

# Nick Hindson: Board Game Empire

Words: Jamie Christian Desplaces

Nick Hindson is the mastermind behind the recently launched board game Market Share. Developed locally and based around New Zealand businesses, Market Share is a game of strategy, risk, skill and insight. Not to mention that it's a hell of a lot of fun and is as engaging to businessmen as it is to teenagers.

Nick Hindson has a passion for business and the ups and the downs of it and Market Share is in fact a result of the path his career has taken. Nick learned one of life's lessons the hard way and he intends to stop the next generation of New Zealanders from making the same mistakes he did.

"When I was twenty one I wanted nothing more than to own my own business," he says. "The idea consumed me, I just couldn't wait to get started. Five years down the track it was safe to say that I learned a lot from the failure of my first business. The most important lesson I learned was that there is so much more to running a successful business than just being good at your job."

Like any true entrepreneur, through his misfortune Nick saw an opportunity. With this in mind, he spent what little spare time he had over the last three and half years developing Market Share – a board game designed to teach business acumen and financial literacy to players. "The majority of people that go into business are brilliant technicians but they don't know how to manage people, finances or risk so things get overlooked and businesses fail," Nick explains.

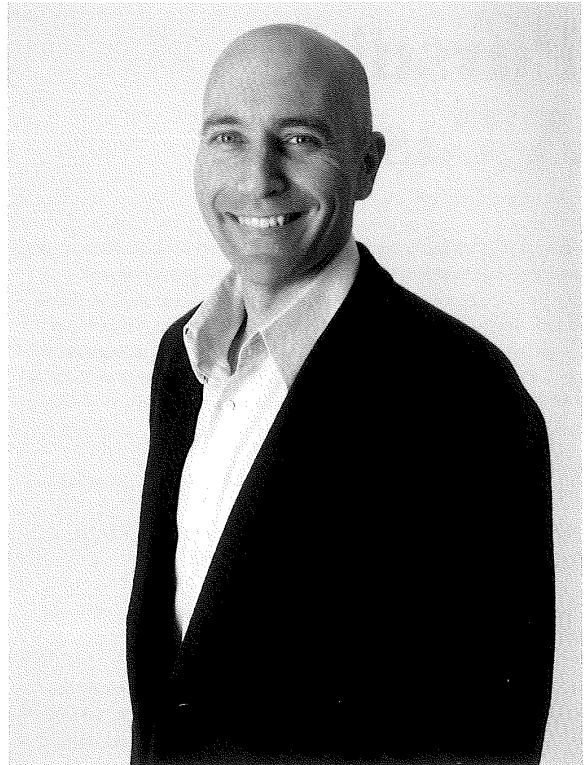
"There are so many facets to running a business and that's why I developed Market Share – to help New Zealanders gain a better understanding of entrepreneurship and provide them with some of the resources needed to build a profitable and sustainable business."

Nick's enthusiasm for his product is rivaled only by his enthusiasm to see Kiwi businesses succeed. "New Zealand is ranked second in the world in the number of new businesses launched each year but unfortunately more than half of them don't go the distance," he says. "As a country we have the talent, resources, environment and determination to be very successful on the world stage, we just need a bit of a push."

Market Share is more than just a board game. It is fast becoming the new way to do business with events being organised by corporates who either want to network with specific people, interact with clients or use it for team-building sessions.

In schools it is being used to teach students financial literacy and keep them entertained and engaged.

Hindson is buzzing with excitement from what the schools are telling him, "The feedback from teachers has been phenomenal. They tell us that there is a real demand for tools that engage and inspire their students, now, the students are wanting to carry on playing Market Share through their lunch break and are 100 per cent engaged."



Go to [www.marketsharegame.co.nz](http://www.marketsharegame.co.nz) to purchase a copy of the game or sign up to find out about upcoming events in your area.

Market Share is available at The Warehouse nationwide RRP \$89.99



## WIN WITH VERVE & MARKET SHARE

Add something special to Easter for your whole family this year with a thought-provoking game of Market Share.

Does this sound like something you would like to try? Market Share is available online from [www.marketsharegame.co.nz](http://www.marketsharegame.co.nz) - or try your luck at winning the copy that Verve has up for grabs. Visit [www.vervemagazine.co.nz](http://www.vervemagazine.co.nz), select the competitions tab top right of the page and enter to win a edition 1 of this engaging board game.

Good luck.