

REPUTATION

A man in a dark suit stands on the left, pointing towards a large window. The window shows a futuristic cityscape with a large dome, cranes, and flying vehicles. Three other people are seated at a table in the foreground, looking towards the presenter. The scene is lit with a mix of natural light from the window and artificial lights from the city.

RULEBOOK

NINJA STAR

Story

A strange thing happened when the megacorporations gained enough power to rival independent nations: their CEOs got bored. Out of boredom, they started turning on each other. After one too many hostile takeovers, the CEOs realized that they needed a way to let off steam before they destroyed each other.

Luckily for them, while they were busy fighting, a new threat reared its ugly head: public reputation. Stolen technology-powered anticorporate groups and increasingly insecure governments called for more projects that benefited the public and threatened violent action if their expectations weren't met. They started taking advantage of the megacorporations to compete with each other to lower the cost of public services and infrastructure projects, and using the excess budget to profit from selfish private projects. Megacorporations that failed to give the impression that they were committed to helping the public weren't going to last long...

As a megacorporate CEO, you have to balance these Public Sector projects with Private Sector endeavors that help you to meet your true end goals and prosper. Make the best of your megacorporation. Compete for the most valuable and positive reputation projects. But remember: The other CEOs are not your friends, and will hang you out to dry if the anticorporate and various governments deem you too selfish and come for you...

Game Objective


You are the CEO of a trillion dollar company, balancing sponsoring Public and Private Sector projects. Your goal is to make money through profitable Private Sector projects while maintaining your brand image by sponsoring Public Sector projects.

At the end of the game, you will get sanctioned by the anticorporate group and be eliminated from the race for victory if you have the least reputation! Among the remaining CEOs, the CEO who made the most profit claims victory, and continues to be the elite of the elite!

Components

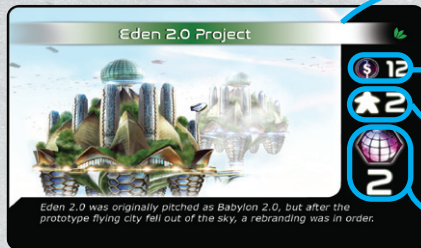
12 Private Sector Project cards




Name of this project. All Private Sector projects have a **red background** and  icon.

Amount of **Reputation** you will **lose** if you sponsor this project.
See **End of the Game** (p. 15) for details.

12 Public Sector Project cards



Name of this project. All Public Sector projects have a **green background** and  icon.

Number of **Credits** this project starts with.
See **Reveal New Projects** (p. 6) for details.

Number of **Workers** required to bid on this project. See **Bidding** (p. 6) for details.

Amount of **Reputation** you will **gain** if you sponsor this project.
See **End of the Game** (p. 15) for details.

1 Public Sector Project marker



1 Start Player marker



Components

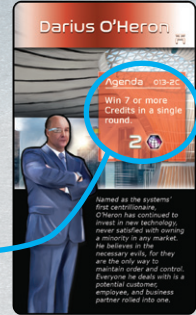
8 Corporation cards



Corporation cards give you a **Special Power** that alters the game rules. Unless otherwise stated they can be used any time during your turn.

CEO cards give you an **Agenda**. Every time you meet the criteria you gain the amount of **Reputation tokens** shown. Unless otherwise stated they can be completed multiple times.

8 CEO cards



5 Player boards



Break room

You cannot bid with the workers that are occupying this area.

HQ

These are the **Workers** you can bid. See **Bidding** (p. 6) for details.

The table in the background is used during the end game scoring. See **End of the Game** (p. 15) for details.

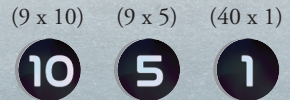
50 Workers (10 of each color)



30 Reputation tokens



58 Credit tokens



Setup Instructions

- 1. Take Components:** Each player chooses a color and takes the corresponding **Player Board** and the correct number of **Workers** for the player count.
 - 3-players: All 10 Workers
 - 4-players: 9 Workers
 - 5-Players: 8 Workers
- 2. Create your identity:** Take one **CEO** card and one **Corporation** card. For your first game we suggest using the symbols on the top right corner of the cards to take a matched pair. In future games you can use the matched pairs or create an identity with any combination of cards.
- 3. Form your HQ:** Place all your **Workers** on your **Player Board** in the **HQ** area.
- 4. Create Project Decks:**
 - Separate the **Project Cards** into **Private Sector Project cards** and **Public Sector Project cards**.
 - Shuffle the **Private Sector Project cards** and deal 10 cards face down into the center of the play area.
 - Shuffle the **Public Sector Project cards** and deal 10 cards face down into the center of the play area.
 - Place the **Public Sector Project Marker** next to the corresponding deck.
 - Return all unused **Project Cards** to the box without looking at the face of the cards.
- 5. Create Credits Bank:** Place all **Credit tokens** in a pile reachable from all players to create a **Bank**. The currency in this game is called **Credits**.
- 6. Create Reputation Supply:** Place all **Reputation tokens** in a pile reachable from all players. Players take these when completing the **CEO Agenda**.
- 7. Determine Start Player:** The player who most recently spoken to a CEO (or a player chosen randomly) takes the **Start Player Marker**.
- 8.** Return any unused components to the box.

The Game Round

The game is played over 10 rounds. Each game round consists of 7 steps:

1. Return Workers from the Projects
2. Reveal New Projects
3. Bidding
4. Determine Winning Bids
5. Co-sponsorship Bid
6. Return Workers to the HQ
7. Prepare For Next Round

1. Return Workers from the Projects

All players perform the steps below simultaneously. ⚠ Skip this step in Round 1.

Move up to three of your **Workers** to the **Break room**. Each step below can only be used to move one **Worker** and they can only be moved to empty spaces on the Break room:

1. From a **Private Sector Project card** in front of you: 1 **Worker** moves to the **middle space** of the **Break room**.
2. From a **Public Sector Project card** between you and your **left** neighbor: 1 **Worker** moves to the **leftmost** space of the **Break room**.
3. From a **Public Sector Project card** between you and your **right** neighbor: 1 **Worker** moves to the **rightmost** space of the **Break room**.



2. Reveal New Projects

- Flip the top card from each **Project Deck** face up adjacent to the deck.
- Place the number of **Credits** indicated on the **Public Sector project** adjacent to the card.
- Place **Public Sector project markers** adjacent to the card.



3. Bidding

All players are involved in this phase. Each player takes their turn in a clockwise order, beginning with the Start Player.

You are now bidding on the projects to win the rights to sponsor them. **Private Sector Projects** are usually more profitable, but at the cost of your reputation. **Public Sector Projects** are usually less profitable, but will enhance your reputation.

On your turn, take one of the following actions:

- A. Bid on the Private Sector Project** - Bid with more Workers than your competition.
- B. Bid on the Public Sector Project** - Bid by undercutting your competition.
- C. Speculate** - You pass your turn. If you are the leading bidder on either of the two projects, you **must** speculate.

Bidding continues until all players have speculated consecutively.

A. Bid on the Private Sector Project

Workers from your **HQ** are used to bid for the Private Sector Project. Whenever a player bids on this project, they must offer more **Workers** than their competition.

1. If you are the first player to bid on this project this round, then you may bid with **1 or more Workers**. Otherwise, you must outbid the current leading bidder by bidding **at least 1 more Workers** than their current bid.
2. Move the **Workers** you are bidding with from your **HQ** next to the project card. You are now the leading bidder.
3. The player who has been outbid returns their **Workers** to their **HQ**.



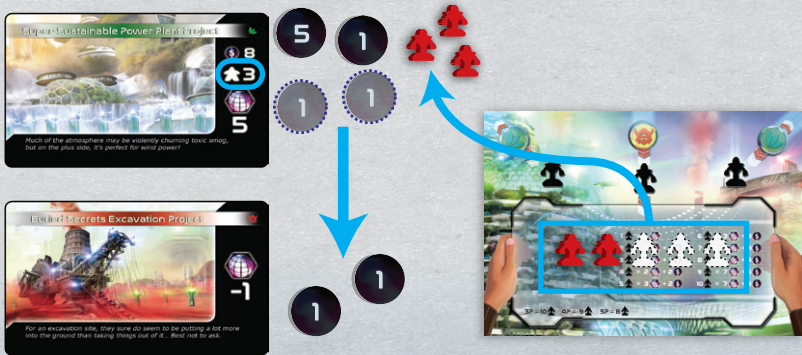
If no one bids on the **Private Sector Project** during the round, return the project card to the box and any **Credits** that had been moved to it this round to the **Bank**.

Tip: In this game your action is limited by the number of **Workers** you have. It takes several rounds to get all your **Workers** back, so use them wisely!

B. Bid on the Public Sector Project

A **Worker** from your **HQ** is used to bid for the **Public Sector Project**. Whenever a player bids on this project, they must undercut their competition by moving at least one **Credit** from the Public Sector Project to the Private Sector Project.

1. Move the number of **Workers** indicated on the card from your **HQ** next to the Public Sector Project card. **You do not need to bid more Workers than the previous player.** Always bid the number of **Workers** indicated on the card.
2. Move **1 or more Credits** next to the Public Sector Project to the Private Sector Project. This will be collected by the player who wins the Private Sector Project this round. You are now the leading bidder.
3. The player who has been outbid returns their **Worker** to their **HQ**.



If no one bids on the **Public Sector Project** during the round, return the project card to the box and the **Credits** to the **Bank**.

Tip: The number of **Credits** is what determines the winner at the end of the game. Giving away 1 **Credit** means a two point spread between you and the winner of the Private Sector project!

C. Speculate

When you speculate, you are passing your turn to see what other players will do.

- When you speculate, you pass your turn and play continues with the next player clockwise.
- You may bid again on your turn if another player bids on either project.
- You must speculate if you are the leading bidder on either project.
- When **all players have speculated consecutively** the bidding step ends.

Tip: Sometimes it is best to take a step back and wait to see what happens. However, whether you get another turn depends on other players' actions, so you may lose out on your chance to act!

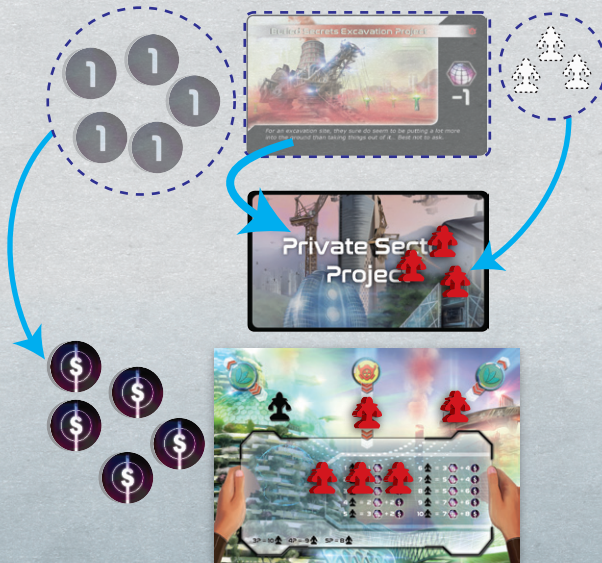
4. Determine Winning Bids

Only the leading bidders of the two projects are involved in this phase. These players perform the steps below simultaneously.

The winner of the bids are determined and these player are now the project sponsors. You assign your **Workers** to work on the project.

Winner of the Private Sector Project:

1. Take all **Credits** next to the card. You may flip them to keep the values secret.
2. Place the **Private Sector Project card face down** in front of your board. If you already have **Private Sector Project cards** from the previous rounds, the new card goes to the bottom of the stack.
3. Place the **Workers** you bid on top of the stack alongside any existing **Workers**.



Winner of the Public Sector Project:

1. Take all **Credits** next to the card. You may flip them to keep the values secret.
2. Move the **Public Sector Project** card face up in front of you. This will be moved between you and a neighboring player after **Co-sponsorship Bid** (p. 12) step.
3. Move the **Workers** you bid next to the card.
4. Take the **Public Sector Project** marker and place it next to your **Player Board**.



5. Co-sponsorship Bid

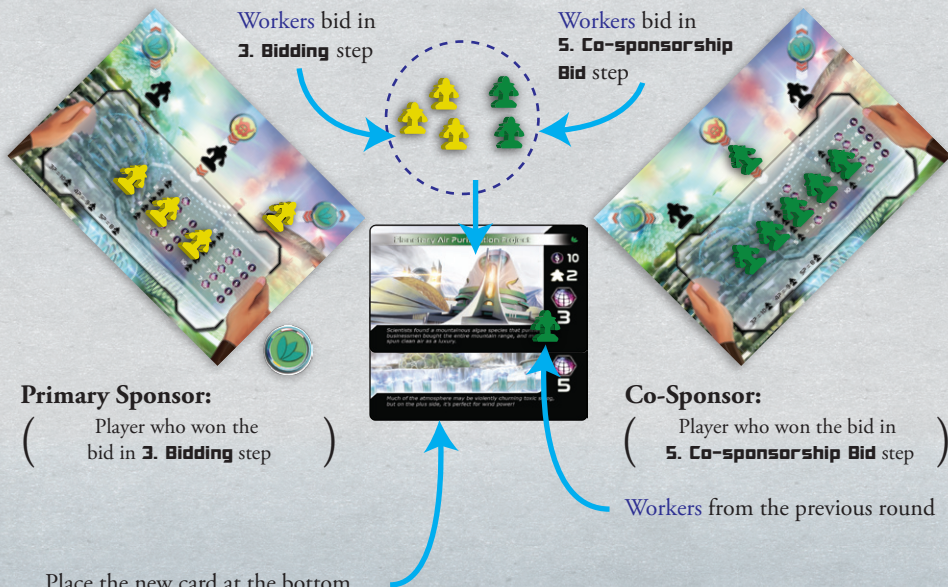
Only the player who won the bid for Public Sector Project and the two neighboring players to his left and right are involved in this phase. These 3 players perform the steps below.

The neighbors on either side of the player who won the Public Sector Project bid now get a chance to co-sponsor the project. If they win the bid, they also enhance their reputation. They will bid with **Workers** from their **HQ**.

1. The player who won the bid to sponsor the Public Sector Project secretly takes the **Public Sector Project marker** into their left or right hand. This is used as a tie-breaker.
2. The neighbors of the player who won the Public Sector Project both announce how many **Workers** are currently in their **HQ**.
3. Both neighbors then secretly place the amount of **Workers** they are bidding in one hand, and the **Workers** not being bid in the other hand. The hand containing the bid **Workers** is clearly extended forward so all players know which hand is the bid.
4. All 3 players simultaneously open their hands. The neighbor who bid the most wins the right to co-sponsor the project.
If there is a tie, the hand the primary sponsor is holding the **Public Sector Project marker** breaks the tie.
 - If it is in their left hand, their left neighbor wins the right to co-sponsor the project.
 - If it is in their right hand, their right neighbor wins the right to co-sponsor the project.
5. Both neighbors return the **Workers** they **did not bid** to their **HQ**. The neighbor that lost the bid also returns their **Workers** they bid to their **HQ**.

After determining the winner of co-sponsorship bid

- The two sponsors of the Public Sector Project place the **Project card** between them face up. If other cards are already in this area then the new card goes to the bottom of the stack. Spread the stack of cards slightly so the **Reputation** value of all cards are visible.
- All **Workers** from the initial bid and the co-sponsorship bid are placed on top of the card, alongside any existing **Workers**.



Place the new card at the bottom and spread the cards slightly so that you can see the Reputation value.

6. Workers Return to HQ

All players perform the steps below simultaneously. ⚠ Skip this step in Round 1.

Your **Workers** that have been resting for a round come back to your HQ.

- Move up to 3 **Workers** from your **Break room** to your **HQ**.



7. Prepare for Next Round

- Move the **Start Player marker** to the next player in clockwise order.
- If this is the 10th round the game ends. Continue to **End of the Game** (p. 15). Otherwise, go back to **1. Return Workers from the Projects** (p. 5) to start a new round.

End of the Game

After completing 10 rounds, the game is over and the winner is determined. Follow the steps below to see who won the game.

1. Measure your Reputation

Your total Reputation is made up of the following.

- A. Count the number of **Workers in your HQ**. **Workers** on **Public** and **Private Sector Project cards** do not count.
- B. Use the number of **Workers** in your **HQ** to determine the amount of Reputation you receive. The table on your **Player Board**, recreated on the right, shows how much you should receive.
- C. **Reputation tokens** gained throughout the game by completing **CEO Agenda**.
- D. Reputation from **Public Sector Project cards** between you and your **left** neighbor.
- E. Reputation from **Public Sector Project cards** between you and your **right** neighbor.
- F. Lose reputation from **Private Sector Project cards** in front of you.

	
1-2	1
3-4	2
5-6	3
7-8	5
9-10	7

2. Eliminate the players with the least Reputation

3-player or 4-player game:

The player with the least reputation is eliminated.

If there is no clear lowest ranking player (2 or more players are tied), then no player is eliminated.

5-player game:

The 2 players with the least reputation are eliminated.

If there is no clear lowest ranking players (3 or more players are tied for the lowest, or 2 or more players are tied for the second lowest), then no player is eliminated.

3. Calculate your Profit

Your total Profit is made up of the following.

- A. Use the number of **Workers** in your **HQ** to determine the amount of **Credits** you receive. The table on your **Player Board**, recreated on the right, shows how much you should receive.
- B. All **Credits** you earned during the game.



1	0
2-3	1
4-5	2
6-7	4
8-9	6
10	8

4. Determine the Winner

The player with the highest profit who has not been eliminated is the winner!

In a tie, the player with higher reputation wins. If there is still a tie, all tied players win.

Example Scoring

	Blue Player	Green Player	Red Player	Yellow Player	
Reputation	Reputation from HQ	3	2	2	3
	Reputation from Agenda	4	6	4	3
	Public Sector Projects	23	20	20	23
	Private Sector Projects	-6	-6	-8	-4
	Total	24	22	18	25
Credits	Credits from HQ	4	2	2	2
	Credits Tokens	19	25	26	23
	Total	23	27	28	25

Red player is eliminated since he has the lowest reputation.

Among the eligible players, Green player has the highest total profit so he is the winner!

Things to Remember!

General

- All players start the game with 0 Credits.
- Credits are not public information. Whenever you gain credits you may flip them face down to hide their value.
- Workers are public information and you should always tell someone how many Workers you have in your HQ if asked.
- Once the Private Sector project card is in the stack in front of you it cannot be viewed again until the end of the game.

Bidding

- You do not need to build more Workers than the previous player when bidding on the Public Sector project.
- When bidding on the Public Sector project, you must move at least 1 Credits from it to the Private Sector project.
- When bidding on the Private Sector Project, you must outbid the previous leading bidder by bidding more Workers.
- If no one bids on the Public or Private Sector project, then return the card to the game box and any Credits adjacent to the card to the bank.
- If there is no Credits left on the Public Sector project, then you cannot bid any further.

Corporation and CEO

- Corporation Special Power alters the game rules. They take precedence over any conflicting rules written in the rulebook.
- Corporation Special Power can only be used once during a game, unless otherwise written.
- CEO Agendas can be completed multiple times in a game, unless otherwise written.

Words from the Designer

This was a great opportunity to have the game I designed to be played by gamers around the world. Thank you to Ninja Star Games and everyone involved in creating Reputation!
Lastly, thank you for playing this game and I really hope that you enjoy it.



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Illustrator: Marco Primo

Publisher: Dan Kobayashi

Special thanks to all our play testers and Kickstarter backers.

Tony Makos, Blue Rondo Games, Stephane Henry, Alex Duff, Gregg Kamei, Mike McWhirk, Joseph M Louis, Nicole Conway, Richard (Whowants2) Resnick, Rand L., Kenji Kaneshiro, Scott T Melvin, SirDoofimus, Ed & Jas, Matthew Stockton, Tom Bourguillon, pe=ga, Kentaro Sato, 若松 信雄, Andrew Ma "Vaga42Bond", Adam Kramer, Yosuke Otsuka, Rob Bone, 田井裕, Hinata Origuchi, Ayako aka Okan, William Suzuki, Hajime Sawai, Christopher "Kurioms" Bailey, あおきのこ, Kentaro Yazawa, Ryan Bell, Z Ě Ě56, 佐藤淳平, Mark Gerrits, Jake Waltier, やまざきおさむ, 常時次人, MO, 左沢, リカチ, Nwinda, Adrian Gomez, Karim Issa, kohta sagiyama, Shintaro Mori, North bear, see_know, Chaeha
and many more...

Please check our website prior to playing the game for the most updated rules and errata.



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Quick Reference

This is a quick reference of how the game round is played. For details please read the corresponding page of this rulebook.

Step 1. Return Workers from the Project card [p. 5]

Return Workers from the Project cards in front of you to the Break room area of your Player Board.

Step 2. Reveal new Project cards [p. 6]

Reveal new Project cards, and place the number of Credits indicated on the Public Sector Project card.

Step 3. Bidding on the Project cards [p. 6]

A. Bid on the Private Sector Project - Bid with more Workers than your opponent.

B. Bid on the Public Sector Project - Bid by moving 1 or more Credits from the Public Sector Project to Private Sector Project.

C. Speculate - Pass your turn.

The bidding step continues until all players have speculated consecutively.

Step 4. Determine Winning Bids [p. 10]

Determine the project sponsor of each project, take the Credits next to the project card, and assign Workers.

Step 5. Co-sponsorship Bid [p. 12]

The neighbors on either side of the player who won the Public Sector Project bid now get a chance to co-sponsor the project.

Step 6. Workers Return to HQ [p. 14]

Your Workers that have been resting for a round come back to your HQ area of your Player Board.

Step 7. Prepare for Next Round [p. 14]

Move the Start Player marker to the next player in clockwise order. The game ends after 10 rounds.