Franchise

A game by Christwart Conrad for 2 - 5 players aged 14 years and older

Game Concept

In the America of the 60s, the franchise boom has just started. New chains rush to be the first to open in new cities all across the nation. Starting with a meager franchise in one small town, players will seek to spread their ventures, covering the whole nation with their own brand.

In a crowded market like this, smart choices about when and where to expand, all while keeping an eye on your finances and your competitors, will be the key to success.

Components

Common materials:

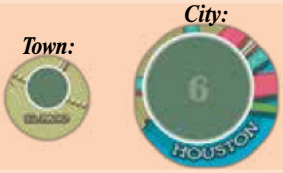
- **1 Game board**

The game board is split into 10 regions, each showing a different color.

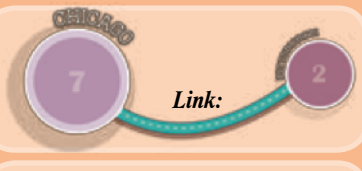
Region:

There are towns and cities in each region.

Town: *City:*



Towns and cities are connected by links.



Link:

Form and colour of a link determines the cost to use that link.

Link's costs:

- **10 Region tiles**

Back side

- **25 City tiles –** *(4x 2's, 3x 3's, 8x 4's, 5x 5's, 2x 6's, 2x 7's, 1x 8's)*

Front sides:

Back sides (only used for the expert variant (see page 8)):

- **1 Extra expansion marker**

- **55 Dollar cards –** *(25x $1, 16x $2, 7x $5, 7x $10)*

- **1 Rules booklet**

Player materials:

(in 5 player colors: blue, red, orange, black, and beige)

- **1 Player board & 2 Income charts**

Front side: 5 players
Back side: 3 players

Front side: 4 players
Back side: 2 players

Note: *It is the players' choice if they want to play with the "Overview" side or with just the "Illustration" side.*

- **40 Franchises**

- **1 Expansion marker & 1 Influence marker**

- **4 Bonus tiles**

Setting Up The Game

Common materials

Place the **game board** in the center of the playing area. Sort the **dollar cards** by denomination and place them next to the game board. The **extra expansion marker** is placed on the corresponding space on the board. Place the **region tiles** on the correct regions as printed on the board.

City tiles

Place the **city tiles**, front side up, on cities whose printed number matches the tile.

Changes during set-up for 2 or 3 players:
The three depicted regions are not part of the 2 or 3 player game. To avoid players accidentally going there, each city tile is removed and a franchise of a non-player color is placed on each town and city space.

The three region tiles are placed onto the region track in the three leftmost spaces.

Player materials

Each player chooses their player color, taking the following components of that color:

1 Player board, 40 Franchises, 1 Influence marker, 1 Expansion marker, 1 Income chart (for the correct number of players), **3 Bonus tiles.**

Changes during set-up for 2 or 3 players: Each player takes all 4 of their bonus tiles.

All players place their franchises and bonus tiles next to their player board. The income chart is placed with the side up that shows the correct player count. Each player starts with their influence marker on space "0" of the influence track.

Starting franchises and dollars

Randomly determine the **first player.** Next, every player in reverse player order (player to the right of the first player begins, then counter clockwise) chooses a **town** on the game board to place their **first franchise**. Once a town has been chosen, no other player may place a franchise there. Finally, each player gets their **starting income** according to the table below:

Note: Money is not to be hidden from other players.

Starting money with…	First player	Player 2	Player 3	Player 4	Player 5
…two players:	$2	$4			
…three players:	$2	$3	$5		
…four players:	$3	$4	$6	$8	
…five players:	$3	$4	$5	$7	$9

Note: If this is your first game of Franchise or new players are present, we recommend using the table below to determine the starting towns for the first two franchises. Contrary to the normal rules each player gets to start with two franchises instead of one:
(The amount of starting dollars does not change and can be seen on the table above.)

	Default starting locations of the franchises for the introductory game									
	First player		Player 2		Player 3		Player 4		Player 5	
2 players:	Pueblo	Indianapolis	Montgomery	Ogallala						
3 players:	Flagstaff	Little Rock	Pueblo	Indianapolis	Montgomery	Ogallala				
4 players:	El Paso	Las Vegas	Pueblo	Indianapolis	Reno	Little Rock	Montgomery	Ogallala		
5 players:	Memphis	Spokane	El Paso	Las Vegas	Pueblo	Indianapolis	Reno	Little Rock	Montgomery	Ogallala

Influence markers
Extra expansion marker
Influence track
Link costs
City tile
Starting location of a franchise
Region
City
Town
City
Link
City
Franchises
Starting income
Bonus tiles
Number of players
Player board
Income chart
Expansion marker
Player's turn overview

Playing the game

In **Franchise** players take turns in clockwise order, beginning with the first player. The active player performs the following 5 phases in this order, then the next player becomes the active player, etc.

Phase 1: Income | Phase 2: Expand once | Phase 3: Increase market share in cities

Phase 4: Open franchises and score cities | Phase 5: Score regions

Gameplay will proceed clockwise until the end of game condition is triggered (see page 6).

A player's turn in detail:

Phase 1: Income

The player adds together the highest showing number *(equal to the number of available empty spaces remaining in the city)* in all cities they occupy.

This number is compared to the income chart, and the corresponding income in dollars is taken from the bank.

Note: If a player has no franchises in an unscored city he still gets $1 as income.

Example: Sam (red) has franchises in three cities on the game board. She adds up all the empty spaces in those cities, which totals 7. According to her income chart, she gets 3 dollars from the bank.

Phase 2: Expand once

Starting from a town or city *(either scored or un-scored)* with at least one of their own franchises, the player selects a town or city connected by a direct link to that location:

Town: The selected town must be unoccupied, then the player places their expansion marker in the center of the town.

City: The selected city must have an unoccupied space, and the player cannot have a franchise in that city already. The player places their expansion marker in the center of the city.

Example: To expand, Jan (blue) chooses the direct link between Detroit, where he has a franchise, to Chicago. He places his expansion marker on Chicago and pays the 3 dollar link cost to the bank.

After placing their expansion marker, the player pays that link's cost to the bank:

The player may choose not to expand.

***Important:** Players are not allowed to jump towns or cities while expanding. They have to choose a directly adjacent town or city reachable by using only one link.*

Phase 3: Increase market share in cities

For each city which contains one of their franchises and has an empty space remaining, the player may choose to pay $1 to the bank to open a new franchise in that city.

A player is not obligated to open a new franchise in any city, and may not add more than one franchise in a city on a turn.

After paying the $1 cost to the bank, the player takes one franchise from their supply and places it in the center of the city.

Example: Travis (orange) has franchises in four cities. He decides to increase his market share in two cities placing a franchise in each of them and paying 2 dollars to the bank.

Phase 4: Open franchises and score cities

Open franchises:

A) The player exchanges their expansion marker with one franchise from their supply.

Town: Place the franchise on the town space. As there is only one space, no further franchises can be opened here.

City: If the city is still empty, place the franchise on the first space, marked with a franchise icon. In all other cases, place the franchise on the next unoccupied space in the clockwise direction. If this is the last space, or the player has gained an absolute majority of franchises in that city, the city is scored immediately *(see below)*.

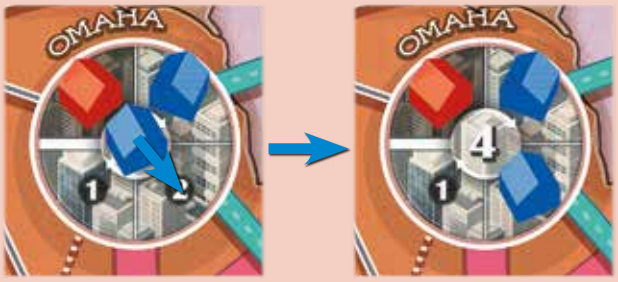
Franchise icon

Example: Jan (blue) returns his expansion marker and places a franchise from his supply on the next free space in the city.

B) Perform the following steps, one after the other, for each city containing a franchise in its center:

1. Move the franchise from the center of the city to the next unoccupied space in clockwise direction.

2. If all spaces are occupied now, or the player gains the absolute majority, the city is scored immediately *(see below)*.



Absolute Majority: *An absolute majority is obtained when one player has franchises in the city which equals or exceeds* ***more than half*** *of the value of the city.*

Score cities:

If the player triggers the scoring of a city, do one of the following:

A) If the player holds the absolute majority of franchises *(occupying more than half of all spaces)* **in that city:**

The player gains as many influence points (IPs) as shown in the center of that city, and advances their influence marker on the influence track accordingly.

or

B) If all spaces are occupied, but no player holds the absolute majority:

The player owning the most franchises gains half as many IPs as shown in the center of that city *(rounded down)*, and advances their influence marker on the influence track accordingly. In case of a tie for the most franchises, the tied player who had opened their franchise first *(on the starting place or first from there in a clockwise order)* gains the IPs.

Example:

Sam (red) has the absolute majority of franchises and gains 6 IP's.

She moves her influence marker accordingly.

Example:

Sam (red) and Jan (blue) are tied for the most franchises in the city.

Sam scores the 3 IP's due to the fact that she was the first one to build a franchise in the city.

Finally, remove the city tile. The player who scored the IPs returns all but one franchise to their supply, while all other players keep all their franchises on the empty city space.

If this is the first scoring in this region, **the active player** places a franchise from their supply next to the region tile.

Example: Sam (red) has triggered the city scoring and places a franchise next to the region tile, since this was the first city scoring a the purple region.

Once **Phase 4** is solved for all towns and cities, play continues with: **Phase 5: Score regions.**

Phase 5: Score regions

Check each region to see if a scoring should take place.
A scoring is triggered if the following two conditions are met:

1. There is one franchise in each town of that region,

and

2. all cities of that region have been scored, i.e. there are no more city tiles in that region.

If these conditions are met, the IPs shown on the region tile are distributed among the players.

The player owning the most franchises in that region gains the highest number of IPs shown on the region tile; the player owning the second most franchises gains the second highest number of IPs, and all other players owning at least one franchise in that region gain the third highest number of IPs each.

2 Player exception: The player owning the second most franchises gains the third highest number of IPs. The second highest number is ignored in a two player game.

Example:

A region scoring is taking place in the yellow region, since all towns have a franchise and all cities have been scored. The white player scores 10, the black player 8, and the orange, blue, and red players 5 IPs.

The franchise placed next to the region tile is used for all tie-breakers in scoring that region. Tie-breaking order begins with this player and continues clockwise.

Finally, place the region tile on the first unoccupied space of the region tile track, and **the active player** gains as many influence points a shown on that space.

Note: The order of scoring regions is irrelevant.

Example: Sam (red) has triggered the region scoring and gains the 2 IP's.

If no region was scored, the next player clockwise takes their turn.

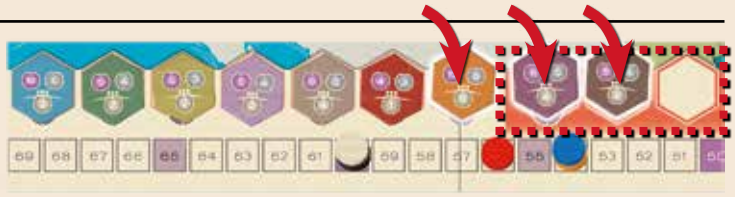
After scoring regions has been completed, the players check if the game has ended. If the game ends, proceed to **End of the Game**, otherwise the next player in clockwise direction takes their turn.

End of Game condition:

The game ends immediately if, after a player's turn, at least one region tile is placed in the red zone of the region track.

If this happens, proceed to **End of the game**.

Rare case: *The game also ends, if all players back to back do not expand on their turn.*



Example: During Sam's (red) turn, three region scorings occurred, resulting in two region tiles being placed in the red zone of the region tile track. Therefore, the game immediately ends after Sam's turn.

The bonus tiles

Except during their first turn, each player may use exactly one of their bonus tiles during their turn, and perform **one** of its three extra actions. Subsequently, that bonus tile is put back into the game box.

The extra actions:

Expand a second time:

During **Phase 2: Expand once**, the player may expand a second time. To do this, they use the extra expand marker, and follow the normal rules for expanding as described above. However, they may not expand in the same location as chosen for their first expansion.

During **Phase 4: Open franchises and score cities** the player places one franchise on each of the two locations.

Example: Jan (blue) uses his bonus tile to double expand to Chicago and to New York. He pays 8 dollars in link costs.

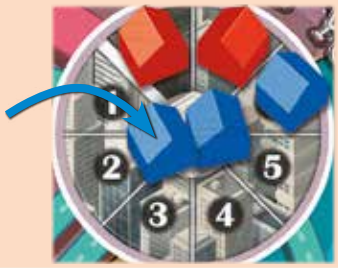
Note: To expand with the extra expansion marker, the player also has to start from a town or city with one of their own franchises – not the own expansion marker.

or

Double market share:

During **Phase 3: Increase market share in cities**, the player may chose to place a second franchise for no cost in the center of a city where they already placed a franchise this turn.

This extra action can be performed only if there are at least two unoccupied spaces in the location.



Example:

Jan (blue) uses his bonus tile to open a second franchise on his turn in New York for not extra cost.

or

Dollar:

The player may take 10 dollars from the bank.

End of the game

When the end of game condition is met *(see page 6)*, each player earns the following **additional Influence Points (IPs)**:

1 IP for each franchise in a town	
1 IP for each 3 dollars they have	
4 IPs for each unused bonus tile	

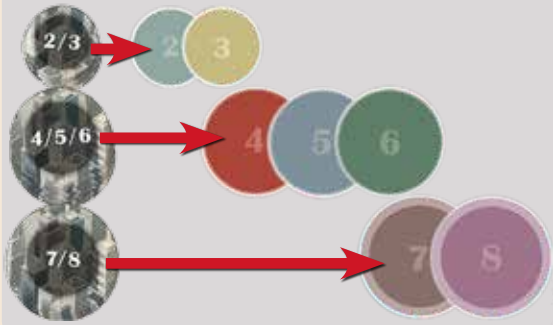
Cities and regions that are not scored at the end of the game do not award any influence points.

Example: Jan (blue) scores an additional 5 influence points for his towns on the game board, 3 points for his left over dollars, and 4 points for his unused bonus tile.

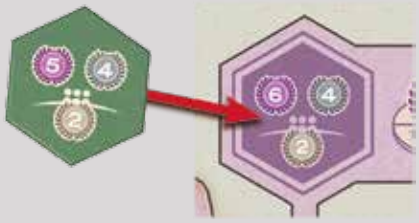
The player with the most influence points is the winner of the game. In case of a tie for the most IPs, the tied player owning the most franchises in towns is the winner. If the tie persists, the tied players share the victory.

Expert variant

During set-up, instead of placing the city tiles according to the numbers on the game board, sort them by their back side. Then the players decide for each city space which city tile they want to place there.



During set-up, The players decide for each region which region tile they want to place there.



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