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I'm Game

What hot, new pastime is inspiring entrepreneurs to launch businesses?

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By Nichole L. Torres

A business-based board game is actually inspiring entrepreneurial startups. Ed Patisso is just one of many who have launched [businesses](#) after playing Cashflow 101, which was created by Robert Kiyosaki, author of the book *Rich Dad, Poor Dad*. Some entrepreneurs are finding the board game, which teaches financial principles for [accounting](#) and investing, can create wealth—and not only in a Monopoly-money kind of way, but in real-world dollars.

Patisso, for instance, founded [American Real Estate Equities](#) in Mineola, New York, after playing the Cashflow game. The company, started in 2002, offers solutions for homeowners in pre-foreclosure, mortgage financing and real estate services. "[Cashflow 101] supplied the missing link," Patisso, 30, says. "I'd taken accounting courses in college, but there's nothing like how the Cashflow 101 game is structured—it helped me learn to manage risk. [Before I played], I didn't really understand a balance sheet or income statement." Patisso, who still plays the game often with gaming and [business](#) community group [NYC Cashflow](#), expects his sales to hit \$250,000.

New York City isn't the only Cashflow mecca. Many groups meet around the world to play the game. People can go to www.richdad.com for information and to <http://cashflow.meetup.com> members to meet other interested Cashflow 101 players. Several local groups meet through Yahoo! Groups online as well.

"I created the board game because accounting, when I went to business school, was the single most boring subject on earth, and investing is the most frightening," says Kiyosaki. "[But] to be a successful entrepreneur, you have to be both entrepreneur and [investor](#). You have to know the world of investing."

Kiyosaki adds he came up with Cashflow 101 first and then wrote Rich Dad to promote the board game as well as a whole Rich Dad lifestyle, with games (Cashflow 202 is the more advanced follow-up to 101), books and articles that have inspired a devoted following. As far as Cashflow 101's following, Kiyosaki explains the appeal to startup entrepreneurs: "All of a sudden, [people] can see the next dimension—a world of freedom where they never have to have a job again. It becomes the most addictive, compelling drive."

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