SimVenture Testimonials

Schools /Further Education

“I have had all my A-level economics and business students playing SimVenture this week and it has been a huge success. They are all on task and I have not seen a single one navigate away from the game in lessons (surf the net, check e-mail etc.); given that we are in the midst of a football world cup that is impressive. I am particularly impressed by the questions they ask each other ‘why did you employ someone?’; ‘why did you choose that premises?’ etc.

Yesterday one of my students (who is less ‘confident’ in the subject) asked me ‘why is my bank balance so poor when I am making so much profit?’ Superb! This allowed a discussion regarding the Balance Sheet, the difference between profit and cash, as well as the meaning of the terms debtors and creditors.”

Head of Business & Economics - Poole Grammar School

"We used SimVenture as part of a competition. The software was excellent. The students found it very challenging and really stimulating. It incorporates all aspects of business and really gets the students to think and apply all the business knowledge they have gained. An exciting piece of software which is addictive and rewarding."

Lecturer - Dudley College

"Just had to write to say how much your SimVenture game has added to my children's experience of business.

We are a family educating at home and my two 12-year old children expressed an interest in following a GCSE Business Studies course this year. I happened upon SimVenture on the internet and was attracted by the idea of learning through practical gaming.

I am so glad I bought a license. The game is easy to learn and seriously addictive once you start. The more you play, the more you understand how different factors have to be balanced in a business environment. Ultimately you must consider sales, marketing, finance, personnel management, buildings, resources, suppliers, effective use of time and effort - phew!

I have the time to write to you at the moment, because my children are busily engaged in the kitchen talking about market share and pricing strategies! They have learnt more on this game than they could ever have learnt just from a book, because they are personally engaging with the running of a business. My personal congratulations to you and I hope that the business flourishes as it should."

Parent and Home Teacher

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"SimVenture offers a great way to give students some practical business experience. It enables you to bring variety into the classroom and make those difficult double lessons both fun and a real learning experience. SimVenture can be used for enterprise skills or targeted at specific A Level topics such as: market research; niche marketing; marketing/sales strategy; location; role of finance; costs and revenue; break even; recruitment/ training; pricing; and more."

Head of Business Studies - Peter Symonds Sixth Form College

"Having owned my own businesses and worked in enterprise education I was sceptical when I first used SimVenture. However I quickly found the programme engrossing, compelling and impossible to put down, whether you are interested in the intricacies of Human Resource Management or grappling with concepts of production and supply. SimVenture has not only explanation but an experience that could take you years of real world trial and error to gain. In short if you are looking for the ultimate enterprise simulation for use in schools, universities or at home look no further!"

Enterprise Lecturer, Grimsby College of Further and Higher Education

"Over the past two week I have run the SimVenture programme with a group of Level 2 Electrical apprentices and Level 3 ICT students. Both sessions were 6 hours duration. Engagement levels were very high and I found myself facilitating rather than teaching. This proved to be a very enjoyable experience for all. In one group a student who showed little interest at the start of the session went on to make a profit of over £250,000 and was hooked. The plenary session at the end of the day revealed that students thought they had learnt a great deal about running a business within a very short time and liked the hands on approach provided by SimVenture."

Lecturer – Bishop Aucklands College

"SimVenture is a dynamic interactive piece of software which allows my students the opportunity to be introduced to the world of business by seeing how it works in real life situations. They make the decisions and have the successes and failures and learn from this. In addition it also assists with teaching of specific aspects within the business curriculum by drilling down and concentrating on this area, for instance the importance of market research or the need to manage a company's cash flow. This gives an ideal opportunity to combine theory and practice."

Business Studies Teacher, Selby College (FE)

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"As a Business Enterprise college, we had been looking for something which would allow users to experience the reality of business in an uncomplicated and risk-free environment. This software can be accessed at a range of levels, from Year Ten pupils to Masters Degree. It is very accessible, convenient and realistic."

Head of Business Studies at Snaith School

"It is fairly obvious to me that there is a great deal of potential in adopting the product for incorporation in courses at year 1, 2 and 3 level for any business student whether entrepreneurial or not - it gives a low cost way of making business mistakes and learning from them."

Lecturer, Bell College