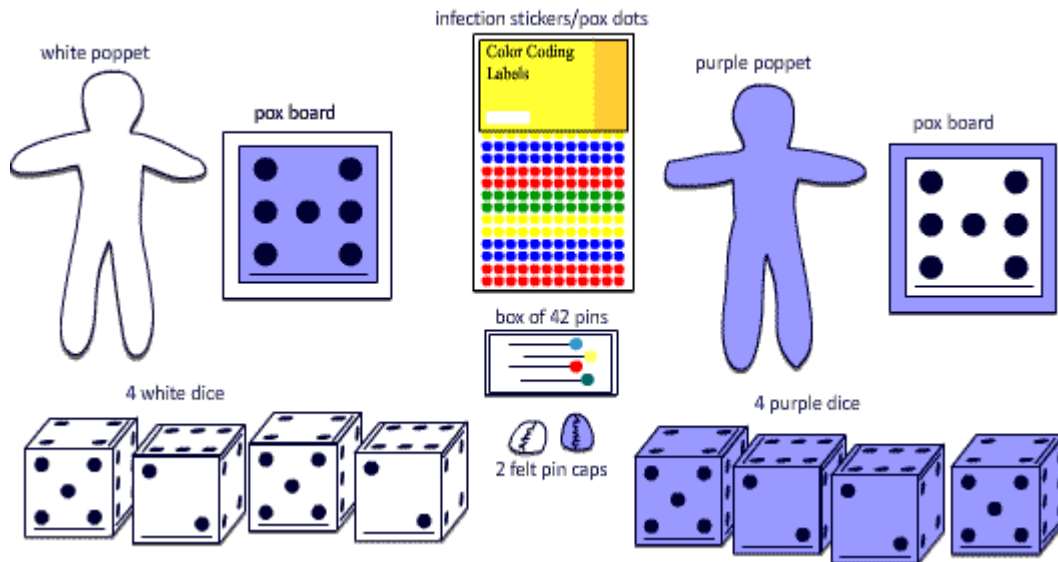
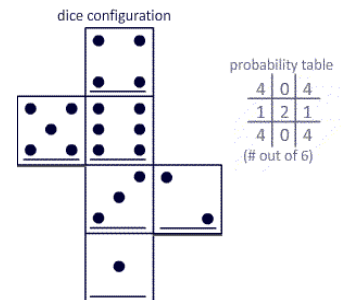


FINAL SET OF RULES

GAME MATERIALS:



- Four white and four purple oversized foam dice, with dots configured as in the figure below. Because the position of each dot matters, every face has a line indicating the bottom side, as with the numbers 6 and 9 on 10-sided dice.
- At least a hundred ¼" round color coding labels—preferably all one color, otherwise just ignore color.
- Two pox boards (one white with a purple border, one purple with a white border)—special foam boards that have a dot in every position that could come up on a die face.
- One white and one purple poppet (aka voodoo doll).
- Forty-two long straight pins, a little purple pin cap and a little white pin cap.

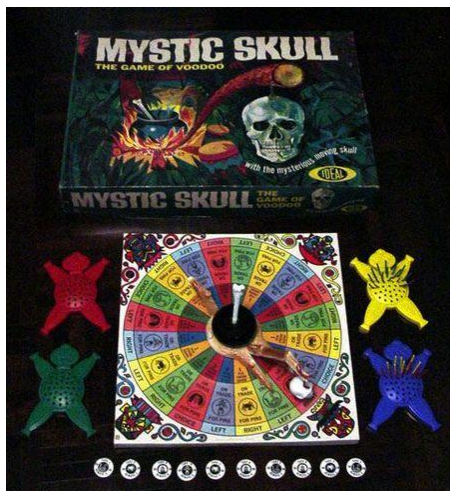


GAME RULES:

- The game is for two players—one plays white, the other, purple. The white player plays with the four white dice, the white poppet, and the white-bordered voodoo board; the purple player plays with the four purple dice, the purple poppet, and the purple-bordered voodoo board. Each player also gets a stash of twenty-one pins.

- The goal of the game is to infect your opponent's dice in such a way that the infection spreads to your opponent. If you are the first to transfer all twenty-one of your pins into your opponent's poppet, you win.
- Play begins with White's turn. On your turn:
 1. **Stick a pin into one of the dots on your voodoo board.** When placing pins, you may not stick a second pin into any dot unless all dots on the board have a pin in each, and you may not stick a third pin into any dot unless all dots on the board have two pins in each. After placing your pin, put your pin cap on it. Your opponent must roll his or her dice in response.
 2. Let your opponent line up his/her dice and then **check for player contagion**—if more than one die has an infected dot in the same position, the infection spreads from the dice to the player. For each infected dot position that occurs on more than one die, take a pin from your stash and stick it into your opponent's poppet.
 3. **Your voodoo takes effect.** Put a pox sticker onto any non-infected dot that occurs in the position where you stuck your pin. If in doing so you infect the last un-infected dot on the face of a die, stick a pin into your opponent's poppet for each dot on the newly-completed die face. One of these pins may be chosen out of the pins stuck into your pox board; the rest should come from your stash.
 4. **Propagation:** the infection spreads. Each infected dot infects other non-infected dots in the same position. Put a pox sticker onto each dot that occurs in the same position as an already-infected dot.
 5. Your turn ends; it is now your opponent's turn.

RETAIL ESTIMATE



This game would need some working over to be acceptable to a mainstream market—a game that includes sharp pins would not go over well with parents. The internet tells me about a board game called Mystic Skull that did just that, though, expressing its voodoo theme using plastic peg “pins” that fit into holes in plastic voodoo doll forms.

Still, a considerable part of the appeal of this game has to do with stabbing things using actual pins. There are mass-produced voodoo doll kits that sell as novelty items—these go for \$6.99-\$14.99 online and include one voodoo doll and, often, a small book. I’d think that a version of Pox that really played up its theme ought to be able to go for more than that—say, \$19.99-\$29.99. The fact that the game contains two voodoo dolls wouldn’t raise the perceived value that much—if

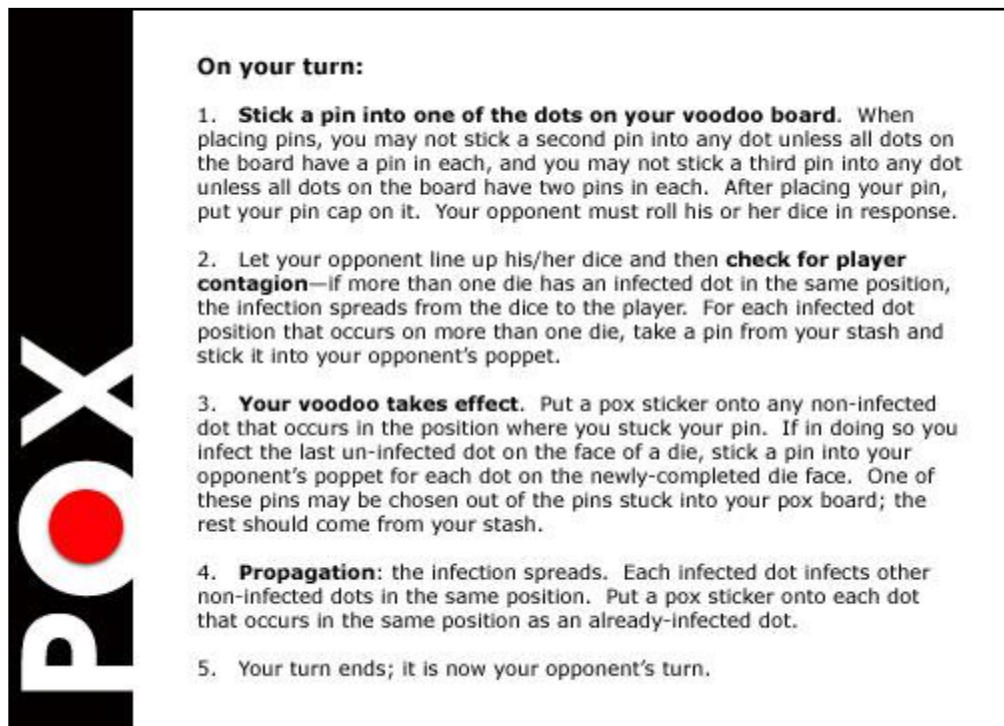
you’re the sort of person to buy a mass-produced voodoo doll, chances are you wouldn’t have any use for a second voodoo doll unless you meant to give it as a gift to someone else. The value of the game would have to come not

only from the physical artifacts included with it (and whatever whimsy or superstition they evoke), but also from presentation of the social interactions enabled by the game as something novel, fun, and otherwise difficult to obtain.

Another thing that could make the game retail for somewhat more is the fact that it requires special dice, making it difficult to assemble on one's own. Even if one were to buy color-coding labels to serve as DIY pox stickers, they only work on dice that are slightly oversized. Seth's idea of using one large sticker per die face and coloring infected dots with marker didn't work on my dice (the stickers threatened to pull the dots off), but ideally a retail version of this game would use that or some other improvement that would be less cumbersome than a multitude of tiny, round stickers. Of course, the flip side of requiring special dice is that it'd make the game more costly to produce and probably reduce the overall profit margin.

EXTRAS

Final cheat sheet:



On your turn:

1. **Stick a pin into one of the dots on your voodoo board.** When placing pins, you may not stick a second pin into any dot unless all dots on the board have a pin in each, and you may not stick a third pin into any dot unless all dots on the board have two pins in each. After placing your pin, put your pin cap on it. Your opponent must roll his or her dice in response.
2. Let your opponent line up his/her dice and then **check for player contagion**—if more than one die has an infected dot in the same position, the infection spreads from the dice to the player. For each infected dot position that occurs on more than one die, take a pin from your stash and stick it into your opponent's poppet.
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