



**SIMFORMER**

INNOVATIVE PLATFORM  
FOR BUSINESS SIMULATIONS

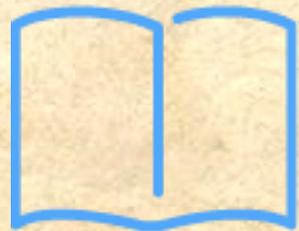
[Simformer.com](https://simformer.com)

Business simulations platform  
for training and developing  
business games

**Learning from your own mistakes will not cost a lot!**

# Problem

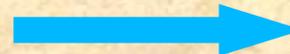
## The way pilots are trained :



Theoretical  
material



Practical training  
in a simulator



Real aircraft

## The way managers and entrepreneurs are trained :



Theoretical  
material



*More than 50% of investments in corporate training are not effective:*

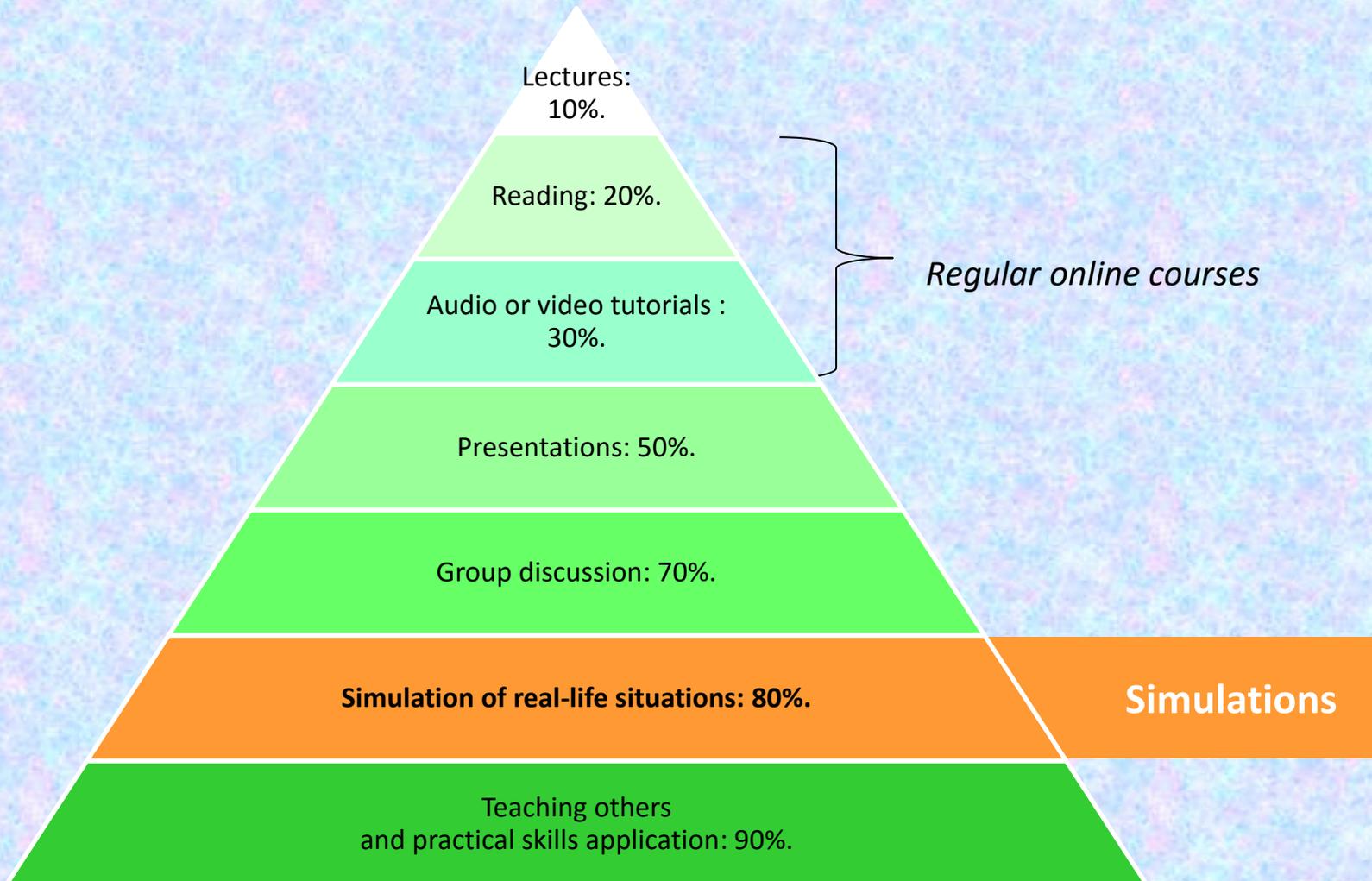
- *A gap between learning and practice*
- *Managers are able to practice their skills only in real business environment with all its risks and uncertainties*



Real-life business

# Methodology of Simformer solutions

## The efficiency of learning methods.



The "Cone of Learning" by Edgar Dale

# Competitor Analysis.



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## Simformer vs other solutions

	Business simulations			SimBased elearning	E-learning platforms		
	Capsim	Marketplace simulation	Interpretive Simulation	SIMFORMER	Lynda	Coursera	Udemy
Instant 24/7 access				●	●	●	●
Accessibility for external content developers				●	●	●	●
Course + business simulation	●	●		●			
Simulation scenarios	●	●	●	●			
<b>Simulation Developer tools</b>				●			
<b>Multiuser, interactive</b>				●			
<b>Integration with any' LMS</b>				●			

### Simformer solutions:

Training, courses, business games, employee assessment, competitions

# SIMFORMER is necessary



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## in case:

### You have

A big number of employees

Regular employee training

Employees in different locations

Extensive employee selection process

Substantial training expenses

### You need

Practice-oriented learning

Effective and engaging training without being distracted from work

Quality training for all employees

Hidden assessment and testing sessions

Fast and easy implementation of training programs

Training costs reduction

### Simformer figures

**2 000 000** participants

**Unlimited** number of users

Instant **24/7** access

**20+** ready-made solutions

The development of a game realm– **1 month**

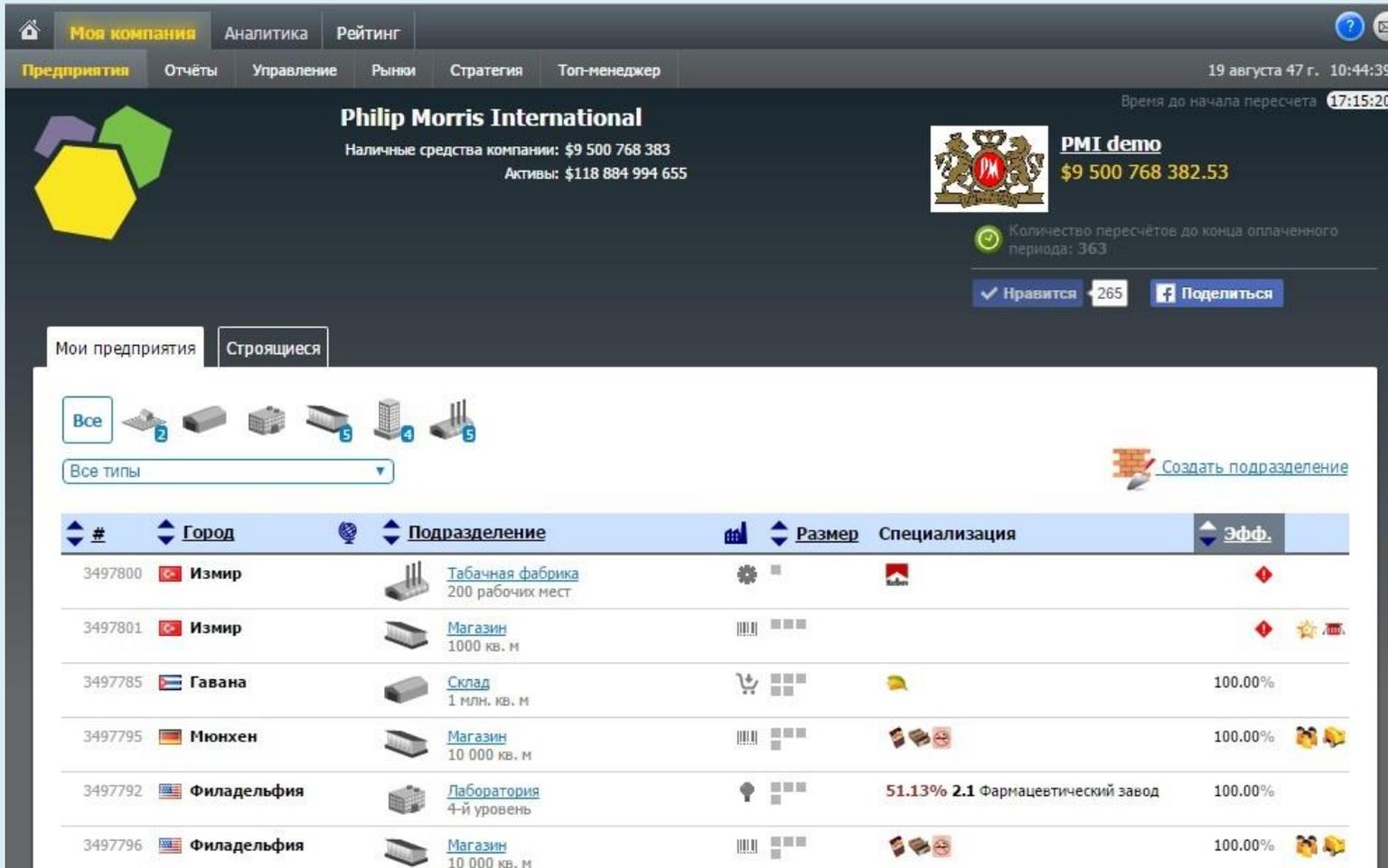
**Integration** with companies' LMS systems

Developing a customized simulation– **from 1 hour**

Cost of training per user– **from \$40**

## Creation and customization of business simulation

It took 2 hours to create this business simulation template for  
The simulation is ready for use



The screenshot displays the SIMFORMER web interface for a business simulation template. The main header shows the company name "Philip Morris International" with financial data: "Наличные средства компании: \$9 500 768 383" and "Активы: \$118 884 994 655". A "PMI demo" badge shows the value "\$9 500 768 382.53". The interface includes navigation tabs for "Моя компания", "Аналитика", and "Рейтинг", and sub-tabs for "Предприятия", "Отчёты", "Управление", "Рынки", "Стратегия", and "Топ-менеджер". A table lists various business units with columns for ID, City, Division, Size, Specialization, and Efficiency.

#	Город	Подразделение	Размер	Специализация	Эфф.
3497800	Измир	Табачная фабрика 200 рабочих мест			
3497801	Измир	Магазин 1000 кв. м			
3497785	Гавана	Склад 1 млн. кв. м			100.00%
3497795	Мюнхен	Магазин 10 000 кв. м			100.00%
3497792	Филадельфия	Лаборатория 4-й уровень		51.13% 2.1 Фармацевтический завод	100.00%
3497796	Филадельфия	Магазин 10 000 кв. м			100.00%

## Simformer competencies

### GMR Group values

### Training

### Collaboration

### Entrepreneurship spirit

### Simformer values and competencies

#### **Courses, training, apprenticeships:**

- Any duration, number of participants
- Group and individual formats, online and onsite
- Custom and ready-made solutions(20+)
- All typical business processes

#### **Team format:**

- «Colleagues», «Partners», «Competitors» formats
- Allocation of employees based on job functions and business fields
- Active participant interaction

#### **Competition and entrepreneurship options:**

- Compete with real participants, not with computer-generated users
- Participants' actions shape market behavior
- Your freedom of choice is limited only by the rules of the scenario

## Simformer competences

### The ability to switch roles

#### **Role-play games, business hypothesis testing:**

- Allocate the functions of a marketer to a Finance Manager
- Monitor the progress of your employees in the simulation
- Let your employees take on the role of CEOs

### Communication

#### **Participant interaction:**

- «Consumer-supplier», «Colleagues», ..communication scenarios
- Online , onsite, one-on-one, group communication formats
- In-game communication (messaging, forums)

### Personal contribution

#### **Monitoring the process, results:**

- Participant monitoring and rating system
- Logging of participant actions in the simulation

### Leadership

#### **Corporate competitions and contests:**

- Team and one-on-one formats
- Online and onsite



## Simformer clients and partners

### B2B clients

Academic sector

Corporate sector



USA, Asia,  
EU, BRICS

### B2C

Individual buyers of  
online courses, training,  
business games

Business trainers and  
course developers



THE BOSTON CONSULTING GROUP



VILNIAUS UNIVERSITETAS





# SIMFORMER

INNOVATIVE PLATFORM  
FOR BUSINESS SIMULATIONS

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Strategy, Marketing, HR



Anton Makarevich  
COO, CIO  
Digital strategy, operations



Andrey Fedorov  
Educational guru  
Sales, educational products



*Enthusiastic and hard-  
working professionals*



QUALITY  
INNOVATION OF  
THE YEAR  
2015

## Contact us

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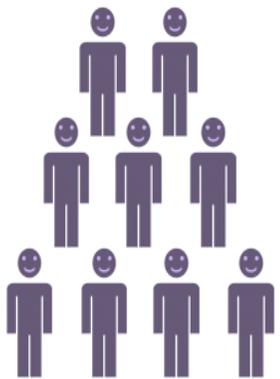
SKYPE: sergomen1

<https://simformer.com>

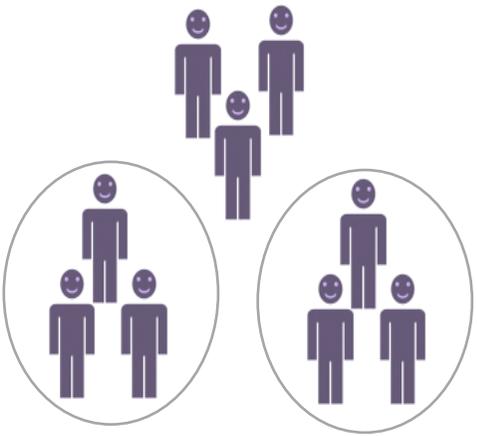
## Example Case

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24 regional top managers



Team and individual setup



6 non-stop hours

Initial task

“ ...test and develop strategic thinking, analytical skills, creativity, resistance to stress, ability to make quick decisions in limited time...”



**1**

**To make company profitable**

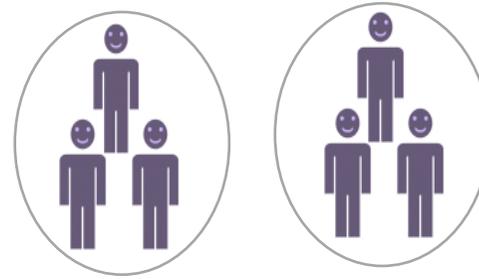
**2**

**To win the game**

- Asset value
- Revenue
- Net Profit
- Special Tasks



Individual setup



Team setup

**ANALYTICAL SKILLS**

**STRATEGIC THINKING**

**DECISION-MAKING**

**ACTIVITY**

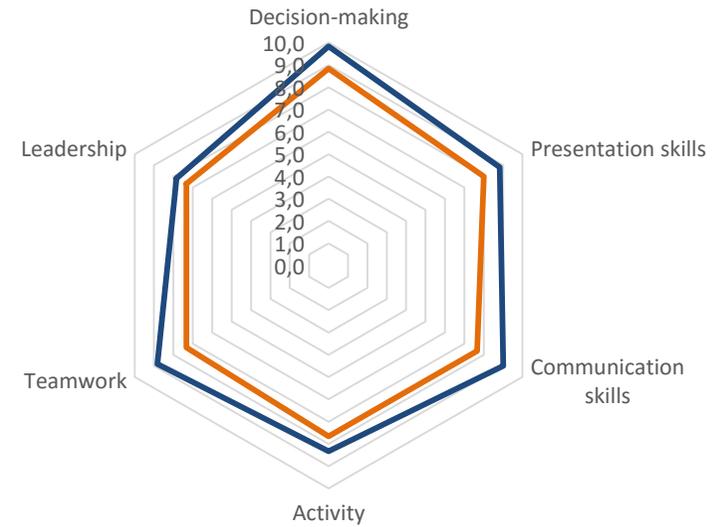
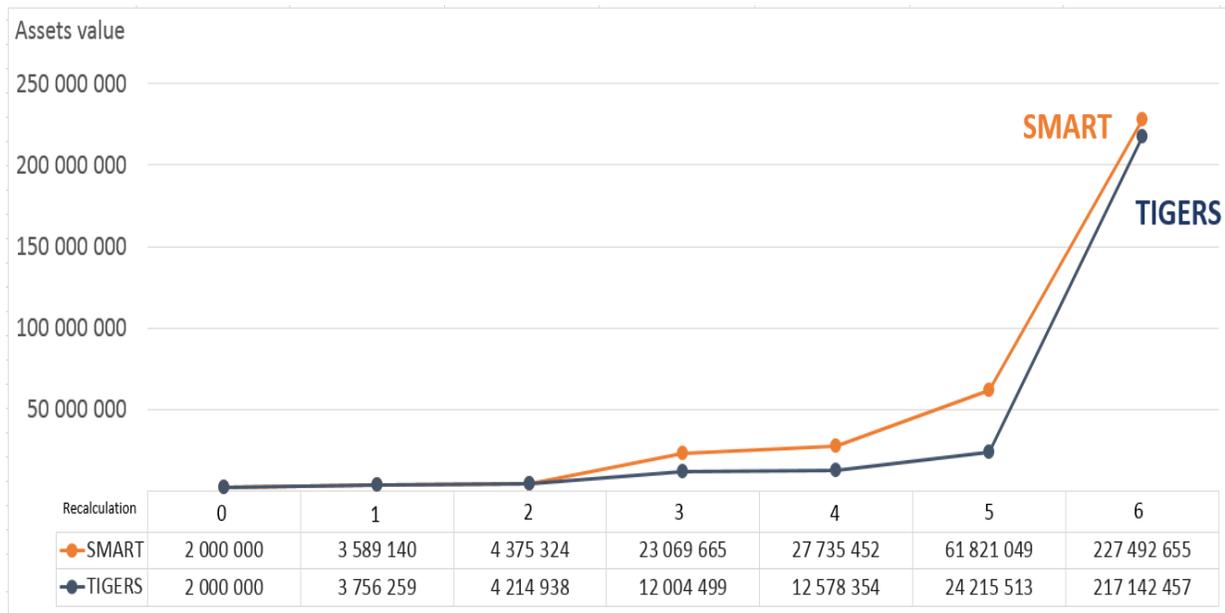
**TEAMWORK**

**LEADERSHIP**

**ACTIVITY**

**COMMUNICATION  
SKILLS**

— SMART (average) — TIGERS (average)





*I want to thank Simformer team for this wonderful course, it was an extremely beneficial experience for me both, as a human and as a manager!”*

*“This learning experience was more than OK because it was different, I was expecting something else and I was very surprised by such high level of organization and knowledge from the moderators.”*

*“Really great learning experience and I will dare to challenge myself with a long period Business Simulation – just to continue the good starting point.”*



NPS scores - 70% of participants would actively recommend *Simformer game moderators* as trainers and 65% of them would actively recommend the training.