SimVenture evolution

Applying SimVenture

Evolution v10

Venture
Simulations

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

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⬆ Overview

We are constantly impressed by the way teachers and facilitators have taken SimVenture Evolution and applied it to so many different contexts. Here's an overview of the territory so far, we fully expect further developments!

Broad application across a variety of organisations and institutions.

Higher Education	Corporate
• Integration within taught modules • Independent learning resource • Assessment • Competitions • Extra-curricular events	• Professional Development Programmes • Training Programmes • Team Building Events • Recruitment and Selection

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Versatility for delivering blended learning approaches.

Face-to Face and/or Remote*

Independent and/or Facilitated

Individual and/or Group

*Remote facilitation and teamwork are commonly conducted via proprietary VOIP platforms (Zoom, Teams etc.).

Wide subject coverage to focus learning objectives.

Entrepreneurship / General Business Acumen / Introductory Finance

Business Strategy / Decision making / Risk Analysis

Leadership / Negotiation / Presentation / Employability Skills

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Ease of differentiation to accommodate different levels of learning.

Undergraduate / Masters / Corporate Induction
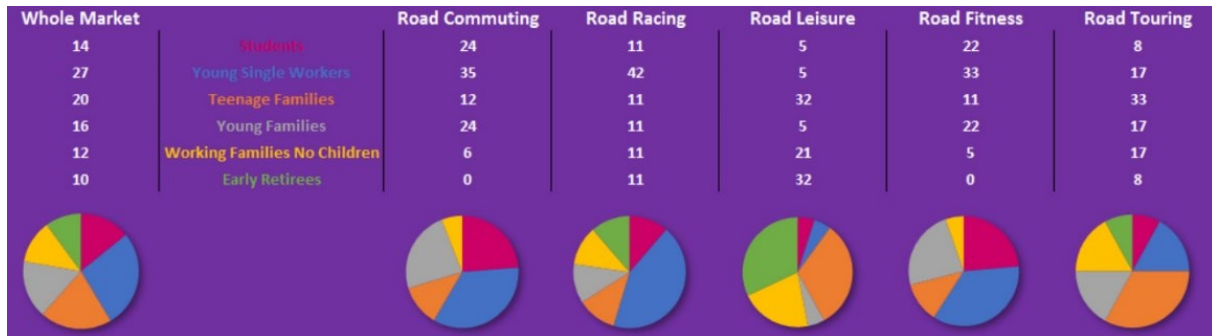
Middle, Senior and Executive Management


⬆ 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**.

Whole Market		Road Commuting	Road Racing	Road Leisure	Road Fitness	Road Touring
14	Students	24	11	5	22	8
27	Young Single Workers	35	42	5	33	17
20	Teenage Families	12	11	32	11	33
16	Young Families	24	11	5	22	17
12	Working Families No Children	6	11	21	5	17
10	Early Retirees	0	11	32	0	8

The simulation runs in quarters for **up to 10 years** and each scenario is set at a date within this timeline.
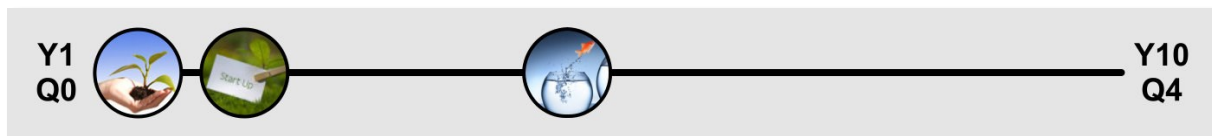
The internal resources available to the **simulated company** – such as cash, the number of employees, or the market situation also vary with each scenario.

Scenario Title	Seed	Startup	Growth
Start Date	Y1Q1	Y2Q1	Y4Q1
Cash	175,000	163,000	139,000
Employees	1	2	10.6
Market Share	0%	1%	12%

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.

⬆ 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.

Give the Activity a name and link it to a User Group.

Select a Scenario on which to base the activity.

Configure the Activity's settings.

Make the Activity live…

and the system automatically makes it available to all its participants in their Main Menu .

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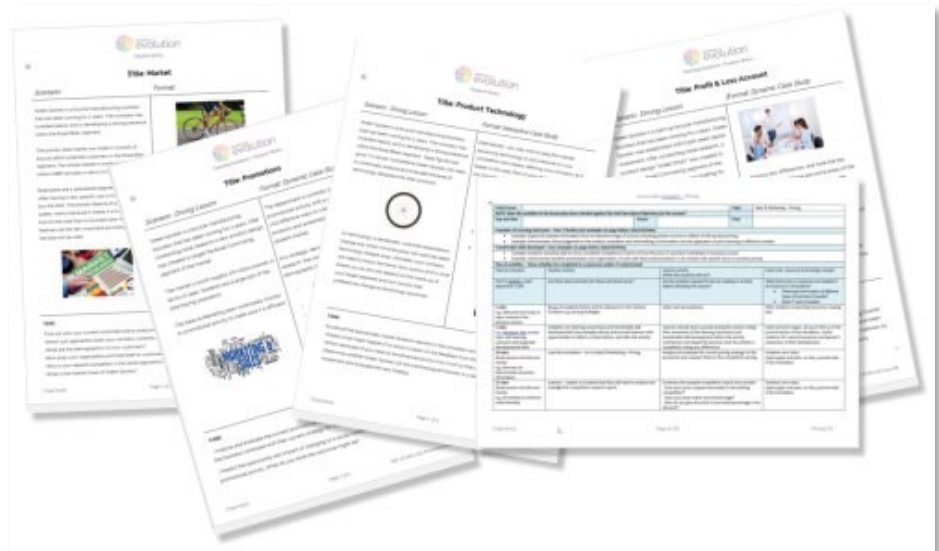
⬆ **Resources**

SimVenture Evolution Resources

Learning Resources to Suit Your Needs

To support facilitators in delivering activities with Evolution, we have created more than 100 'Study Resources' which are freely available to customers via the SimVenture website.

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

The downloadable documents cover a wide range of topics to suit the full breadth of adult learning levels.

Each resource is available to download in PDF or *.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.

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

⬆ Further Support

## On-line Support and Training

Expert Help To Get You Started

First time clients purchasing multiple Evolution licenses on behalf of an organisation where those licenses will be used are entitled to a free Orientation session to help them get set up for their programme of work.

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

Extensive Embedded Help
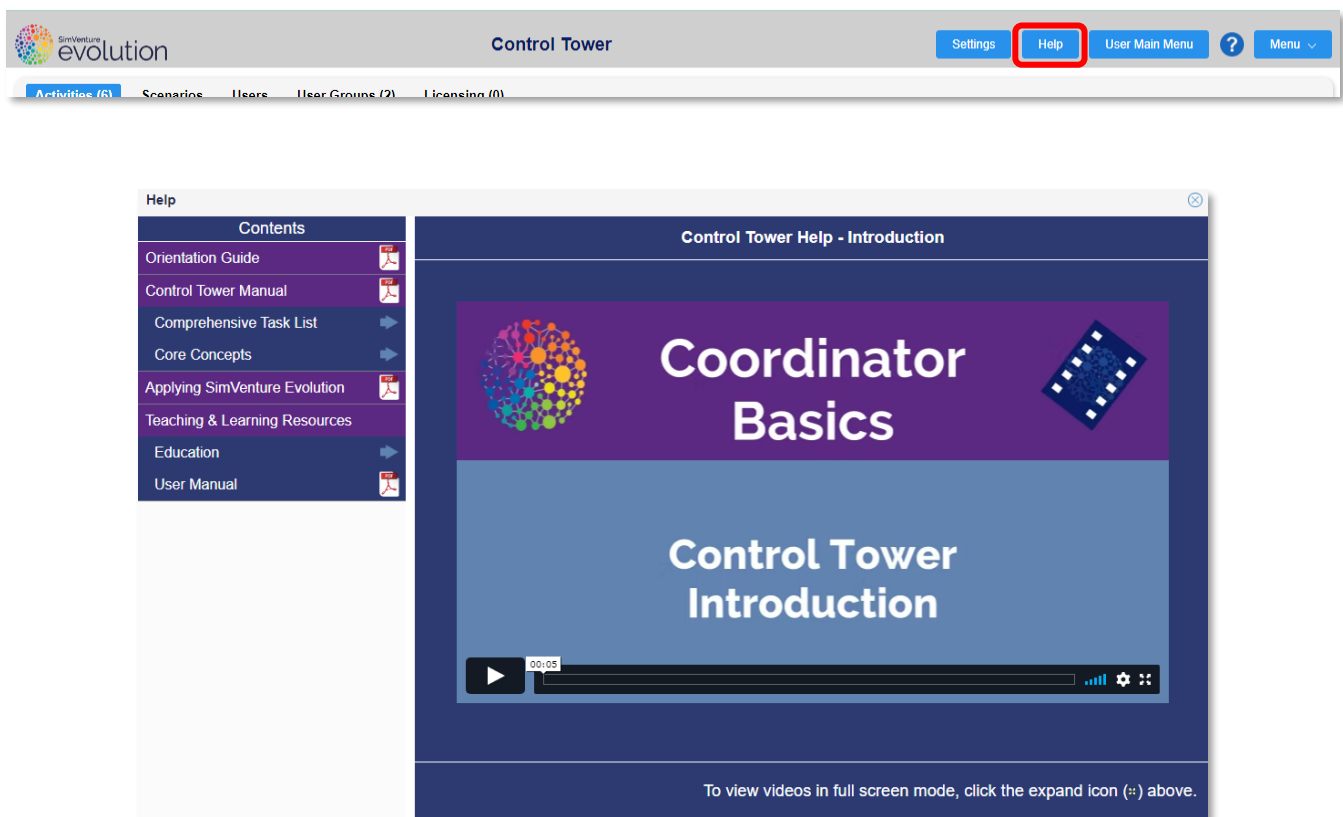
If you would like to purchase training or have any further queries, please contact your Learning Development Manager directly or visit the website for further information.