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# THE EXPERIENCE

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## Welcome

The Fresh Connection takes a number of rounds to experience. Every round depicts a half a year of The Fresh Connection. As soon as you have finished a round, the round will be calculated and you will jump a half a year in time.

## Scores

The objective is for you and your team to achieve the best return on investments (ROI). In other words, the sole aim is not simply to make as much money as possible – managing your investments in a proper way also counts. Next to the team score there is also an individual score. These individual scores do not count towards the team score, but it's always nice to be the best in your field!

After each round you can check your performance and compare with the other teams.

## Decisions

You will make many decisions during The Fresh Connection. A trade-off is incorporated into every decision, so a decision will never only have positive effects, but negative ones too. The trick is to assess these consequences and to balance them against each other. Should you not make any decisions during a given round, the decisions made in the previous round will then be reused.

## Tactics and Strategy

The Fresh Connection is a tactical and strategic game. You will be assessed in terms of the long-term effects of your decisions. This means that you must gear your business towards long-term goals (as if your decisions will be in effect over many years). Given that we will measure the results in terms of their long-term effects, you will never suffer the negative consequences resulting from poor decisions in previous rounds in the current round. The advantage of this is that you can organise the business in a new way every round, without having to take the decisions and results from previous rounds into account. But of course by analysing your results from the previous rounds closely you can start making improvements.

## To conclude

Good luck in managing The Fresh Connection.