# SimVenture **Oution**



## Applying SimVenture Evolution v8



#### **Applying SimVenture Evolution**

This document explains the various ways in which SimVenture Evolution can be used in a range of learning contexts.

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The content of this document is also covered in a number of videos which can be viewed wherever you see this icon (click the icon to open the video in a new browser window).

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#### Applying SimVenture Evolution Introduction

SimVenture Evolution is used in a wide variety of organisations to meet a range of learning needs. The system has been created to be versatile enough to suit many purposes such as;

Taught Modules within HE Institutions

**Corporate Training Days** 

**Recruitment and Selection** 

**Team Building Events** 

Competitions

Group work

Individual study

#### Applying SimVenture Evolution Learning Contexts

#### Scenarios

SimVenture Evolution is based within a **simulated market** in which users run a bicycle manufacturing company.

#### Each scenario is similar to a case study, only one that can be experienced as well as analysed.

The market is made up of **5** segments, each containing customers, defined within **6** demographic groups.



The simulation runs in quarters for **up to 10 years** and each scenario is set at a date within this timeline.



The internal resources available to the **simulated company** – such as cash, the number of employees, or the market situation also vary with each scenario.

	Seed	Startup	Growth
Scenario Title		Start Lo	
Start Date	Y1Q1	Y1Q3	Y4Q1
Cash	175,000	226,000	145,000
Employees	1	2.1	11.1
Market Share	0%	0%	13%

More variation is created by building companies to different positions of maturity, built on different strategies with different market positions. We can also vary the external environment such as the strength of competition.

This means that we can model a wide variety of situations, with differing challenges, whilst the learner is able to progress and learn in a familiar context. By combining these variables, we are able to provide ample scope to model a wide variety of business situations and challenges.

#### Applying SimVenture Evolution Learning Contexts

#### Activities

Scenarios are used as the template for activities. Settings are available to determine how users will interact with the activity. The Control Tower takes you through each step of the process.

evolution	Control Tower					
renario Organisation Companies						
elect Scenario	Description Intro Overview Segments Competition Y5 Targets Tutor Resources					
Core Skills-1 Borrowing	Scenario Description Growth(A-1-12)		Summ	ary Data		
Core Bulls-2 Pricing Core Stills-3 Production	This scenario is one of a series presenting the same company at different stages in its development.	Virtual Market	A	D	ynamic	
Core Skills -4 Promotions Core Skills -5 Training Ground	The company (Green Spokes) has been trading for 3 years and has developed a foothold in the Road Commuting sub-segment with its 'StreetSmart' product.	Years Trading	1		3 yrs	
Core Sitils-6 SVE Passoort	Initial Tasks - essential in developing the company's position	Market				
	Increase production levels to meet existing demands     Expand capacity to accommodate higher production levels	Share		)	13%	
	Expand capacity to accommodate righter production levels     Identify areas where costs can be reduced	Sales				
	Ongoing tasks:	Count	1	2.	224,000	
Seed (A-1-0) Level 2 Seed (A-1-0) Level 3	Exercise careful financial management to ensure that sufficient cash reserves are available to fund the	Human			mployees 11 intractors 0.1	
Direct Competition (H2H A-1-0)	development of the company • Use research to monitor and evaluate the company's position	Kesource			and actors 0.1	
	Evaluate the company's position against the targets outlined in the briefing.	Cash		£	145,000	
	Success will depend on identifying and executing a viable growth strategy as well as responding to the actions of competitors.	Net Profit	سا ا	L F	20,000	
	Notes		μr.		20,000	
	Competition remains static until Y5 when competitors start making regular upgrades to their product offers.	Net Assets	Â	£	235,000	
		Morale	2		97%	

serventure lution								
Activities	Current Activity	r (Business De	cision Making)	Users	User Groups	License Batches		
Scenario	Organisation	Companies	Settings	Summary				
Configure th	e Activity							
Settings								
Full Game F	tewind:				0 0			
Rewind Peri	od(s):				0			
Show Leade	rboard:							
Limit Run Q	uarters from:		Year: 10		er: 4 🔿			
Disable Con	npany Liquidation	н 🗌						
Show Tutor	Notes:		Edit Tutor No	otes				

And once an Activity is live, the system automatically makes it available in the dashboards all its participants.

8	Understanding Business Finance	Period: Y4. Q1	
6	Growth (A-1-12) Description	Status: Live	Onen
Rate	Business Strategy Challenge Startup (A-1-2)	Period: Y1, Q3 Status: Live	Onon
»	Description Practice Activity		
6	Growth (A-1-12) Description	Period: Y4, Q4 Status: Live	Onen
100 Mar.	CS-5	Period: Y4. Q1	



On opening the Activity, the User is shown a briefing to allow them to analyse the situation, identify the objective and begin to devise their strategy.

#### **Activity Formats**

Once created, an Activity can be used in a variety of ways which we call 'Activity Formats'.

Scenario Types	Activity Formats					
<b>Standard Scenarios</b> Our standard scenarios place individuals or teams in charge of a company within a simulated market.	Static Case Study	Analyse and evaluate the current business situation.				
Competition within the scenario is provided by simulated companies.	Dynamic Case Study	Analyse and evaluate the situation as it progresses, predicting developments and observing outcomes.				
The Activity Formats can be used for activities at all levels of experience. Resources are provided on our website outline a variety of topics that can be covered using the scenarios available within the	Interactive Case Study	Analyse the situation before determining, executing and evaluating a strategic business plan.				
system. Each one indicates the format used as well as the topic covered and the intended level of the activity.	<b>Boardroom</b>	Conduct a boardroom debate, to analyse the situation and identify the best way to take the business forward.				
These can be used 'off the shelf' or as the basis on which to build your own activities.	Parallel Competition	Each starting from an identical position, any number of rivals develop their company towards agreed targets.				
<b>Direct Competition Scenarios</b> These scenarios are specially configured to allow up to 6 teams to compete directly against each other.	Direct Competition Dc-tot	Multiple rivals compete directly against each other within the same virtual market.				

And since activities can be rewound, you can easily reset an activity and alter its settings so users can experience the same context with a different level of challenge.



#### Orientation Guide Teaching Resources

#### The SimVenture Club

To support the activity formats, we have created more than 100 'Resources' which are freely available to customers via the SimVenture Club.

Designed by education professionals with CIM or CIMA qualifications, the materials link practical activities, theory, and teaching.

The on-line database covers a wide range of topics to suit the full breadth of adult learning levels.

Each resource is available as a PDF or a downloadable *.docx* format to allow you to make amendments to suit the specific requirements of your own programme of work.

The duration of activities ranges from 15 minutes to



2hrs to reflect the varied contexts within which SimVenture Evolution is used.

#### The SimVenture Club is freely available to all SimVenture clients.

of 🔔 Evolution			* 🏾	evolutio	n			
Protected	: Evolution Club	Treasure						
						Tute	or Resou	rces
Make the most of Evolution Club Treasur	re							
The Buckston Club Treasure page provides whap around Tower, held you integrate Evolution within your own prog	parmes.	cand a						
Whether you reusing the business dimulation for the first help. If there is endring else you think should be no uder		- Harris						
	Everything you need, in one place							
774	want to ensure you make the most of Simiventure Evolution	N	Education	Resources				
;;			E All	M Organisation	Operations	\$ Sales & Marketing	6 Research & Development	Finance
	Course Administration and Validation	Tutor Resources	I AI	Operations	Production	🗟 Logistics 🛛 🚚 Pu	chasing 🔲 Quality Control	Resources
Similarity Evalution Community	Past-track Similianture Dickubion into new courses	Materia and support all your teaching and learning with Diministrum Evolution						
Indeer like-ministed people online to get the most out of the business pinulation		n a chairte an a ann ann an tha	PDF	DOC	x	File Name		
			View	Down	load	Production A-1-	2 Board Room Case Study	
	( 👎 )		View	Down	nload	Production A-1-	2 Dynamic Case Study	
Video Catalogue	Hitchhiker's Blog	Other Useful Documents	View	Dowr	nload	Production A-1-	2 Interactive Case Study	
Support your learning and teaching using instructive Similarman Execution Firms	Essential reading, tips, and ad-lice for teachers and students of entrecremeurship	if you have not found it yet, it a in here :	View	Dowr	load	Production A-1-:	2 Static Case Study	

In addition to providing free resources, we also work with partners to create bespoke resources and events.

### The information provided in this document is also accessible on-line from within the Control Tower.





#### I On-line Support and Training

Any training purchased will be confirmed by your Learning Development Manager along with arrangements for scheduling and delivering your training.

If you haven't purchased any further training, don't worry. You can find all the information you need by logging into the Control Tower and clicking 'Help'

evolution	Control Tower	Log out	Settings	Help	Dashboard	Menu	?
Activities Hears Hear Groups License Batches							

If you do decide that you would like to have further training, we offer a range of options to suit every need and budget.



Please look on the website for further information or contact your Learning Development Manager directly to discuss your requirements.



**Orientation Guide**