever your hand exceeds seven, immediately choose and discard down to seven.

2. PLAY UP TO TWO

For each play, bank one card face-up for its printed value OR use its effect. You may stop early. Playing cards costs no cash.

3. COUNT AND PASS

Add your \$50M Startup and all banked values; subtract active PR Crisis penalties. Valuation cannot fall below zero. Win at \$1,000M or more at the end of your completed turn, after reactions resolve.

KEEP LASTING EFFECTS VISIBLE

Discard an effect card after resolving unless it says to stay. Keep an active PR Crisis or Patent Lawsuit sideways beside its target. These markers add no bank value.

ONE VISIBLE TOTAL

\$50M Startup + \$100M CTO + \$150M Viral Launch + \$200M Funding = \$500M. An active PR Crisis makes it \$425M.

USE THE EFFECT OR BANK THE VALUE.

Tactics bank for +\$10M; Investor banks for +\$50M. Banking disables the effect. Reactions come from your hand and cost no plays.

READ THE CARD. RESOLVE THE EFFECT.

ATTACKS, DEFENSES & TABLE RULES

POACH

Golden Handcuffs

FOUNDER SCANDAL / PR CRISIS

Crisis PR Team

PATENT LAWSUIT / CEASE & DESIST

Best Lawyers in Town

INVESTOR

Not For Sale

REACT BEFORE IT HAPPENS

Before an attack or Investor resolves, the target may play one matching defense from hand. Allow one response total. Reactions are free and do not use your two plays. Banked defenses offer no protection. Discard a canceled card and its defense.

POACH A BANKED CARD

Take any one banked card, including a banked tactic or Investor. You gain its value and its owner loses it. It stays banked. Never take a Startup, Reference or active effect marker.

SCANDAL: LOOK, THEN STEAL

Choose a rival with a hand card. Allow a defense before revealing anything. Privately see their entire hand, steal one chosen card and return the rest unseen. The stolen card adds no value until banked.

INVESTOR: GIVE \$50M, TAKE ONE

Choose a rival with a hand card. Place Investor upright in their startup for +\$50M, then take one random hidden card from their hand. They may shuffle their hand before you pick. Not For Sale cancels both parts.

PR CRISIS STAYS UNTIL CLEARED

Each active copy subtracts \$75M; multiple copies stack. Crisis PR Team can block an incoming copy, or use one normal play to discard one existing PR Crisis from your own startup.

LAWSUIT SKIPS A WHOLE TURN

Only one pending Lawsuit per player. At their next turn, discard it and skip the draw, plays and win check. They can still react on other turns. Best Lawyers can block it when played, but cannot clear it later.

CEASE & DESIST RETURNS A LAUNCH

Return one banked Viral Launch to its owner's hand. Its valuation disappears until played again. They discard down to seven if needed. Best Lawyers in Town can block this.

WHEN THE DRAW PILE RUNS OUT

Shuffle the discard pile into a new draw pile. If both are empty, skip draws until cards are discarded. Never shuffle Startup or Reference cards into the draw pile.

LEGAL TARGETS AND OWNERSHIP

Use an effect only if it has a legal target; banking is still an option. Face-up cards, discard piles and hand sizes are public. Hidden card faces are private. Only printed effects move cards between players.

THE 64-CARD DECK

CARD	BANK VALUE	COPIES	DESIGN PAGE
Rockstar CTO	+\$100M	10	1
Viral Launch	+\$150M	12	2
Major Funding Round	+\$200M	10	3
Poach	+\$10M	5	4
Founder Scandal	+\$10M	4	5
PR Crisis	+\$10M	3	6
Patent Lawsuit	+\$10M	2	7
Cease & Desist	+\$10M	2	8
Golden Handcuffs	+\$10M	5	9
Best Lawyers in Town	+\$10M	3	10
Crisis PR Team	+\$10M	3	11
Not For Sale	+\$10M	2	12
Investor	+\$50M	3	13

32 BUILD + 16 ATTACK + 13 DEFENSE + 3 INVESTOR = 64

PLUS 5 STARTUPS AND 1 TURN REFERENCE = 70 PHYSICAL CARDS

PRINT THE COMPLETE DECK

Print-and-Play: 24 US Letter landscape pages, six poker-size cards per side. Print at 100% / Actual Size, duplex, flip on the SHORT edge. Test pages 1-2 first.

WHICH PAGES?

Pages 1-22: 64 gameplay cards. Pages 23-24: five Startups and one reference. Two slots on pages 21-22 are intentionally blank. Cut using the corner marks.

FROM THE 72-CARD EDITION 05

Remove all 4 Strategic Alliance and all 4 Ditch cards. Replace 5 Golden Handcuffs, 3 Best Lawyers, 3 Crisis PR Team and 2 Not For Sale fronts. The other cards stay the same.

THE SIMPLER DEFENSE RULES

Golden Handcuffs cancels Poach only. Defenses protect their owner only. Crisis PR Team can clear your own PR Crisis. Use design pages 9-12 for replacements.

Playtest draft: duration and balance are not yet verified at the table.