Training and education
based on business simulations

SIMFORMER

Minvydas Latauskas
Head of Product Development

Teaching / educating

Education is the process of facilitating (making easier) learning. Knowledge, skills, values, beliefs, and habits of a group of people are transferred to other people, through storytelling, discussion, teaching, training, or research.

- Wikipedia

Learning

Learning is the act of acquiring new, or modifying and reinforcing, existing knowledge, behaviors, skills, values, or preferences and may involve synthesizing different types of information.

- Wikipedia

Theory

Practice

MOOCs:
Coursera
Udemy
Edx

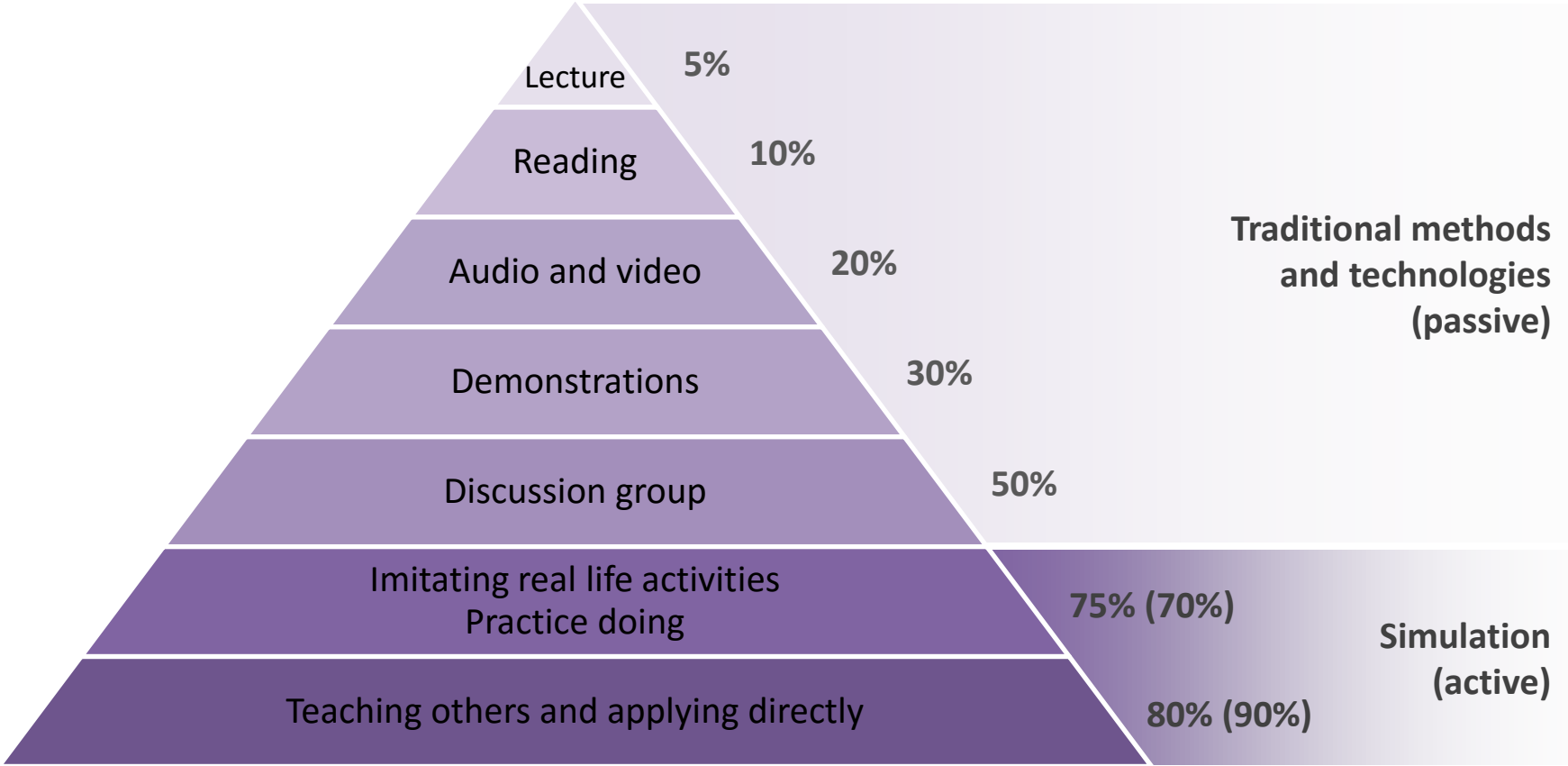**University MOOCs:**
Harvard, Carnegie Mellon,
UCLA, Yale, Duke, MIT,
Berkeley,

...

Practical skill development

Lecture — 5%

Reading — 10%

Audio and video — 20%

Demonstrations — 30%

Discussion group — 50%

Imitating real life activities
Practice doing — 75% (70%)

Teaching others and applying directly — 80% (90%)

**Traditional methods
and technologies
(passive)**

**Simulation
(active)**

Gamified realities

Reality as a game

Gamification

Simulated reality

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Simulation - SBS

The knowledge – MOOCs & LMS
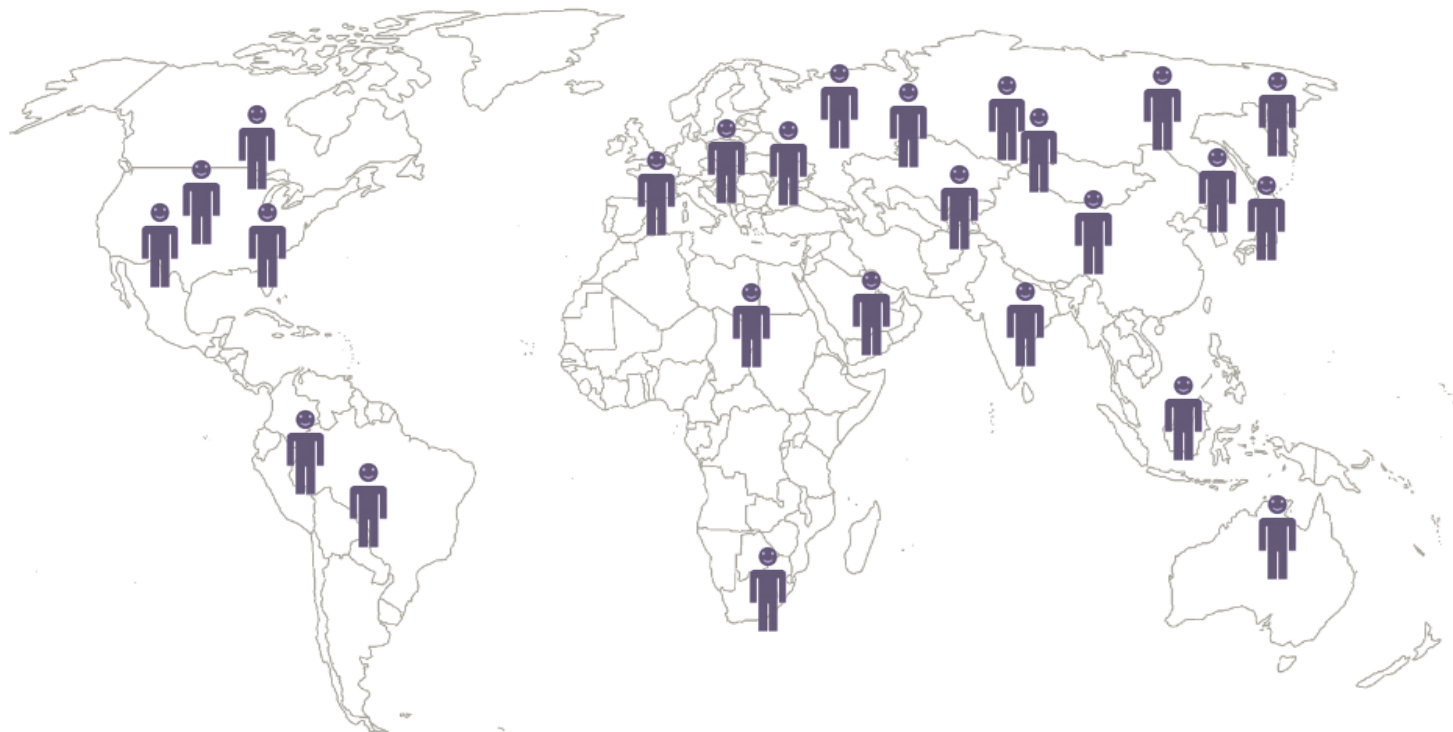
Possibility of development - Developer Tools

Marketplace

Simformer Business Simulation

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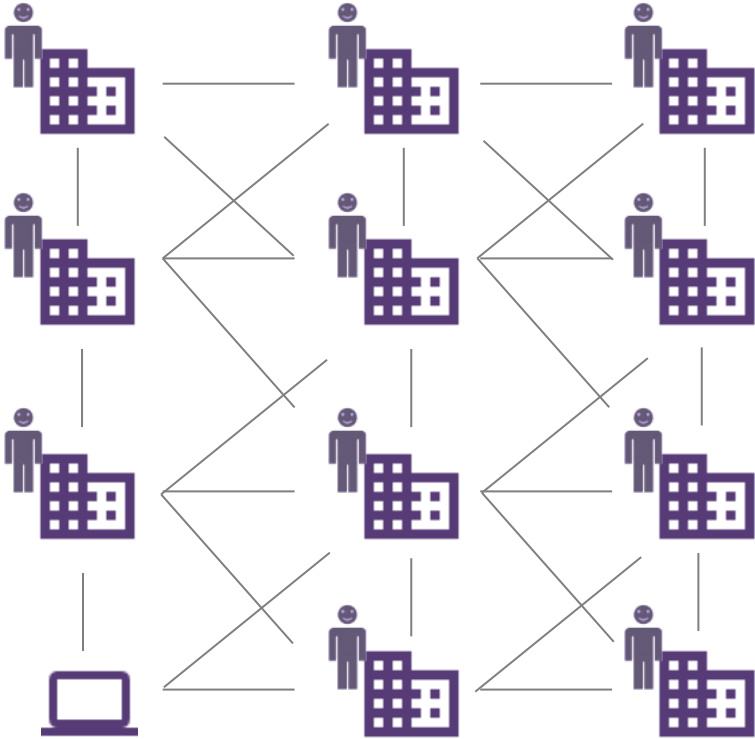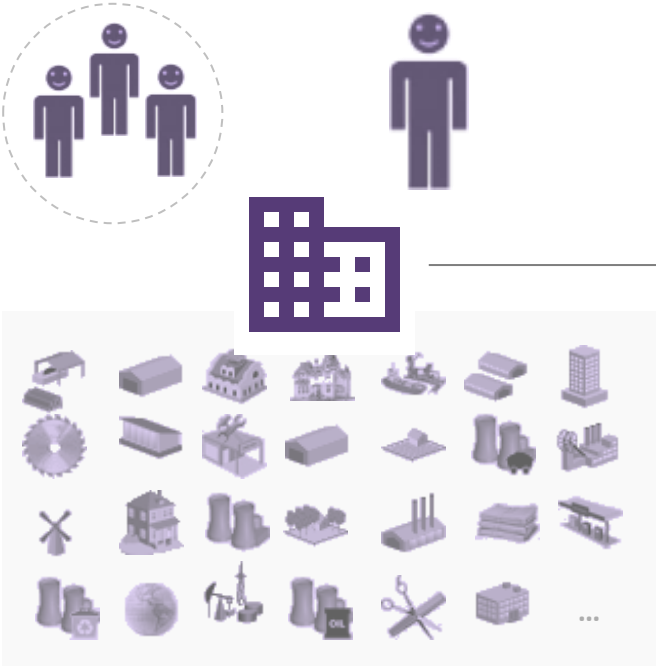
On-line
24 | 7 | 365

Peer 2 Peer

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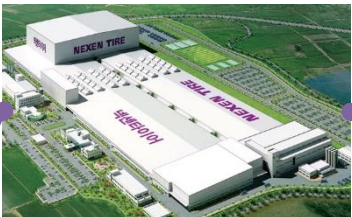
25+ industries, 200+ products and services

Service

Sales

Assembly

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All key business processes and functions

Open and close subsidiaries

Location, specialization, size, R&D…

HR

Hiring and firing employees, setting salaries, qualification, training …

Equipment management

Buying, selling, wear and tear, repairs, R&D …

Supply management

Choosing the supplier, quality, price, size, politics …

Production

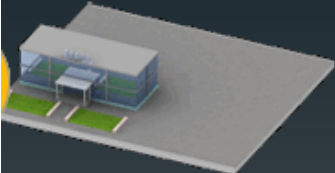Amount, quality, basic costs, sales price & channels, R&D …

Sales

Market analysis, quality and price combination, price setting …

Marketing

Place, Price, Product, Promotion, market analysis …

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Store

Founded: 23 January 43

Store of a company MinvydasL LLC
Location Berlin (Germany) || Office: Office

Time to game update 00:42

MinvydasL
©9 994 064.00
5 points   0.0 virts

Number of turns to the end of express mode: **71**

✔ Like 13k   f Share

| Store | Financial report ▾ | Marketing & Advertising ▾ | Trade hall | Supply |

	% Occupancy	Expenses	Resources	Products	Volume
	0.00 %	©0.00	0.00	0.00	0.00

🚚	☐	Product	Sales volume	Purchase volume	In stock	Quality	Brand	Purchasing price	Sale price	Market share	city average		
											Price per week	Quality	Brand

Automotive goods | View city market | Go to marketing reports

| 🚚 | ☐ | 🏍 | ⧉ 0 | 0 [0] | 2 | 1.05 | 0.00 | ©75 000.00 | 470050.59 | 0.00 % | ©427 440.97 | 1.00 | 0.00 |
| 🚚 | ☐ | ⬤ | ⧉ 0 | 0 [0] | 4 | 1.05 | 0.00 | ©37 500.00 | 80086.33 | 0.00 % | ©72 734.82 | 1.00 | 0.00 |

Group setting of sale type

Select ▾   Set prices

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Oil — Select supplier

Store :: Berlin
Current assets of managing company: ©9 994 064.00

Advanced filter

Average value in city stores: | Price = ©56.25 | Quality = 1.00 | Brand = 0.00 |

All Mine Corp.

Supplier		Available In stock	Supplier's price	Price	Quality	Brand	
Butter factory negociant :: Butter factory :: Memphis		10 250 10 250	©10.00	©15.10	3.76	0.00	Select
Independent supplier Novosibirsk	🌎	Unlim.	©20.00	©26.98	1.00		Select
Independent supplier Hanover	🌎	5 000 Unlim.	©35.00	©35.34	5.00		Select
Butter factory Tottimonti i kompaniya :: Butter factory :: Memphis		5 000 32 164	©25.00	©36.10	2.61	0.00	Select
Butter factory DAgroup :: Butter factory :: Hartford		10 788 42 500	©30.00	©43.05	3.32	0.00	Select
Independent supplier Indianapolis	🌎	2 000 Unlim.	©48.00	©68.50	10.00		Select
Butter factory EGORIMUSS Rulezzz! :: Butter factory :: Los Angeles		500 35 000	©1 000.00	©1 401.66	2.56	0.00	Select

| Foodstuff | List of all products |

Add supplier

Raw material	In stock	Order	Purchase	Supplies					
				Supplier	Parcel	Conditions	Cost	Price	Supplier

Foodstuff

	Quantity	0				% ⌄			Price	©1.28	Purchase	0	
	Quality	---		MM Corp | Bakery					Quality	3.54	All	48 729	
	Brand	---	100		0	100	10 ⌄	©128.20	Quality				
	Prime cost	---		❌					Brand	0.00	Available	47 729	☐
	Sold	0				Min. qual.	0						

	Quantity	0				% ⌄			Price	©15.10	Purchase	0	
	Quality	---		negociant					Quality	3.76	All	10 250	
	Brand	---	500	Butter factory	0	500	10 ⌄	©7 552.00					
	Prime cost	---		❌					Brand	0.00	Available	10 250	☐
	Sold	0				Min. qual.	0						

	Quantity	0				% ⌄			Price	©36.08	Purchase	0	
	Quality	---							Quality	1.00	All	Unlim.	
	Brand	---	500	Independent Ltd. Nikolaev ❌	0	500	10 ⌄	©18 040.50					
	Prime cost	---							Brand	0.00	Available	Unlim.	☐
	Sold	0				Min. qual.	0						

Edit   Cancel selected contracts

🚚 - Select supplier   🚚 - Clear warehouse   ✉ - select recepient

Store
Location Berlin
Current assets of managing company: ©9 994 064.00

Number of employees	5

Salary	341.26 ©
	Average city salary: ©458.23
	Maximum salary for self-correction:
	Expected salary expenses: ©1 706.28
	Expenses for hiring (for dismissal): ©0.00

Maximal number	10	⊞ Employee training

Expected level of staff qualification	3.30 (City average 5.95, 4.20 required)
	(the qualification to which the HR Department will adjust salary)
	○ The HR Department adjusts salary every update
	◉ The HR Department is not working

The salary level which you've chosen, may result in general drop in staff skills

	% Occupancy	Expenses	Resources	Products	Volume
	1.62 %	$0.97	+0.0723	-0.00	+0.0712

	Product	Output	In stock	Orders volume	Available	Price	Distribution policy
🚚	Toys	Quantity 4 130 Quality 9.65 Specialization + 50.00 % Prime cost $96.19	Quantity 44 357 Quality 9.58 Prime cost $105.54	4 200	40 157	150	Maximum volume: [ ] Only to my company ⌄

Save changes

Delete remaining product

🚚 - Sign a contract

		Raw material	Required	Purchase	Order	In stock			Notes
						Quantity	Quality	Prime cost	
🚚	☐		1 346	1 500	1 500	3 051	4.65	$213.93	Quality is (4.65) below recommended according to the technology (8.10)
🚚	☐		1 346	1 851	1 851	9 013	8.10	$20.29	

Remove selected materials from the warehouse

Detailed analysis

Financial reports

Consolidated reports, reports from different subdivisions and categories …

Marketing

Markets, segments, products, brands, competitors …

Personnel

Average salaries, qualification …

Supplies and logistics

Amount of supplies, occupancy, logistics expenses …

Market leaders

Geography, segments, products, services …

Macroeconomics

Geography, population, education level, wealth level, profit taxes, custom duties …

From academic courses to short business training

All decisions of SBS participants are recalculated every turn

DAY						
ПОН	ВТО	СРЕ	ЧЕТ	ПЯТ	СУБ	ВОС
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

SBS Classic: daily turns
Long term educational programs, events, Olympics and business games

SBS Fast: hourly turns
Short term training, business games, personnel assessment

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Repeatable decission making training

Evaluation

Actions > Turn

Task > Analysis < Results

Evaluation

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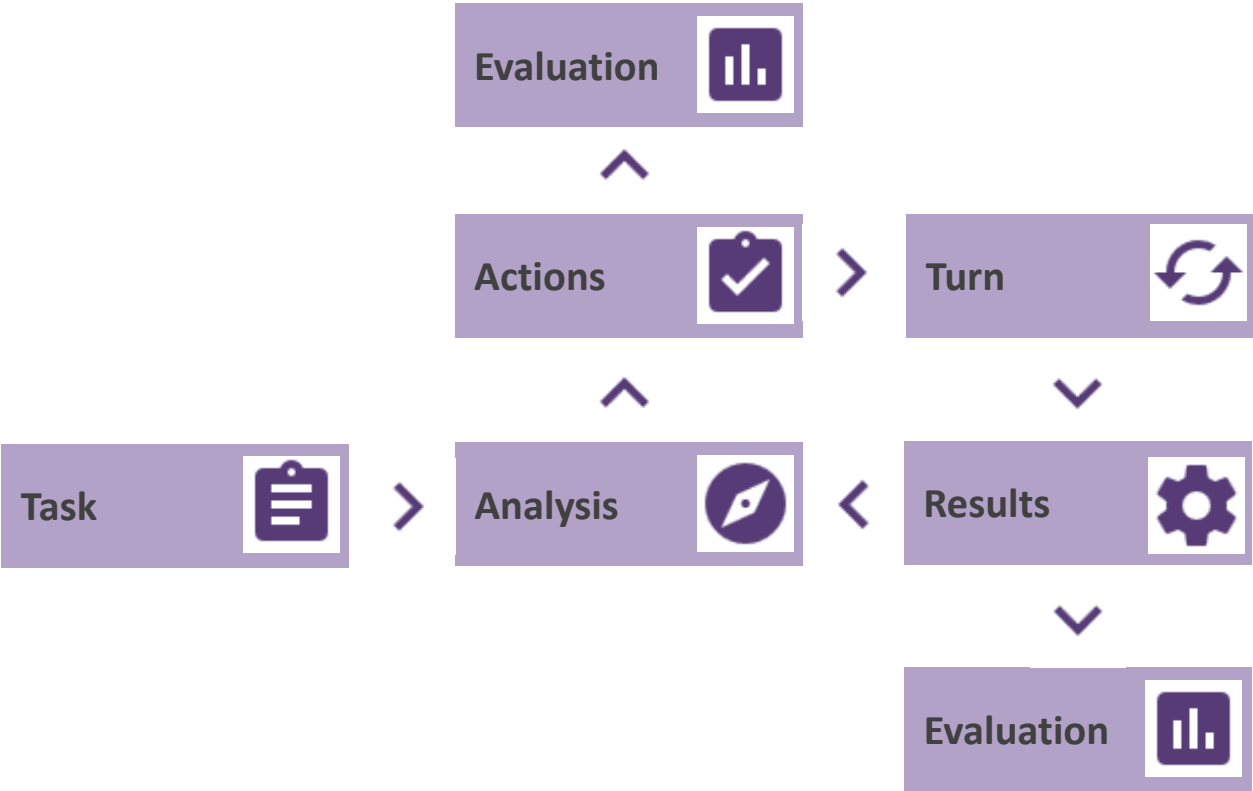
The knowledge - LMS

Simulation - SBS

Possibility of development - Developer Tools

Marketplace

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Quality Management
course by
Dr. Dalius Serafinas

The problem — to understand QM you need:
- Systematical view of the business and its processes
- Knowledge of the whole business value chain
- Practical experience in business management

The solution:
- Business simulation with global virtual economy in order to form an understanding of the business as a system
- Keep the focus on QM and how it's linked with other business processes

KNOWLEDGE + **PRACTICE** = **SKILLS**

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Theory

Virtual economy and business

System comprehensive approach

Cases

Real and virtual business based case studies

Analytical skills

Seminars

Connecting theory and practice

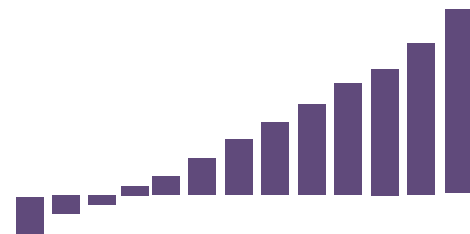Decision making

KNOWLEDGE	+	**PRACTICE**	=	**SKILLS**

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60 students

Managed
22 virtual companies

5
bankrupt

20
profitable

3
billionaires

MARCH	APRIL	MAY

Start

Real business
meets the virtual

Business simulation
based exam

Company Name	Assets	Status/Role
Aleksas ir kiti Idle firm	$286 446 850 549.08	Student / VU_Kokybės vadyba_1 edvinasignas 24 February 2015
GGE Corporation Idle firm	$22 651 599 826.36	Student / VU_Kokybės vadyba_1 GGE Corporation 24 February 2015
Mgmtss Industries Idle firm	$14 110 027 844.82	Student / VU_Kokybės vadyba_1 TSS M. G. 24 February 2015
ulaindre International Idle firm	$6 373 536 114.09	Student / VU_Kokybės vadyba_1 ulaindre 24 February 2015
EK Fashion Commercial holding company	$4 098 281 916.32	Student / VU_Kokybės vadyba_1 Fashion E. K. 24 February 2015
Quality Master Idle firm	$1 591 963 683.79	Student / VU_Kokybės vadyba_1 Master Q. 24 February 2015
AVG Entrepreneur without legal education	$38 530 416.35	Student / VU_Kokybės vadyba_1 agvimone 24 February 2015
auksinis_siulas Entrepreneur without legal education	$32 795 130.83	Student / VU_Kokybės vadyba_1 auksinis_siulas 24 February 2015
Greta ir Emilija Corporation Entrepreneur without legal education	$25 181 130.70	Student / VU_Kokybės vadyba_1 GretaEmilija 24 February 2015

"Business Information Management is a study program of great value."

"Quality management is not only good shoes."

"Students can enjoy learning a lot."

"Experience & „know how" > $."

"Learned that business is not a "mystical creature"."

"How can one actually utilize university knowledge in business!"

"In this game I have gained a beter understanding of academic side of the study as well as analytical and practical side of business."

"It is not that easy to be a businessman."

Things I have learned?

Dr.
Dalius Serafinas

- Teaching: helping to learn and understand
- Less preparations: virtual economy does the job
- Theory > virtual business > real business
- Cross subject teaching
- Developing practice based skills
- Sharing the knowledge
- Huge student involvement
- Systematical approach to business management
- Knowledge sharing among students
- Highly impressed business representatives

UniCredit

24 regional top managers
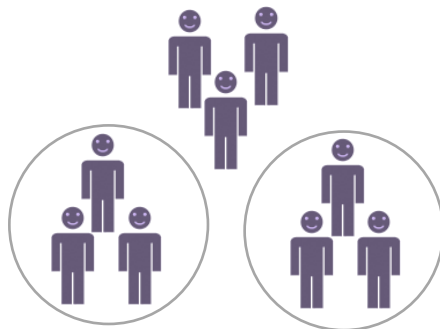
Team and individual setup

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…"

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UniCredit

Corporation in Distress

A very dynamic and challenging business game

Recalculations

10:00   11:00   12:00   13:00   14:00   15:00

Game rules

Analysis

...

Task

Task

...

Task execution

Task execution

...

Presentation

Presentation

...

Game results
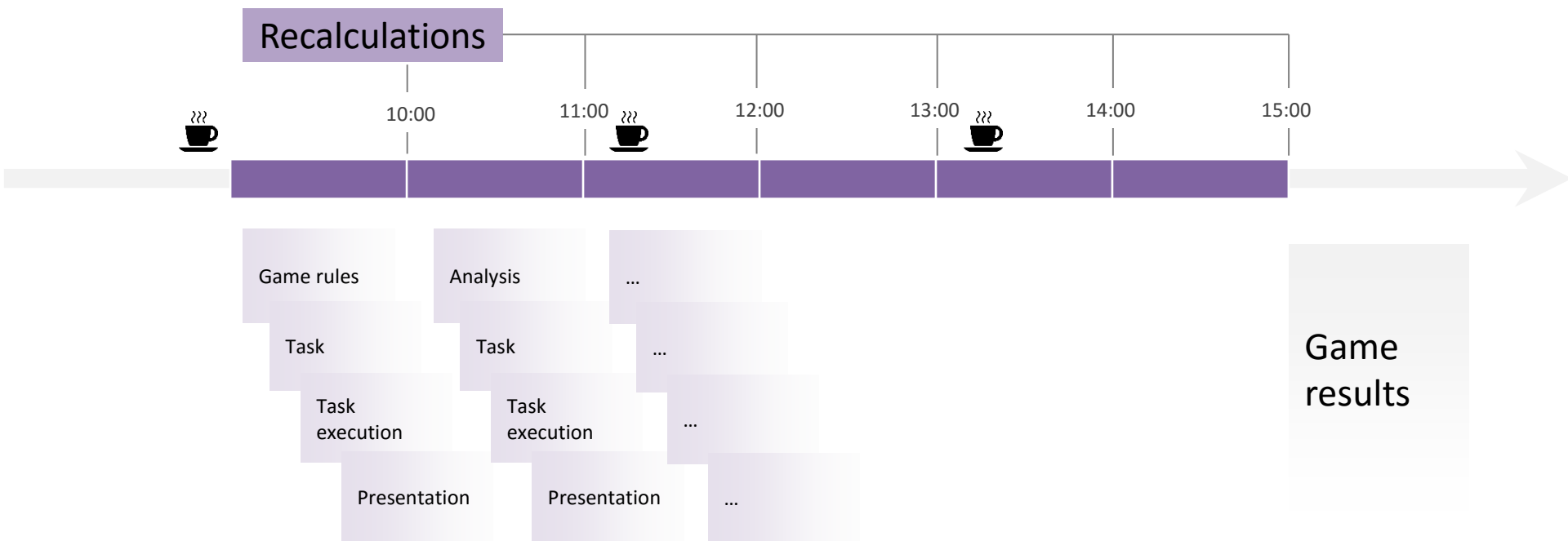
Individual setup

Team setup

ANALYTICAL SKILLS	TEAMWORK
STRATEGIC THINKING	LEADERSHIP
DECISION-MAKING	ACTIVITY
ACTIVITY	COMMUNICATION SKILLS

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Assets value

Recalculation	0	1	2	3	4	5	6
SMART	2 000 000	3 589 140	4 375 324	23 069 665	27 735 452	61 821 049	227 492 655
TIGERS	2 000 000	3 756 259	4 214 938	12 004 499	12 578 354	24 215 513	217 142 457

SMART

TIGERS

SMART (average) ──── TIGERS (average)

Decision-making

Leadership

Presentation skills

Communication skills

Teamwork

Activity

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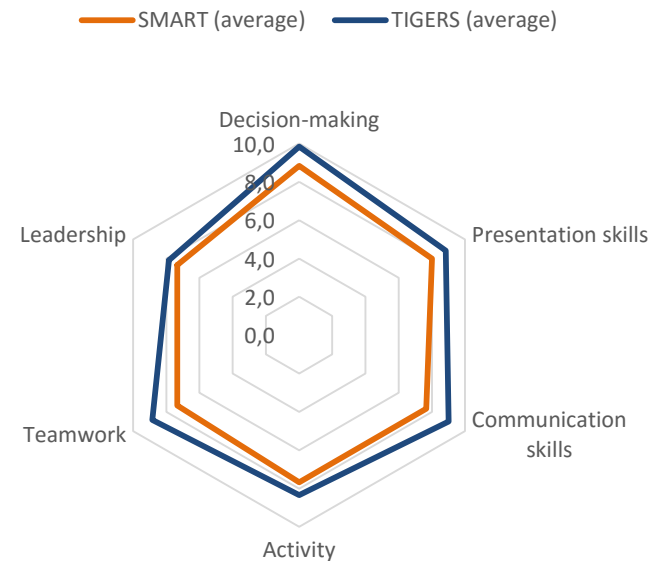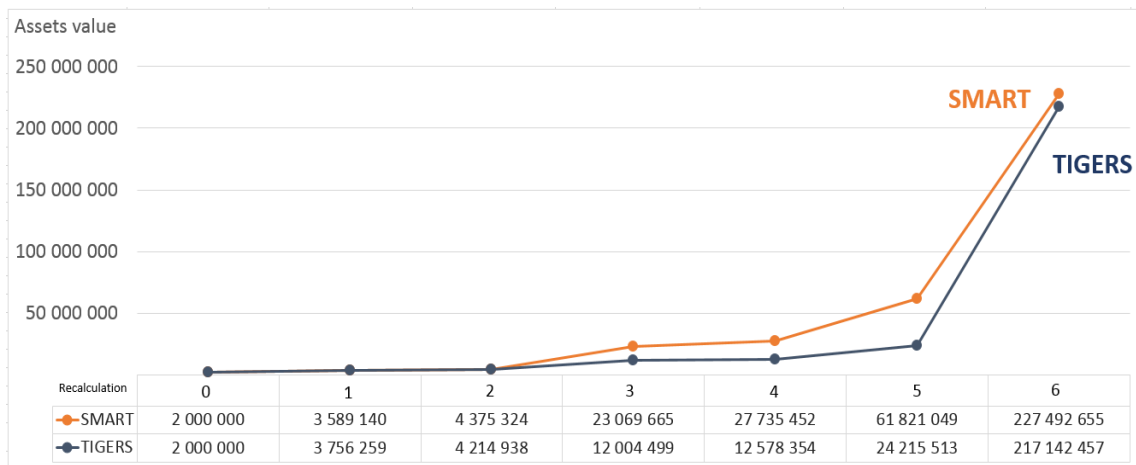
I want to thank Simformer team for this wonderful course, it was an extremely beneficial experience for me both, as a human and as a manager!"

"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 <u>actively recommend</u> *Simformer game moderators* as trainers and 65% of them would <u>actively recommend</u> the training.

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LMS

SBS

Developer Tools

Marketplace

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Corporation
in distress
CLASSIC
on-line / 1 month / 30 turns / daily update

Business game "Corporation in distress",
Classic

Online business game, immersing players into a
world of crisis management. The game offers a
convenient schedule for the management of player
companies, as game situation updates t..

Course of
Quality Management

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Platform

Training, education and personnel assessment based on business simulations

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Learning Management System

All necessary instruments for e-learning

Development Tools

Simulation setup
Managing the dynamics
Monitoring and control

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Simformer Marketplace

Marketing and sales
Possibility to enter global markets

Simformer Business Simulation

24/7 on-line and on-sight
Individually and/or in group
All basic business processes

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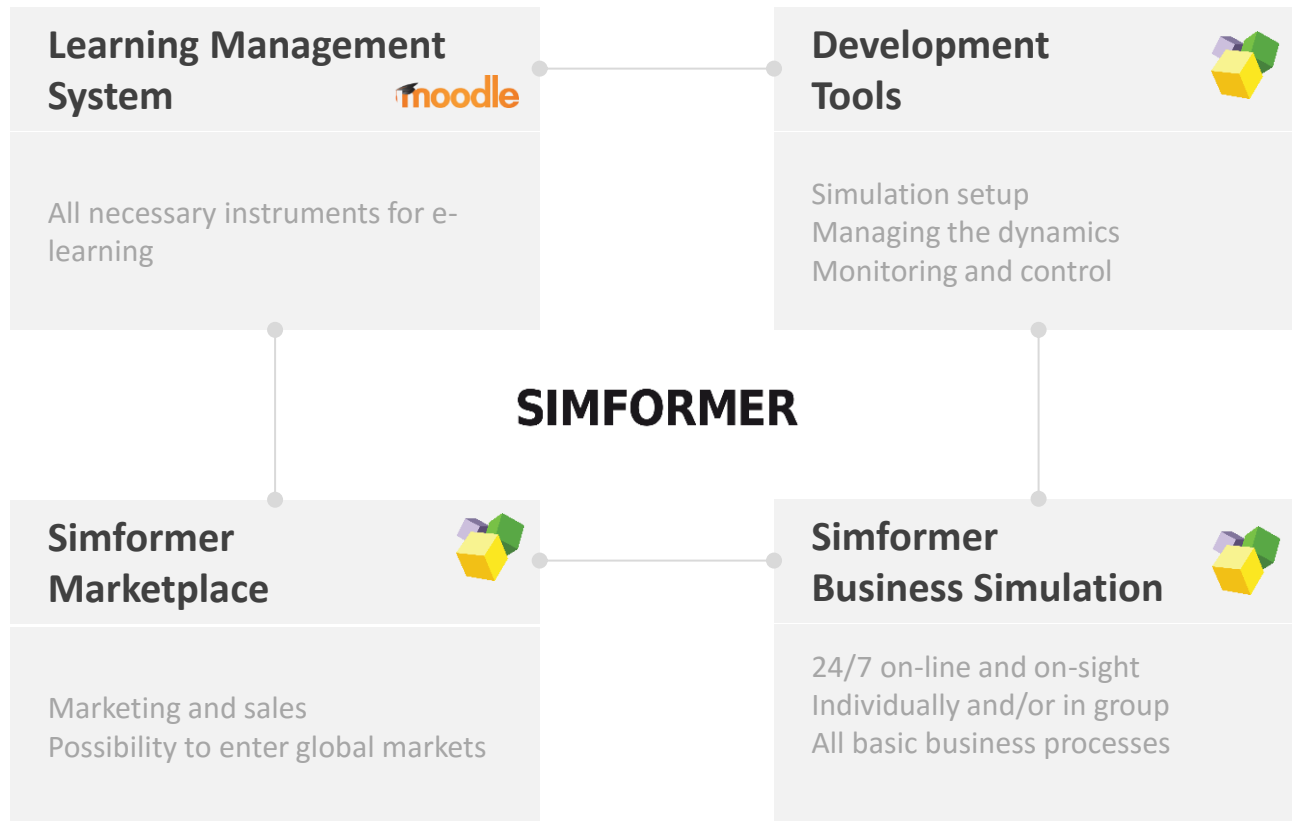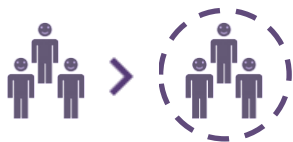
Managing participants

Simulation setup

Monitoring the activity of participants

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▶ **Starting setups**

⚙ **Global setup**

Interaction of the participants

Setup of goods and suppliers

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Monitoring the activity and decission making

Evaluation

Actions > Turn

Task > Analysis < Results

Evaluation
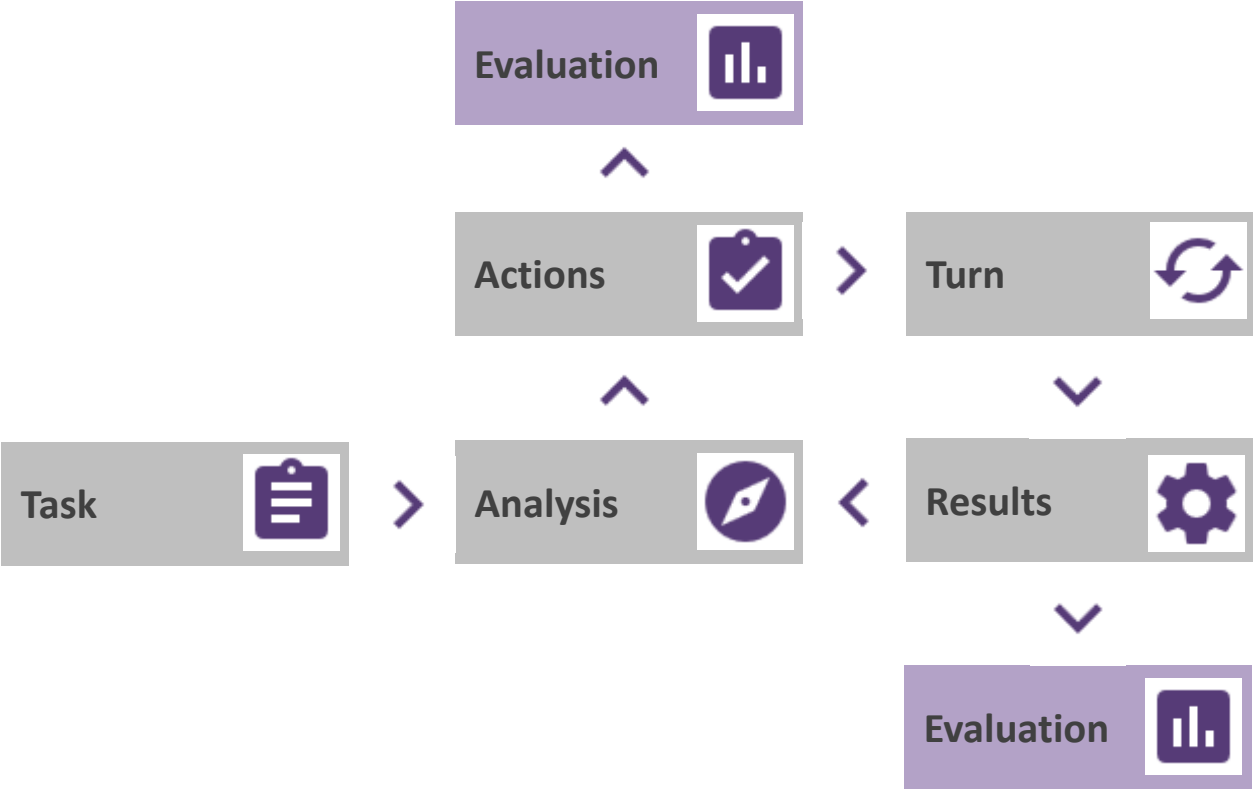
On-line and on-sight

Training

Business games

Educational courses

Professional orientation

Personnel assessment

Championship and Olympics

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Seminars based on simulation

Training based on simulation

Courses based on simulation

...

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Innovative platform for training, education and personnel assessment, based on business simulations

Business

Universities
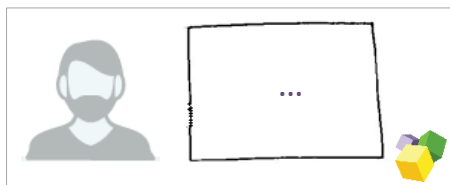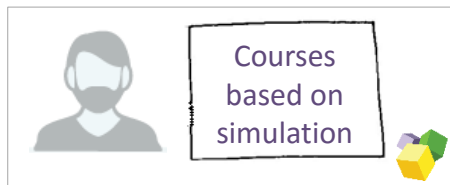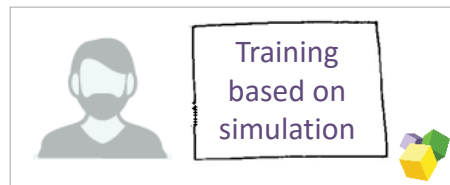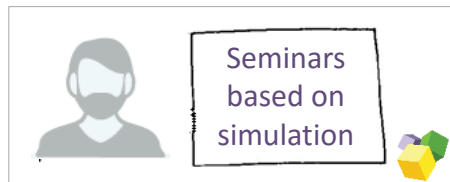
Private clients

Development and support of the courses by partners

Simformer — platform to create products and access global market

Clients

Product Development

Seminars based on simulation

Training based on simulation

Courses based on simulation

...

Expertise and packaging of the final product

Global Sales

Author and Trainer

50%

50%
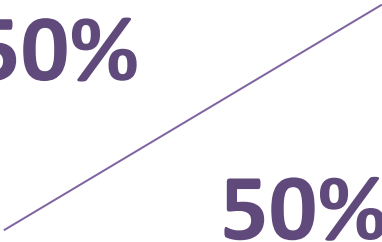
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SIMULATED REALITY

Corporate Education

Seminars

Reality

Simulation

Trainings

MOOC

Academic Education
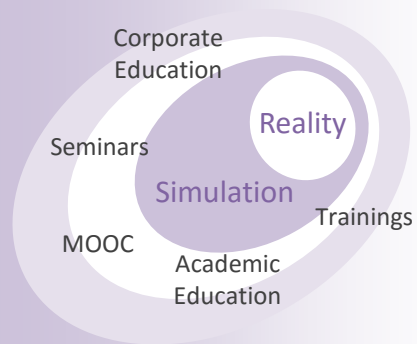
Apply Simformer to minimize the gap between reality and different types of education, seminars, and trainings.

Learn faster, better.

NEW VALUE
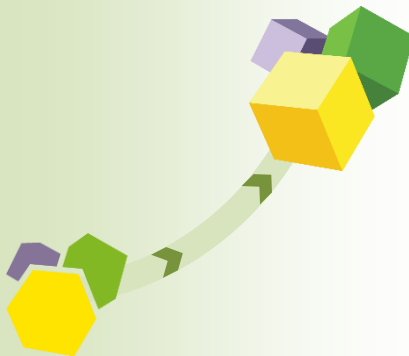
Add new value to existing education, training and employee assessment solutions.

Join the gamification trend in the e-industry.

24|7|365

∞

Create, support, develop on-line and on-site training and education products anywhere anytime.

Access simulations on-line 24|7|365.

LMS

SBS

Developer Tools

Marketplace

Training

Business games

Educational courses

Professional orientation

Personnel assessment

Championship and Olympics

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Questions?