



**SIMFORMER**

# Lean Start-Up at Simformer

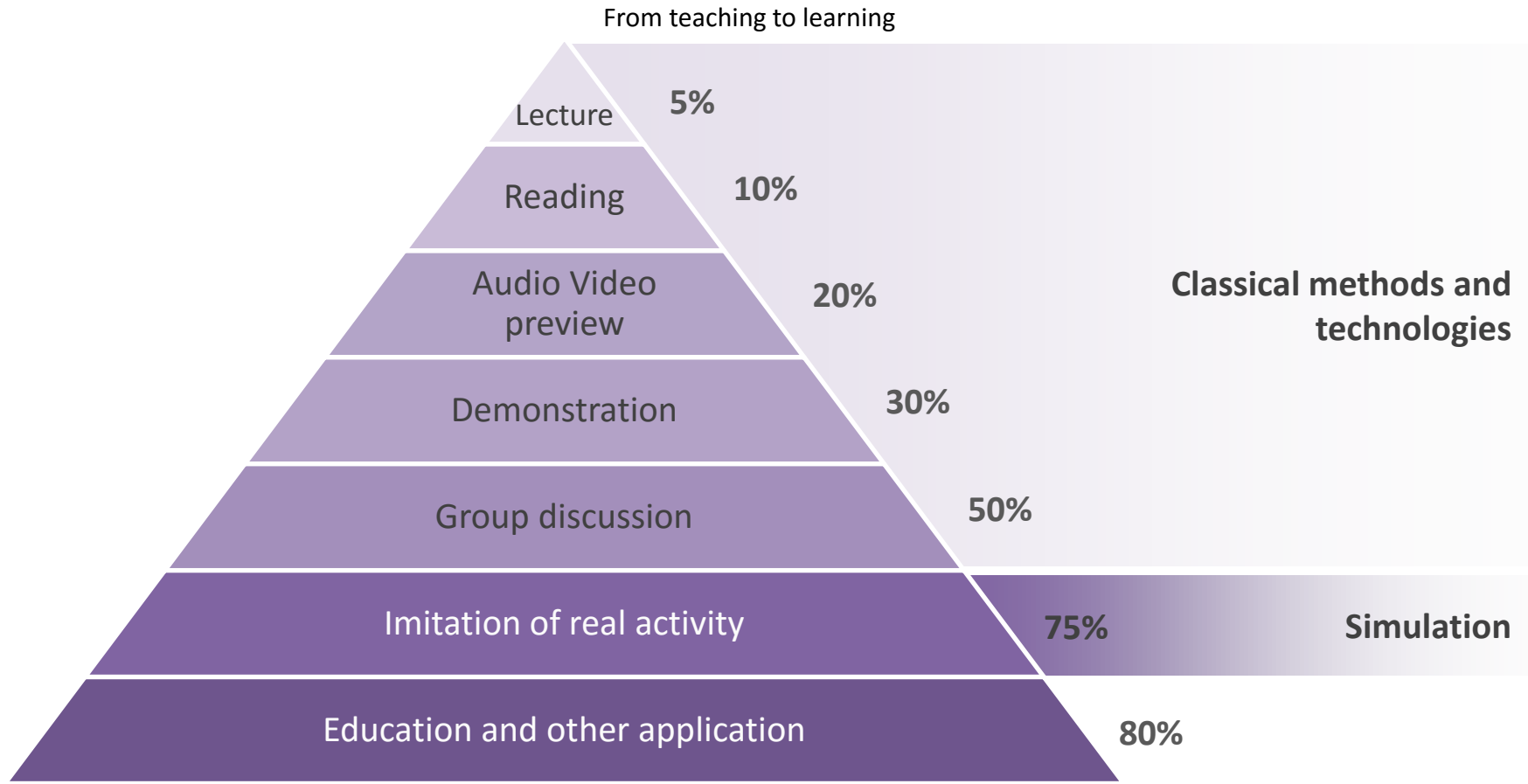
**MINVYDAS LATAUSKAS**

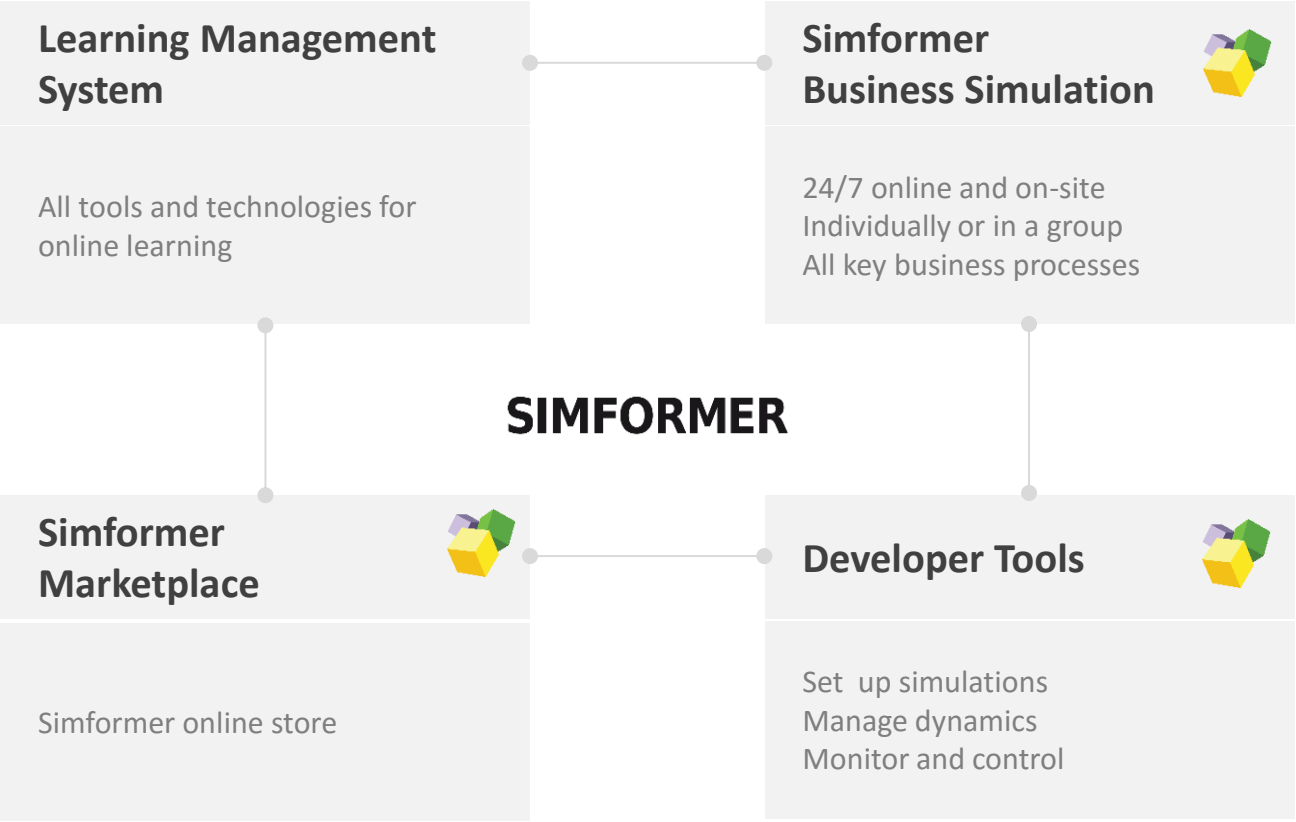
Head of Product Development

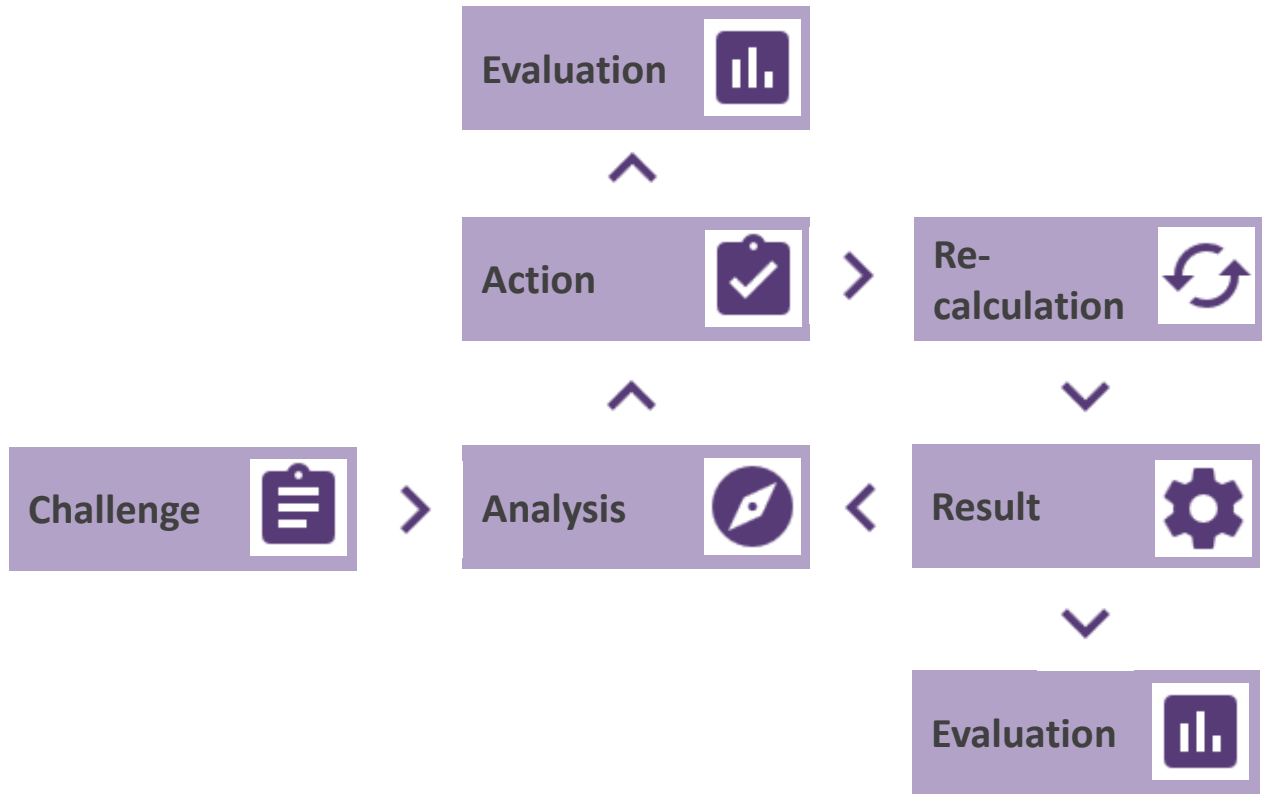
Start-Ups

Successful long term business

Lack of management skills  
is the main reason why  
start-ups fail!







**Lean start-up:**

MVP

Actionable metrics

Innovation accounting

Pivot

Build-Measure-Learn

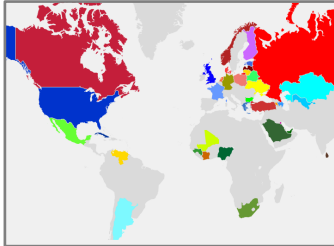
**Simformer**

Simulated business environment  
created to develop practical business  
skills

The goal of the game is to develop practical business oriented skills and provide highly needed business management experience for start-uppers.

**MVP**

test fundamental business hypotheses (leap of faith).



Geographical freedom:  
35 countries and 300  
cities

**Simformer Business Simulation**

Start, run, grow and change your business in various countries and towns in order find best working strategy.



Industry freedom:  
25 industries  
200 products and  
services



Process freedom:  
All Ps of the marketing  
and all typical business  
processes to manage

**Actionable metrics**

can and will lead to informed business decisions and subsequent action.



Various data and reports: financial, sales, market reports, macro and micro economic data, and much much more

**Simformer Business Simulation**

Identify the KPIs of your business and use them to make data based decisions.



Freedom of decision making



Dynamics and interactivity of the virtual economy



## Pivot

is a structured course correction designed to test a new fundamental hypothesis about the product, strategy, and engine of growth.



Emerging and rising business opportunities

## Simformer

experiment and optimize the value chain of your company to exploit emerging business opportunities.



Freedom to change strategy of the business



Experiment and execute various company optimization plans

**Innovation accounting**

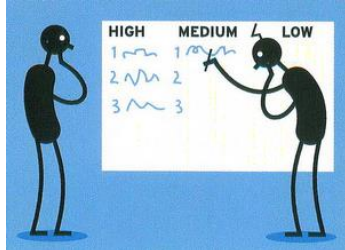
maintain accountability and maximize outcomes by measuring progress, planning milestones, and prioritizing.

**Simformer**

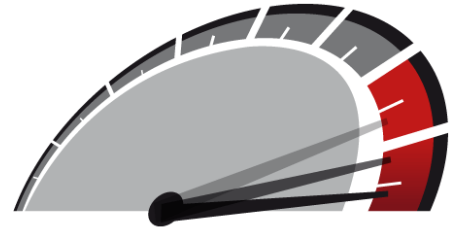
Measure, plan and prioritize your activities to increase the success of your company.



Learn to plan



Learn to prioritize



Learn to optimize

**Build-Measure-Learn**

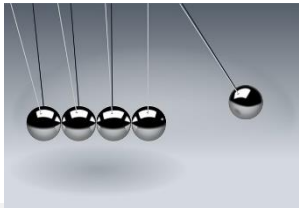
is a learning cycle of turning ideas into final products.

**Simformer**

Plan your business, measure customers' reactions and behavior, decide whether to persevere or pivot the idea, execute your plan.



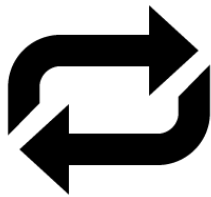
Model and build your business



Measure market reaction

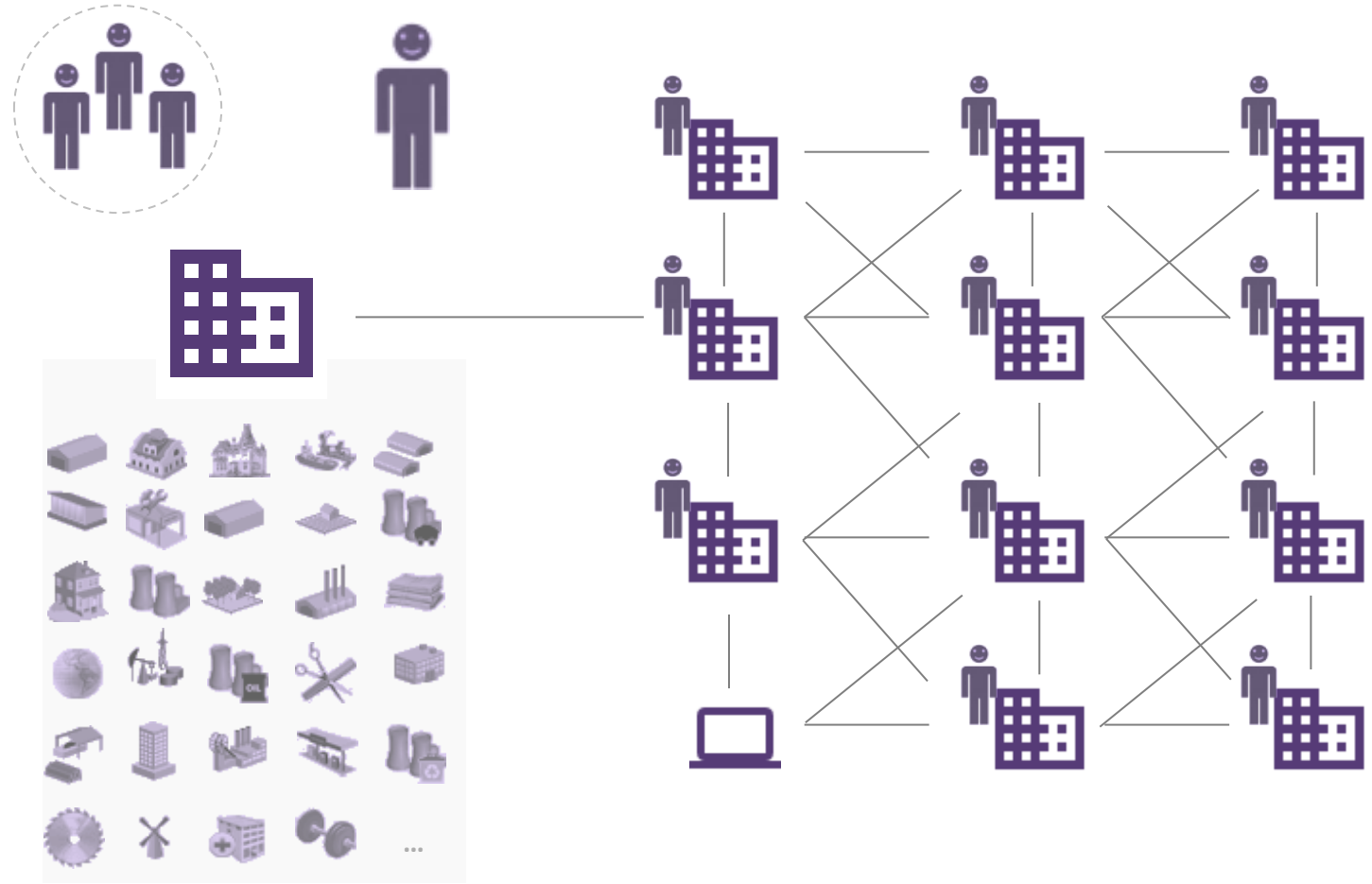


Continue or change




Repeat as many times as necessary


Massively  
Multi-user  
Online  
Simulated  
Business  
Environment

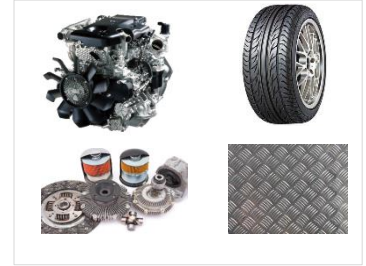




Store 



Factory 



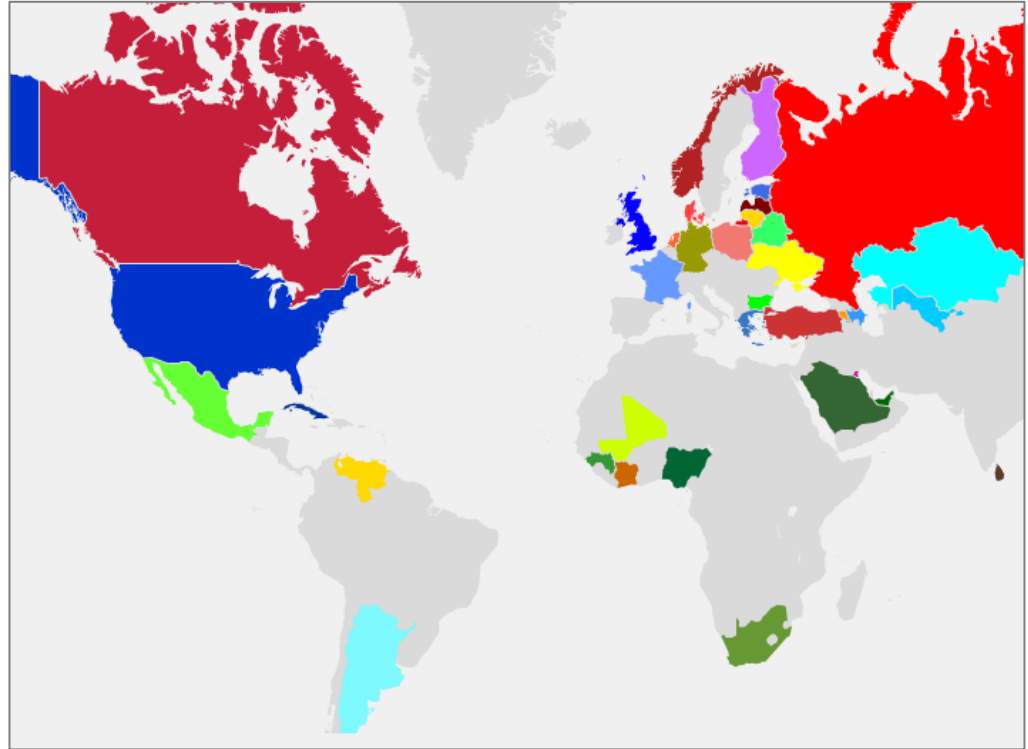
200+ products and services

### 35+ countries:

- Area size
- Population
- Profit tax rate
- Customs taxes
- Natural resources

### 300+ cities:

- Area size
- Population
- Average salary
- Wealth level
- Education level
- Unemployment rate



<b>Agriculture</b>
<b>Mining, oil gathering</b>
<b>Production</b>
<b>Retail trade</b>
<b>Service sector</b>

Agriculture	10
Automotive	6
Chemical	7
Consumer goods	18
Electronics & electro-technics	19
Engineering & machinery	6
Food	18
Glass	2
Jewelry	5
Light industry	15

Medicine, Pharmacy and Beauty	12
Metallurgy	5
Mining	12
Oil gathering	1
Power industry	8
Science research	1
Service sector	6
Shipbuilding	1
Retail trade	2
Woodworking	3

**25+ industries**  
**170+ business units**

**Starting a business**

Location, specialization, size, technological level, ...

**HR**

Hiring, firing, salary, qualifications, training, vacation

**Fixed assets**

Purchase and disposal of equipment, wear and tear, repairs ...

**Supply**

The choice of suppliers, quality, price, volume, supply policy ...

**Manufacturing**

Volume, quality, price, technology, sales policy ...

**Logistics**

Supply chains and conditions, warehousing...

**Marketing**

Studies and report, segmentation, advertising campaigns ...

**R&D**

Research and technology, laboratories ...

**Finance**

Analytical reporting in the context of the company and divisions

**Sales**

Adjusting prices, conditions, reporting ...

**Strategy**

Goal setting, options to achieve, performance evaluation ...

...

...

**All key business processes and functions**



# Your questions?



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