

Rüminate



decluttering is trending

A person wearing a blue hoodie is sitting on a brown couch, covering their face with their hands. The background shows several cardboard boxes, suggesting a moving or unpacking scenario. The overall mood is one of stress or overwhelm.

feeling overwhelmed
is more common than ever



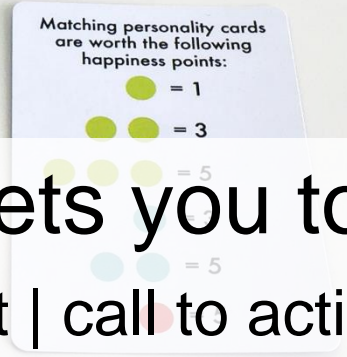
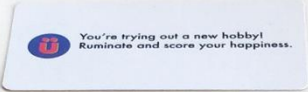
hands-on learning is making a splash



A high-angle photograph of two young women sitting at a dark wooden table outdoors. The woman on the left is wearing glasses and a dark top, looking down at an open book. The woman on the right is wearing a yellow sweater and is writing in a notebook. A clear plastic cup with a straw is on the table between them. The background is a blurred outdoor setting.

what makes a great
hands-on experience:

easy | fun | social



our game **actually** gets you to declutter
game | worksheet | call to action

Rüminate

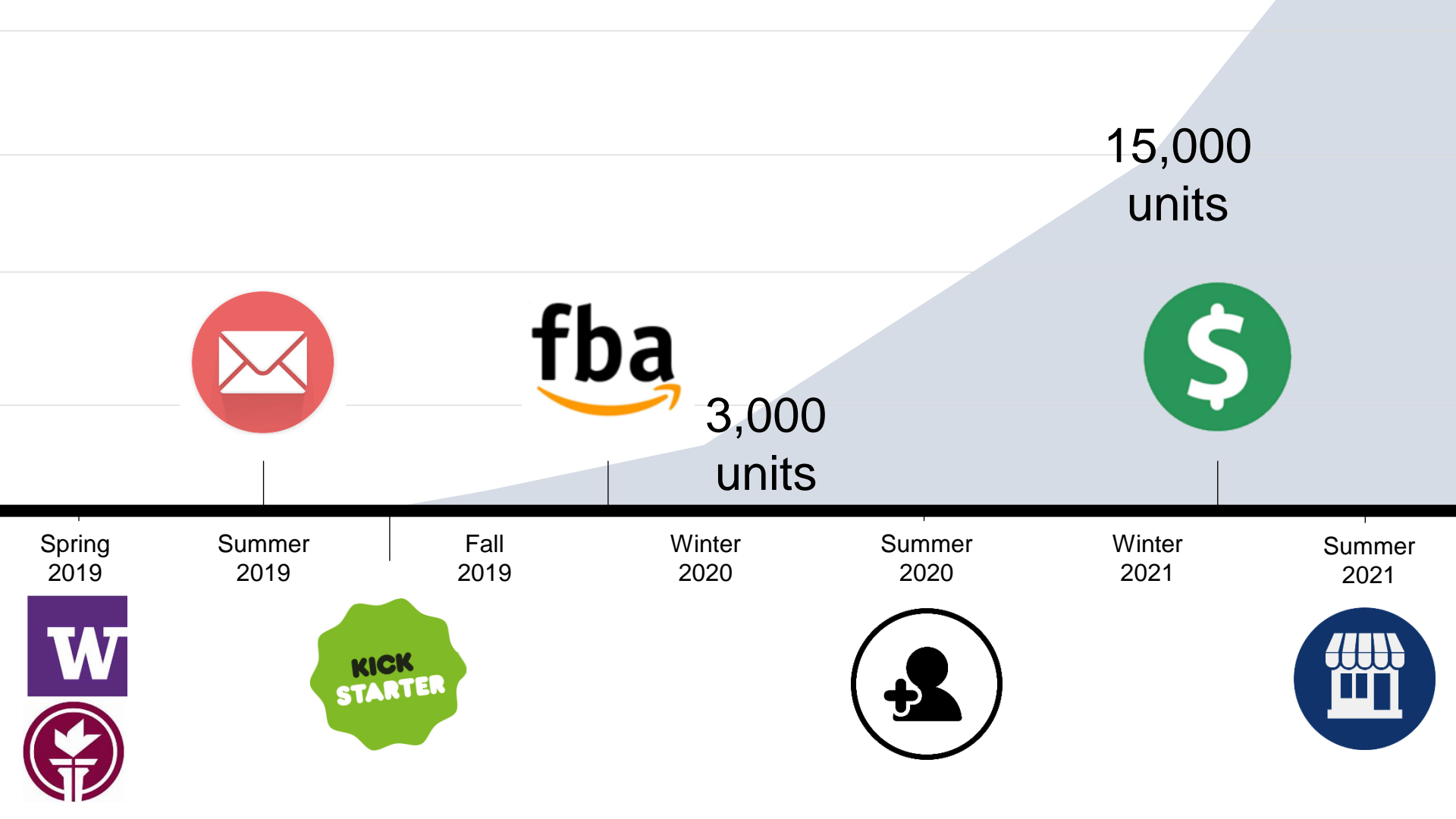
our mission: to create playful and lighthearted games about personal challenges and societal issues that raise awareness and inspire action.



amy



eugene

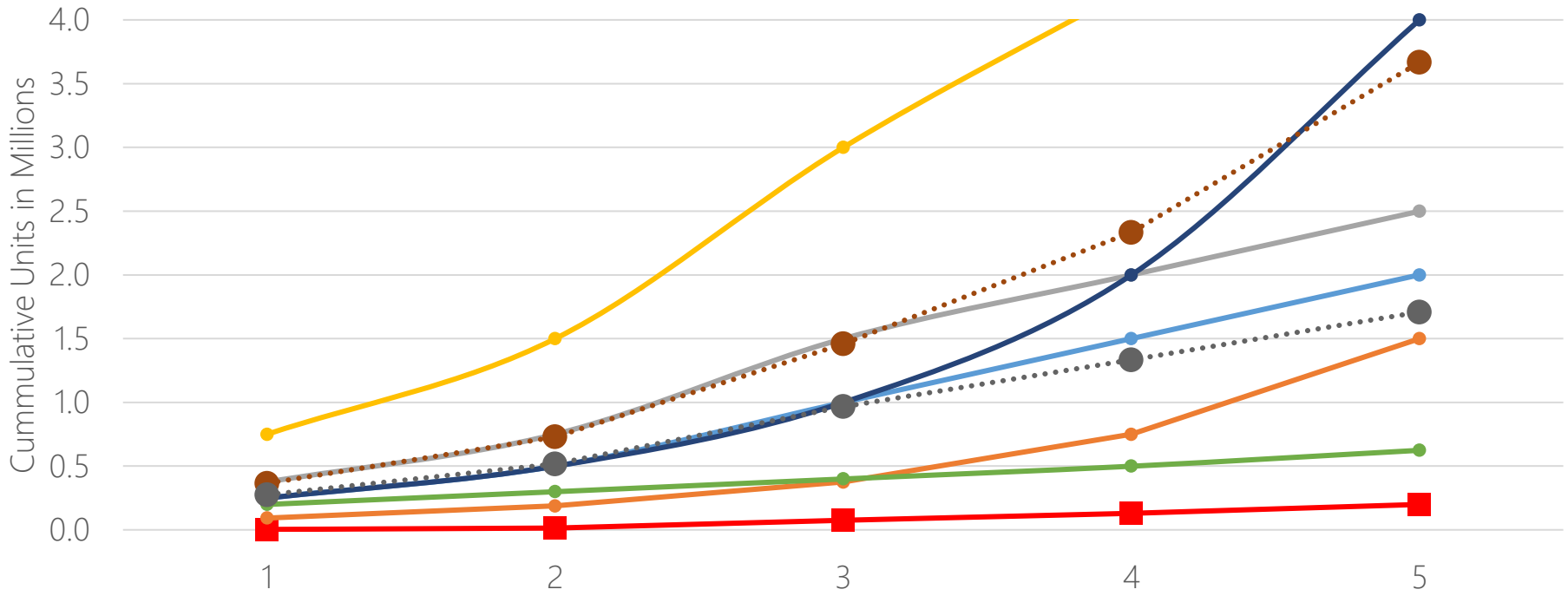


support us on **KICKSTARTER** this summer!



ruminategame.com  [@ruminate_game](https://www.instagram.com/ruminate_game)

Sales of Successful Card Games



- [Forecast] Ruminante
- Apples to Apples (1999)
- Carcassonne (2000)
- Bananagrams (2006)
- Dominion (2008)
- 7 Wonders (2011)
- Cards Against Humanity (2011)
- Average of \$20 Price Point
- Average of \$40 Price Point



	YR1	YR2	YR3
Units Sold	3,000	15,000	78,000
Revenue @ \$25 MSRP	\$75,000	\$375,000	\$1,950,000
COGS	\$52,295	\$178,225	\$986,478
Gross Margin	\$22,705	\$196,775	\$963,522
Gross Margin %	30%	52%	49%
Operating Expenses	\$30,000	\$230,000	\$400,000
Net Income	-\$7,295	-\$33,225	\$563,522
# of Employees	2	3	5

Funding request: \$50,000 to cover marketing, inventory, product refinement, Kickstarter launch

Rüminate



Nutrition



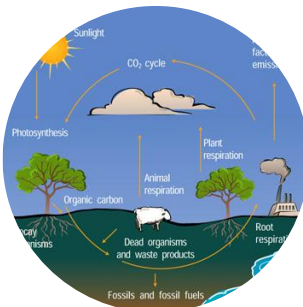
Personal Finance



Career



Running a Business



Carbon Cycle



Legal System



Food System



Oceans



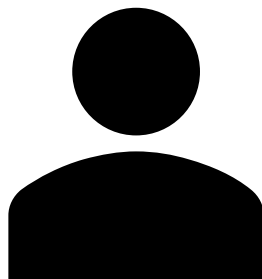
amy

game development,
social media,
communications,
production, recruiting



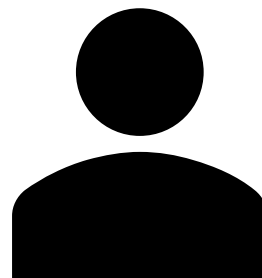
eugene

finance & accounting,
website development,
IT, sales, partnerships,
legal



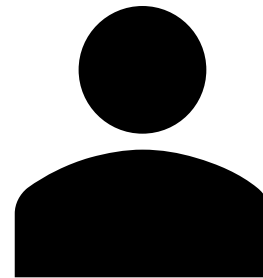
hire #1

Sales:
retailers and
partnerships



hire #2

Game Developer:
production,
artwork, etc.



hire #3

Marketing: social
media,
communications,
website



Ruminate

In-home consultant

How-to book

TV series

Price

\$25

\$100/hour
min 8 hours

\$25

\$15/month

Entertaining

Card Game

n/a

Personal Stories

Reality TV

Project Plan

Quick Start Guide

Built Into Lessons

Take Your Own Notes

n/a

Accountability to Start Decluttering

Friends & Family

Consultant

n/a

n/a

You have a house filled with stuff...but is it the right stuff?

**YOUR HOUSE CAN ONLY
HOLD 6 OBJECTS!**



Suitcases

Travel



Scissors

Crafting



Hiking boots

Outdoorsy



Funky patterned shirt

Artsy



Photo from the last party you hosted

Fun



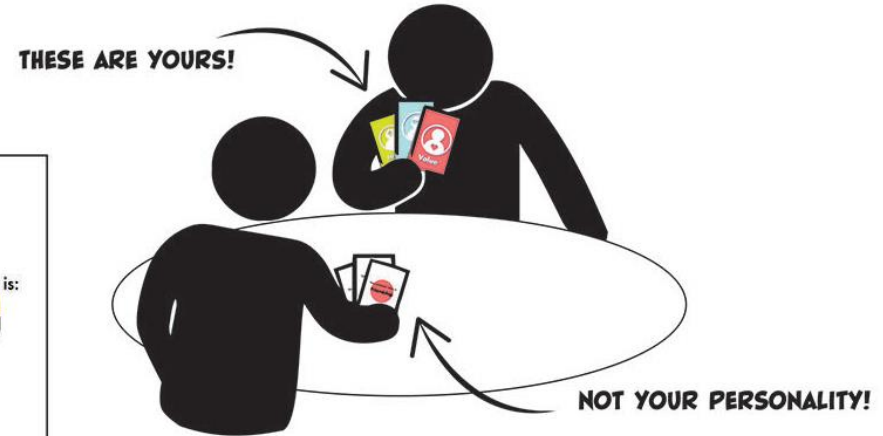
First place trophy

Achievement



**EXTRA OBJECTS GO
INTO YOUR STORAGE.
WATCH OUT, THIS COUNTS
AGAINST YOU AT THE END!**

You also have a unique personality...you haven't discovered it yet



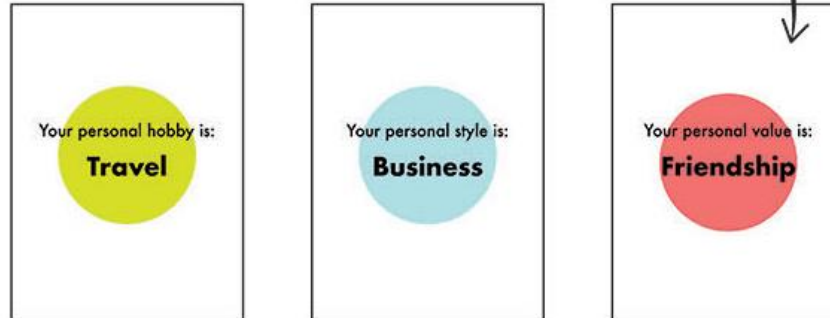
Move around your stuff and Ruminare to see how happy you are

**YOUR SCORE KEEPER WILL TELL YOU HOW MANY
HAPPINESS POINTS YOU HAVE...**

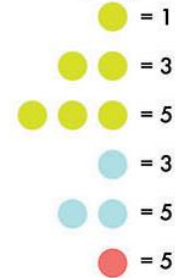


WOAH, FULL HOUSE-15 POINTS!

...BUT THEY WON'T REVEAL YOUR VALUES!



Matching personality cards
in your house are worth the
following happiness points:



Events shake things up, but you might get more than you bargained for...

