

Hunch

Is it really that easy?

Hunch – The game

Hunch is an experiential fantasy trading game that broadly demonstrates some of the typical experiences of working on a trading floor, for use in a conference room environment.

Hunch can be played by anyone without any previous experience or knowledge of share trading and can, through interactive playing in a fun risk-free environment, quickly demonstrate some of the dynamics involved in investment decisions - as well as some of the inherent pressures.

To play Hunch, individual teams are set up and allocated virtual funds to buy shares to hold in their team's 'Portfolio'.

The game runs timed trading periods and teams have to make quick decisions on whether to buy or sell shares.

Simulating market trading conditions share prices are dynamically updated on a projected screen and as with real market conditions, news information arrives and impacts the value of the share prices.



The screenshot shows the Hunch trading interface. At the top, it displays 'Trading Day: 1', 'Time: 09:00', and 'Next Update: 25 secs'. Below this is a table of companies with their current bid and ask prices. The companies listed are BP, CENTRICA, PRUDENTIAL, RIO TINTO, and VODAFONE. The bid and ask prices are shown in red and white respectively. Below the table is a news section with three entries: '09:00 PRUDENTIAL Rumours - Aviva to bid for Prudential', '08:30 ALERT Market moves higher on possible interest rate cut', and '08:00 Markets Open'. The interface also includes a sidebar with a profile picture and buttons for 'Play', 'Settings', 'Help', and 'Exit'.

Company	Chg	Bid	Ask
BP	↓	642.00	642.50
CENTRICA	↓	294.50	295.75
PRUDENTIAL	↓	600.00	603.00
RIO TINTO	↓	2683.00	2695.00
VODAFONE	↓	128.75	129.25

News

- 09:00 PRUDENTIAL Rumours - Aviva to bid for Prudential
- 08:30 ALERT Market moves higher on possible interest rate cut
- 08:00 Markets Open

If a team wants to buy or sell any shares in a company they complete equities trade tickets and hand these over to a Hunch Administrator for entering via the admin engine into each team's order book.

providing a forum for the game owners to see at first hand, the performance and behaviours of the players, including leadership, fast thinking, numeracy and team playing skills.

At the end of the 'League Tables' display each team's overall position and Portfolio and prizes can be awarded to the winning team.

Hunch is easy to run and administer, delivering a complex, challenging and exciting and fun to play game that delivers a memorable experience for both players and game owners alike.

To play the game, teams need to:

- Undertake multi-level information analysis and quick decision making
- Co-operate with each other
- Be well organised
- Work in a team under pressure
- Act

Player game experience offers:

- A realistic experience, mimicking the frenetic qualities of the typical trading floor
- Team playing and personal experience
- A fast paced pressure building experience

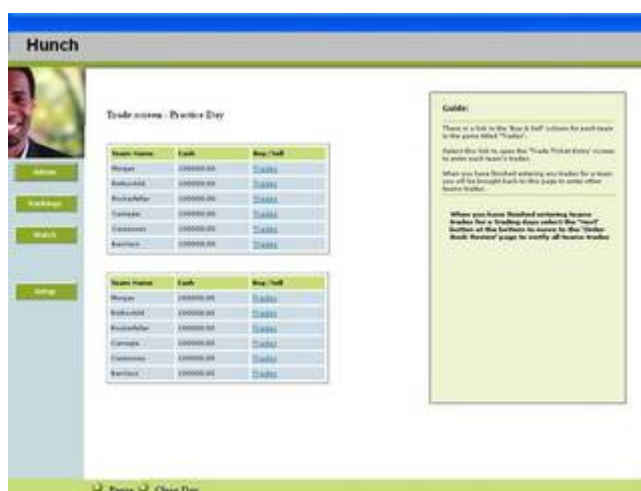
The game features for players include:

- Dynamically updating price screens
- Events and news flow that impacts the share prices



Game owner features include:

- Easy to set up and administer
- Intuitive administration tools to track teams trades, performance and holdings
- Embedded help files and support
- Pause, re-start and end game options
- Branded to meet own corporate identity



The game experience for owners includes:

- A realistic experience, mimicking the frenetic qualities of the typical trading floor
- Visual team playing
- A fast-paced pressure building experience

Hunch – Post Game analysis

At the end of (or even during) play, Hunch stimulates lively discussion and the post-game debate might include:

Teamwork –

Did the team work as a team or did team members work in isolation?

Managing data and information flow –

Did the team discuss trading/investment strategies from the news flow?

Dealing with the pace of decision making –

How did the team cope with the speed of change?

Performance -

Was it better or worse than expected?

Pressure –

Making quick decisions

Motivation –

Did losing teams keep going when they were losing?

Hunch – Prizes

Surely playing is enough?