



SIMFORMER

INNOVATIVE PLATFORM
FOR BUSINESS SIMULATIONS

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

Business simulations platform
for training and developing
business gamess

Learning from your own mistakes will not cost a lot!

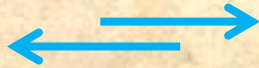


Problem

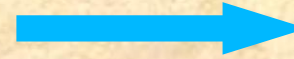
The way pilots are trained :



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

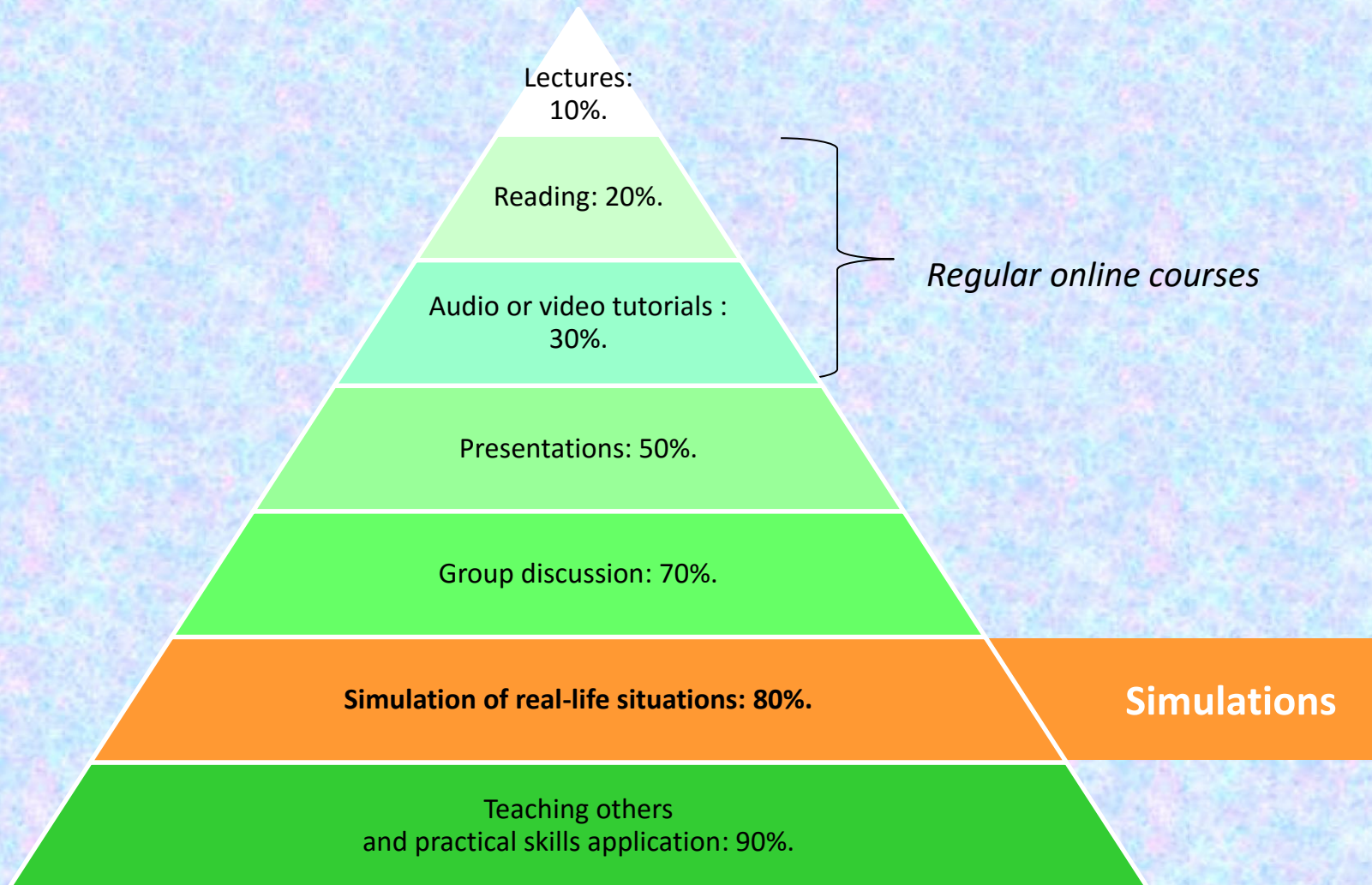
Methodology of Simformer solutions



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The efficiency of learning methods.




The "Cone of Learning" by Edgar Dale

Competitor Analysis.

**SIMFORMER**INNOVATIVE PLATFORM
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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	●	●	●	●			
Simulation Developer tools				●			
Multiuser, interactive				●			
Integration with any' LMS				●			

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**

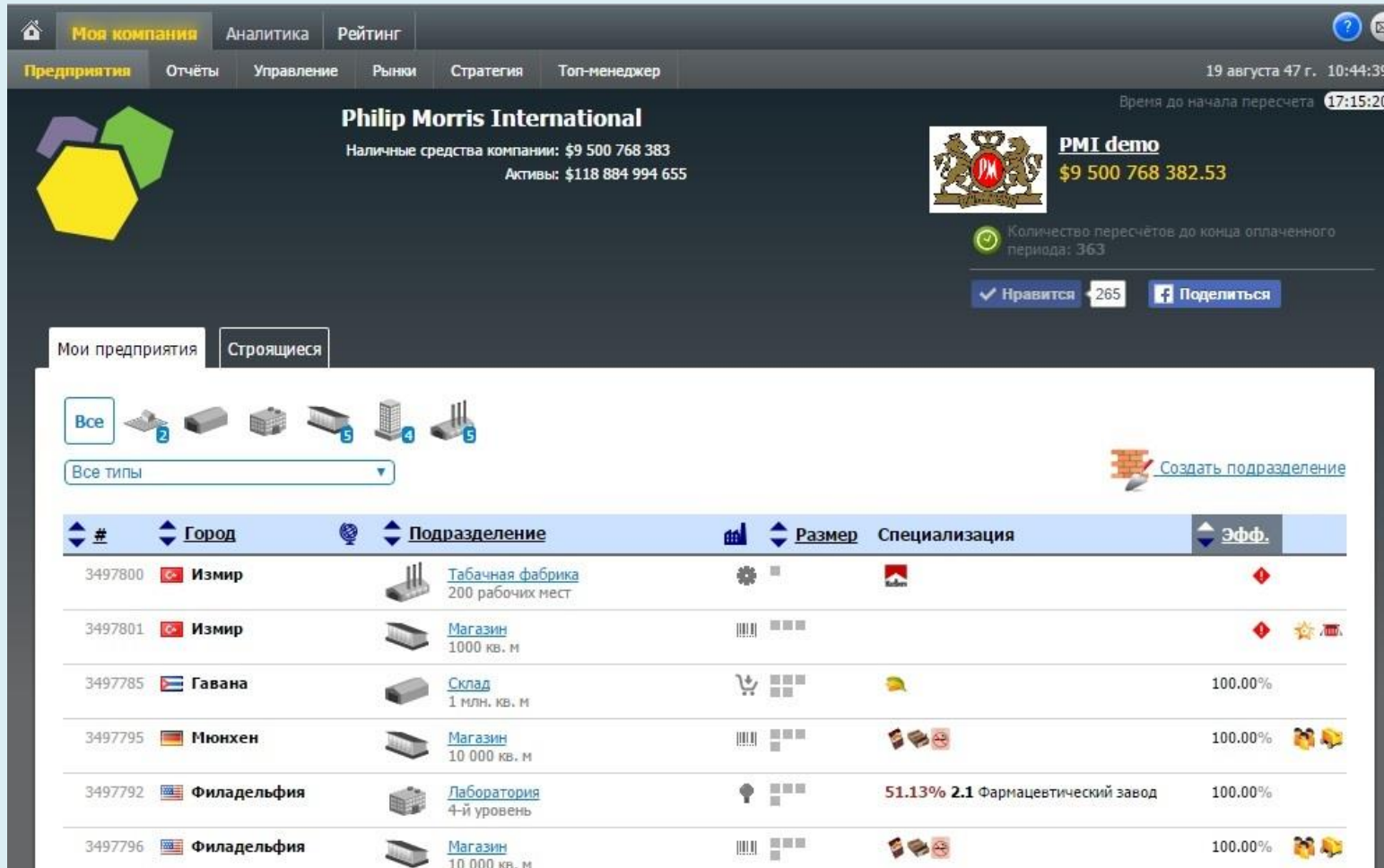
Integration with
companies' LMS systems

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 shows the SIMFORMER interface for a business simulation template for Philip Morris International. The interface includes a top navigation bar with tabs for 'Моя компания', 'Аналитика', and 'Рейтинг'. Below this, there are sub-tabs for 'Предприятия', 'Отчёты', 'Управление', 'Рынки', 'Стратегия', and 'Топ-менеджер'. The main header displays the company name 'Philip Morris International' and financial data: 'Наличные средства компании: \$9 500 768 383' and 'Активы: \$118 884 994 655'. A 'PMI demo' badge shows the same cash value. A green checkmark indicates the number of calculations remaining: 'Количество пересчётов до конца оплаченного периода: 363'. Below this, there are buttons for 'Нравится' (265) and 'Поделиться'. The main content area is titled 'Мои предприятия' and 'Строящиеся'. It features a filter bar with icons for different types of facilities and a dropdown menu for 'Все типы'. A table lists the facilities, including their ID, location, type, 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

Deloitte.



UniCredit Bank

BCG

THE BOSTON CONSULTING GROUP

KPMG



oikos



VILNIAUS UNIVERSITETAS



Universidade Agostinho Neto



ForexClub

КЛУБ
МОЛОДЫХ
БИЗНЕСМЕНОВ

GANIFICATION
NATION



SIMFORMER

INNOVATIVE PLATFORM
FOR BUSINESS SIMULATIONS

Sergey Menshikov
CEO & Founder
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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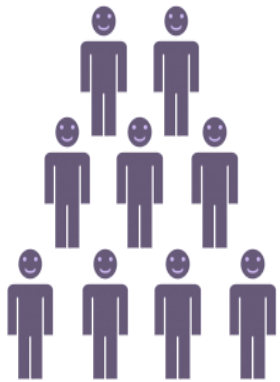
+7 916 698 2005
+370 665 19 600

SKYPE: [sergomen1](https://www.skype.com/user/sergomen1)

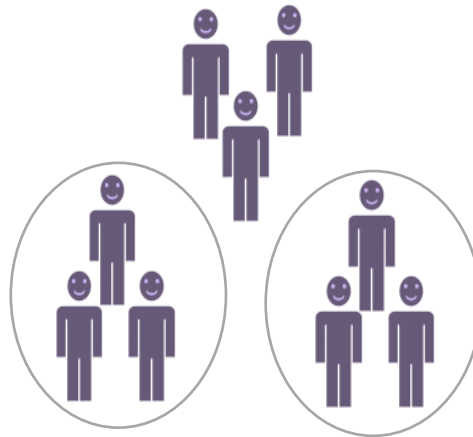
<https://simformer.com>

Example Case





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...” ”

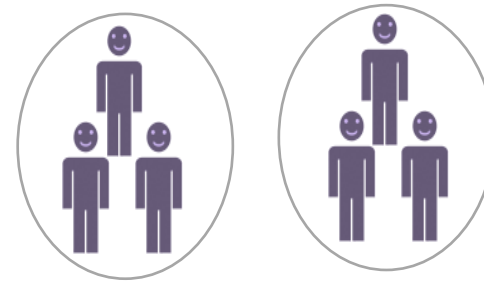


1	To make company profitable
2	To win the game

Asset value
Revenue
Net Profit
Special Tasks



Individual setup



Team setup

ANALYTICAL SKILLS

STRATEGIC THINKING

DECISION-MAKING

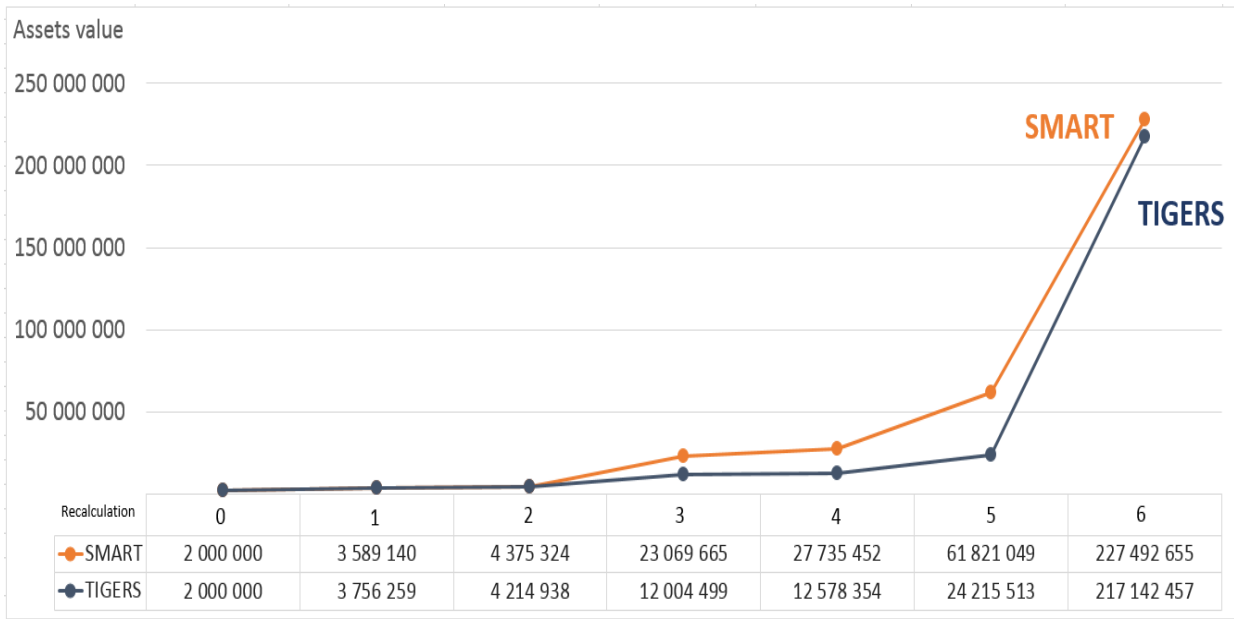
ACTIVITY

TEAMWORK

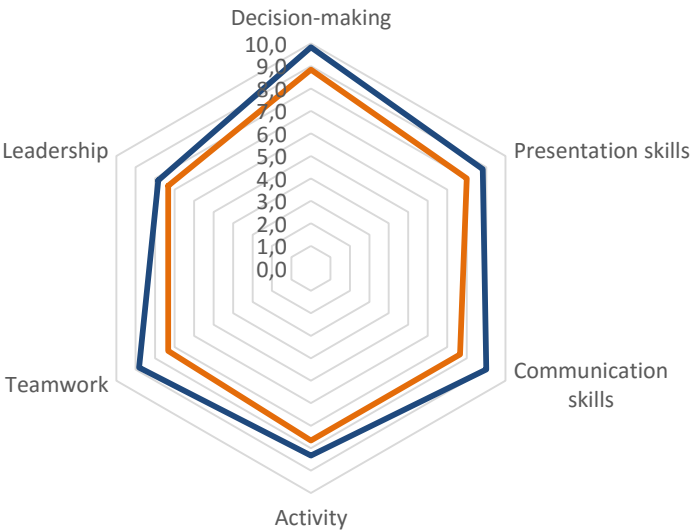
LEADERSHIP

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.