



Evolution

User Manual V11

A comprehensive guide for Evolution learners using the business simulation.

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Introduction

Evolution is an online platform that provides an interactive, realistic business experience, enabling you to apply and understand key theories, whilst enjoying the challenge of competition and risk.

Throughout this manual, and within the simulation, please note that you will be referred to as the User, and your tutor/trainer/instructor as the Coordinator.

The key purpose of this document is to provide you with information about the simulation from sign up and logging in, to running your first simulated business, and provide a reference point for:

- essential information to support new Users
- understanding and accessing the full functionality of the simulation
- troubleshooting and dealing with error messages encountered in the simulation

The simulation enables you to experience the key decisions involved in starting and running a bicycle manufacturing business. Operating in a complex market, with a range of potential customers and competitors, you will make the decisions that shape the company's progress.

The "Getting Started" activity is there to help you familiarise yourself with the simulation interface and basic functions.

Access to other activities is typically managed by your coordinator who will set up activities for you to explore different aspects of running a business. You may be conducting an activity as an individual, or as part of a team, in facilitated sessions or remotely.

Activities run in quarters for up to 10 years, so your starting point could be anywhere along that timeline. From a fledgling business with modest resources, to a well-established market leader, or anything in between.

Depending on the activity's settings, you may be able to rewind and repeat activities. This will allow you to learn actively in a risk-free environment that helps you understand both your successes and your mistakes. As well as understanding key business concepts, you will learn about decision making, problem solving, and the evaluation of risk, when determining business strategy.

If you are working in teams, you will experience the importance of leadership, negotiation, and communication.



Sign up and log in to Evolution

Before accessing the simulation, you will have been given details from your coordinator on how to sign up to Evolution. This could be in the form of a Username and Password or a sign-up document with instructions on how to create your account.

If you have been provided with a sign-up document, please follow the instructions on there and then come back to this guide.

If you have been given a Username and Password, then you can log in to Evolution using the link below:

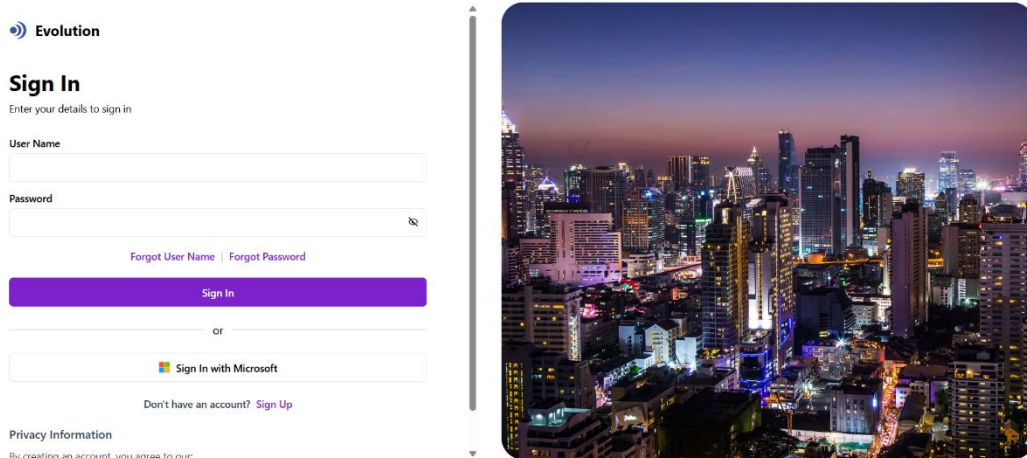
Login to Evolution here: <https://server.simventure.co.uk/SimVenture/SignIn>

You can use the same link to log into Evolution whenever you need.

Clicking this link will take you to the Sign In screen. Input the Username and Password that you used when signing up, or were provided with, and click 'Sign In'.

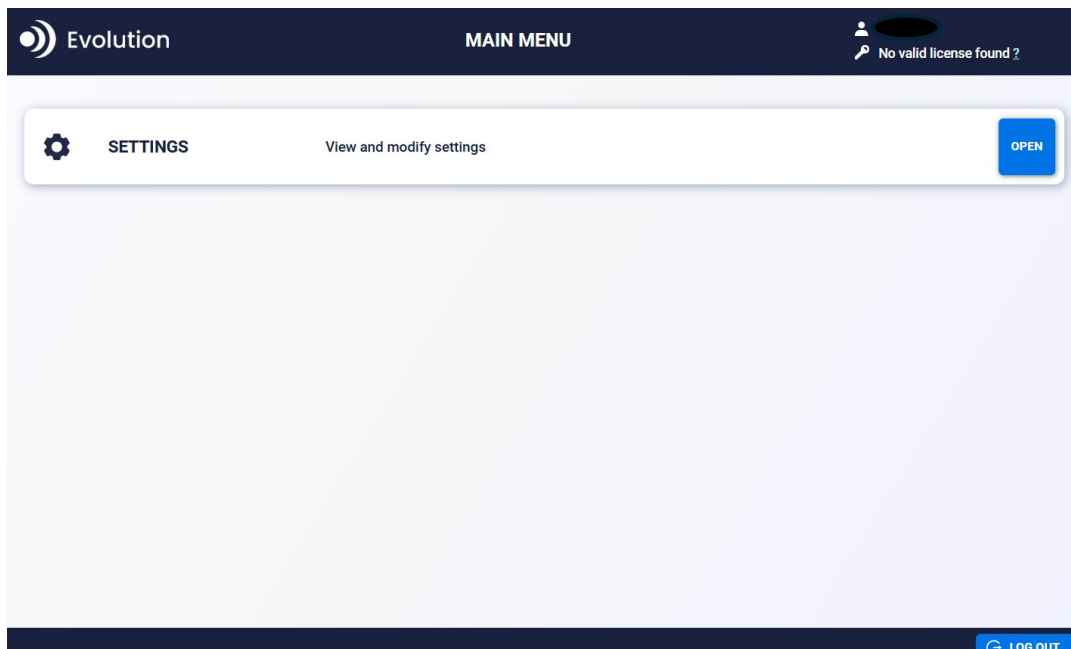
If you are using SSO (Single Sign-On), then click 'Sign In with Microsoft' and follow the instructions as they appear on screen.

If you have forgotten your Username or Password, please refer to your Coordinator for assistance.

The image shows a screenshot of the 'Evolution' Sign In page on the left and a vibrant night-time city skyline on the right. The Sign In page features the 'Evolution' logo at the top, followed by the title 'Sign In' and the instruction 'Enter your details to sign in'. Below this are input fields for 'User Name' and 'Password', with a 'Forgot User Name' and 'Forgot Password' link between them. A prominent purple 'Sign In' button is centered below the password field. An 'or' separator is followed by a 'Sign In with Microsoft' button. At the bottom, there is a 'Privacy Information' link and a small disclaimer: 'By creating an account, you agree to our:'. The city skyline on the right shows numerous illuminated skyscrapers and buildings against a dark night sky.

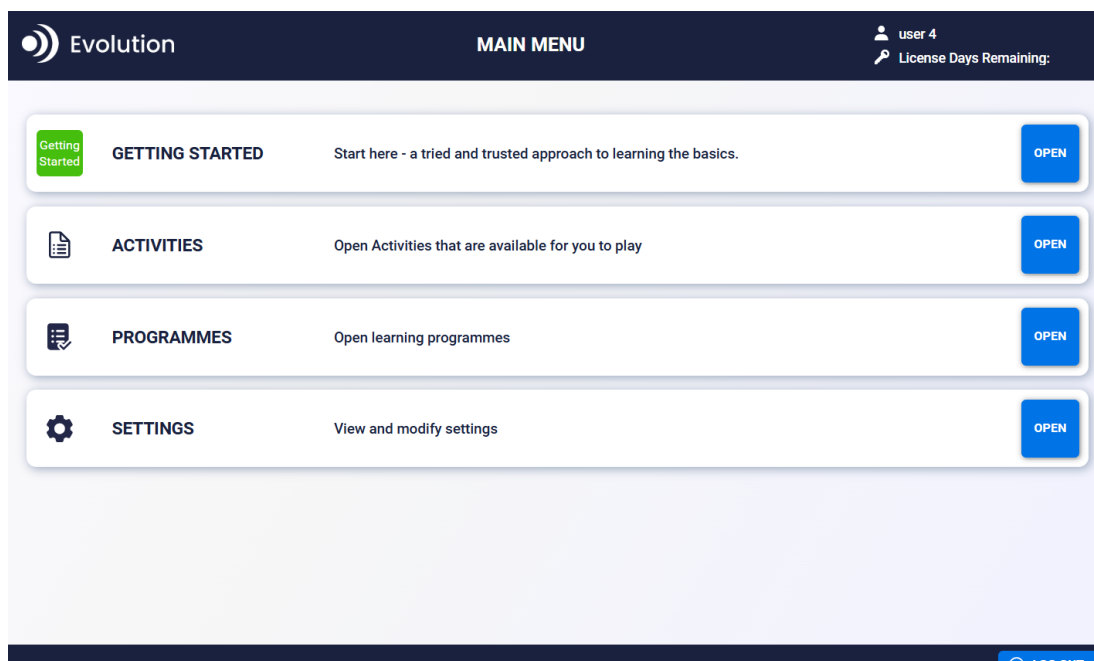
After signing in, you will see the Main Menu.

Please Note: If you can only see the screen as the picture below, then your license still needs to be activated. Only your Coordinator can activate your license



The Main Menu will display, from which you can access the 'Getting Started' introduction activity, other activities, and your account settings.

If you are using Evolution as a personal learning tool and are not linked to an institution or organisation, you will need to purchase a license before you can open any activities.



How to change your password, email address, and other

Navigate to 'Settings' on your Main Menu screen. Within settings, you can change your name, password, email address, language, currency of the simulation, background image, the option to turn on accessibility features, and the option to turn the sound on/off within the simulation.

Please Note: You will not be able to change your Username (the one that you created when you signed up to Evolution).

The screenshot shows the 'Settings' window with the following details:

- Change Name:**
 - First Name: user
 - Last Name: 4
- User Settings:**
 - CHANGE PASSWORD
 - CHANGE EMAIL
- General:**
 - Select Language: English (United Kingdom)
 - Select Currency: GBP (Great British Pound)
 - Accessibility Mode On: ☐
- Game Options:**
 - Sound On: ☐
 - Background Image: Nightscape
- Buttons:** SUBMIT CHANGES, CANCEL

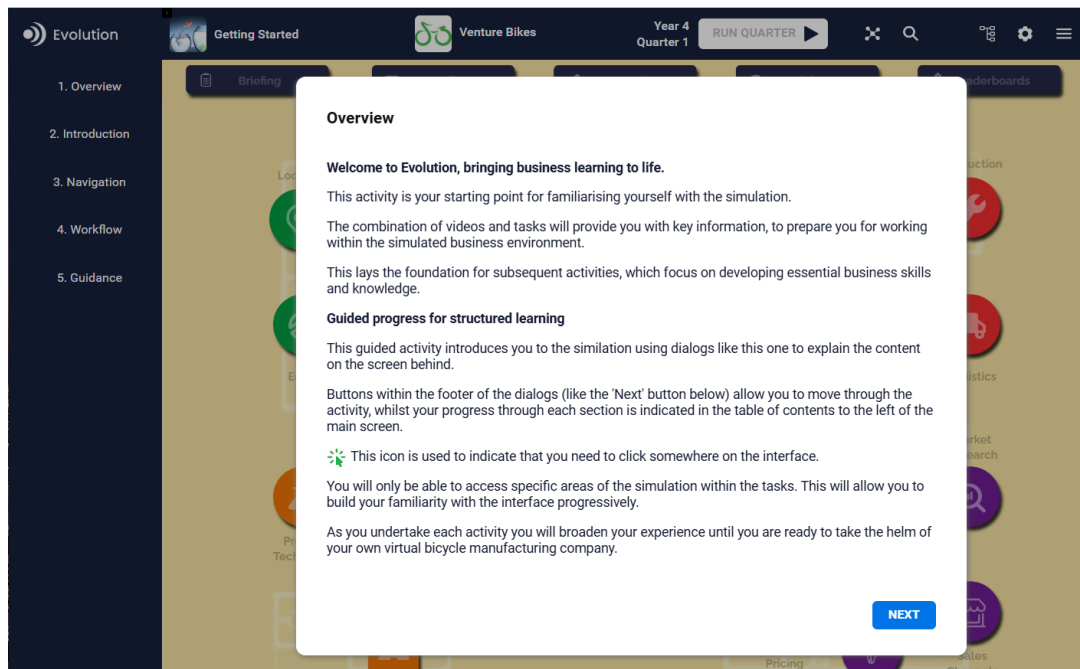
Getting Started with Evolution

Before accessing any other activities, we recommend starting with the 'Getting Started' activity on the top list of your Main Menu.

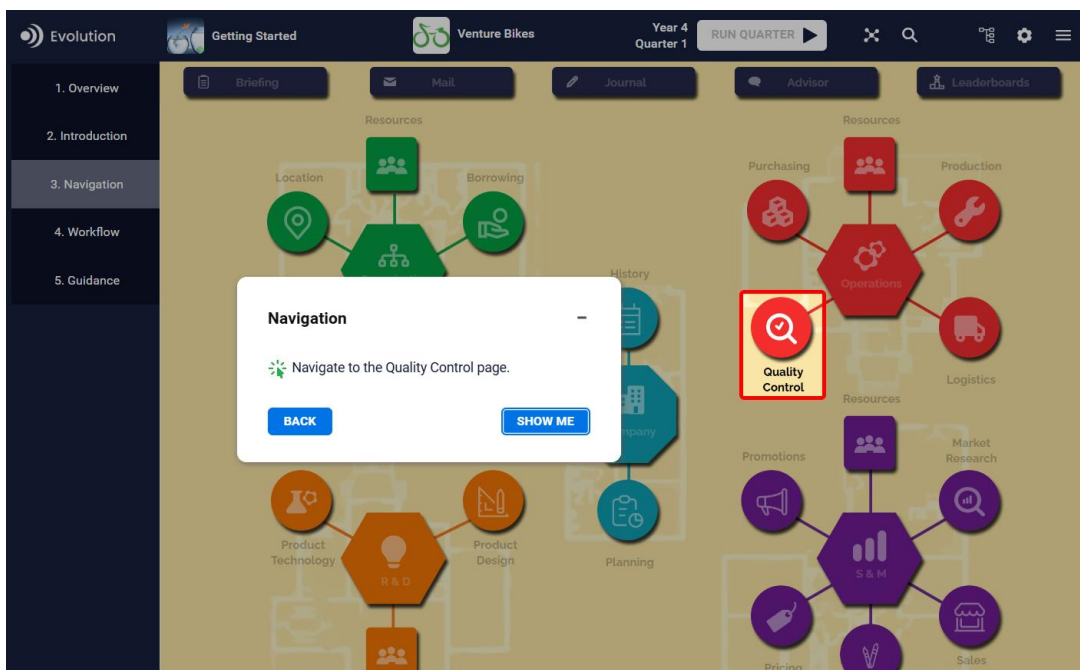
Click 'Open' next to 'Getting Started'.

Your screen will open to an overview and introduction of Evolution. This is a guided activity to help familiarise yourself with the simulation and learn more about the content within it and what the buttons d

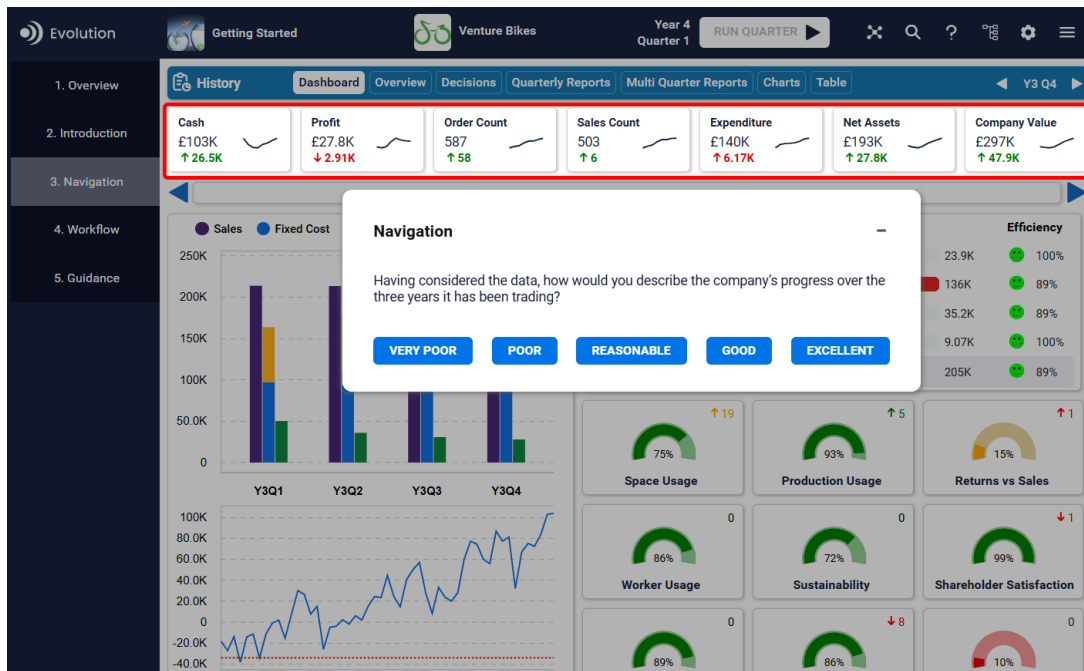




As you work through the activity, you will be introduced to different sections of the simulation and given a brief explanation of the features' uses and reasons why they affect the simulation.



Sometimes, the activity will test you to help you learn how to make decisions within the simulation and how to read the data provided.



Throughout the activity, you will also be shown introduction videos to the simulation. These videos are highly informative, and we recommend watching each one to gain a better understanding of the buttons and features that may not be shown throughout the step-by-step guidance.

Evolution

- 1. Overview
- 2. Introduction
- 3. Navigation
- 4. Workflow
- 5. Guidance

Guidance Video (01:23)

Click the play button (bottom left) to view the video. To view in full screen mode, use the 'Fullscreen' icon (bottom right).

GUIDANCE INTRO
NEXT

When you have completed the activity, you will be taken back to the Main Menu screen. You can complete this activity as many times as you want and it will not affect any of your work within the other activities provided by your Coordinator.

The Toolbar

The Tool Bar (top row) remains visible at all times within an open activity and contains the following elements:

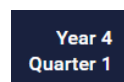
Activity Title / Company name – The title of the Activity is pre-determined, the Company Name is created by you on opening an Activity for the first time.



Company Logo / Name – a default logo and name displays here unless you upload your own image within the 'Company' screen.



Current Quarter - the most recently run quarter.



'Run Quarter' button – displays the Final Check screen and access to the 'Confirm Run Quarter' button.



Nav Map – click to display a screen with buttons to access all the business areas as well as the Briefing, History, Mail, Journal, and Advisor screen.



Highlight Button - highlights key words and phrases which can be clicked to view definitions.



The Data Explorer - provides an expandable view of all the parameters within the business areas.



Settings - allows you to amend settings relating to your user account.



Menu Button - provides access to a range of largely administrative functions.



The Navigation bar

The Navigation bar (left row) contains buttons to access each of the areas displayed in the Map screen:

'Collapse/Expand Panel' – the navigation bar can also be folded away to provide more screen space.



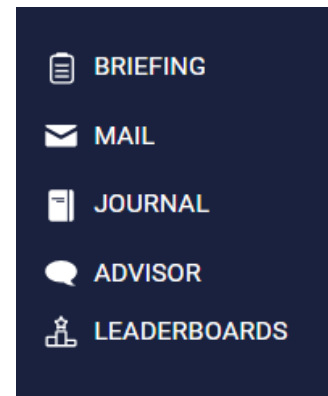
Briefing – this section contains narrative information and data about the specific scenario upon which the activity is based. Note that different tabs are included in each scenario.

Mail – this allows you to exchange messages with your coordinator within the system.

Journal – this allows you to make notes to record your progress and reflections as you progress through the activity.

Advisor – in this section, you'll find the answers to key strategic questions which relate to running your virtual business.

Leaderboards – this tab allows you to see how you are progressing compared to other teams within the same activity.



The simulation interface – a quick overview

Evolution allows you to manage a bicycle manufacturing company in a simulated market populated by virtual customers and competitors. The company comprises of 4 'Departments' each with its own 'Resources' function and 1 'Company' overview.

Organisation – Resources, Borrowing, Credit Control, Equity, Location, Sustainability

Operations – Quality Control, Purchasing, Resources, Production, Logistics

R&D (Research and Development) – Product Technology, Resources, Product Design

S&M (Sales and Marketing) – Promotions, Resources, Market Research, Sales Channels, Branding, Pricing

Company – History, Planning

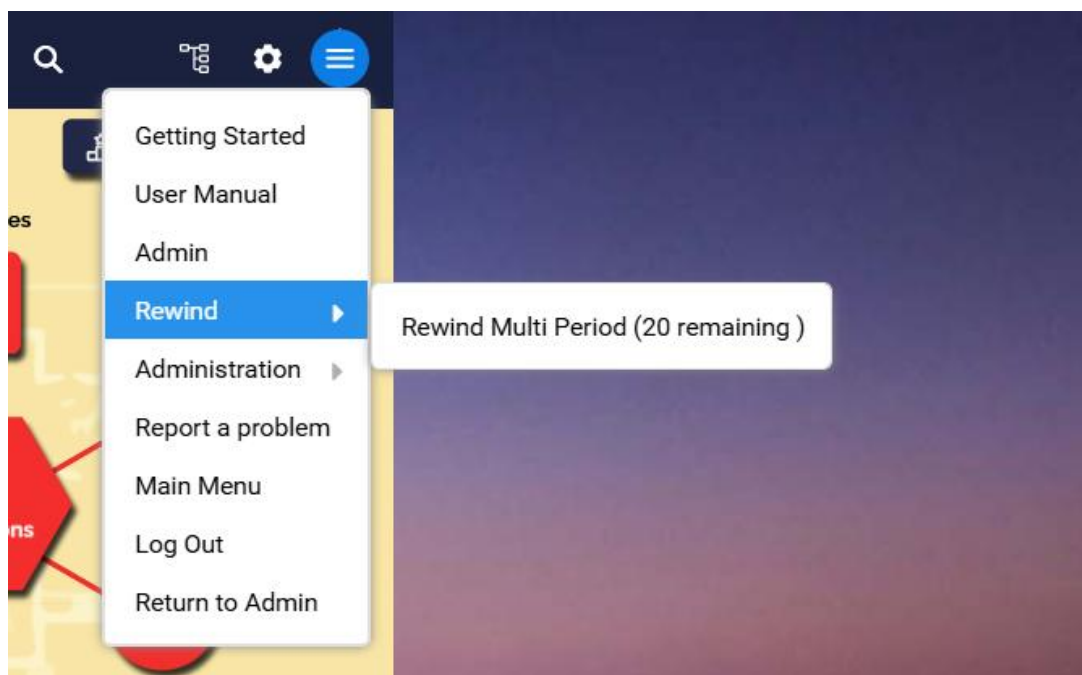
Decisions are made in each of these sections on a quarterly basis. The simulation models the market's response to the decisions you make each quarter.

Strategy and decisions directly influence the progress of the virtual business. As quarters progress, strategies need amending to suit the changing circumstances.



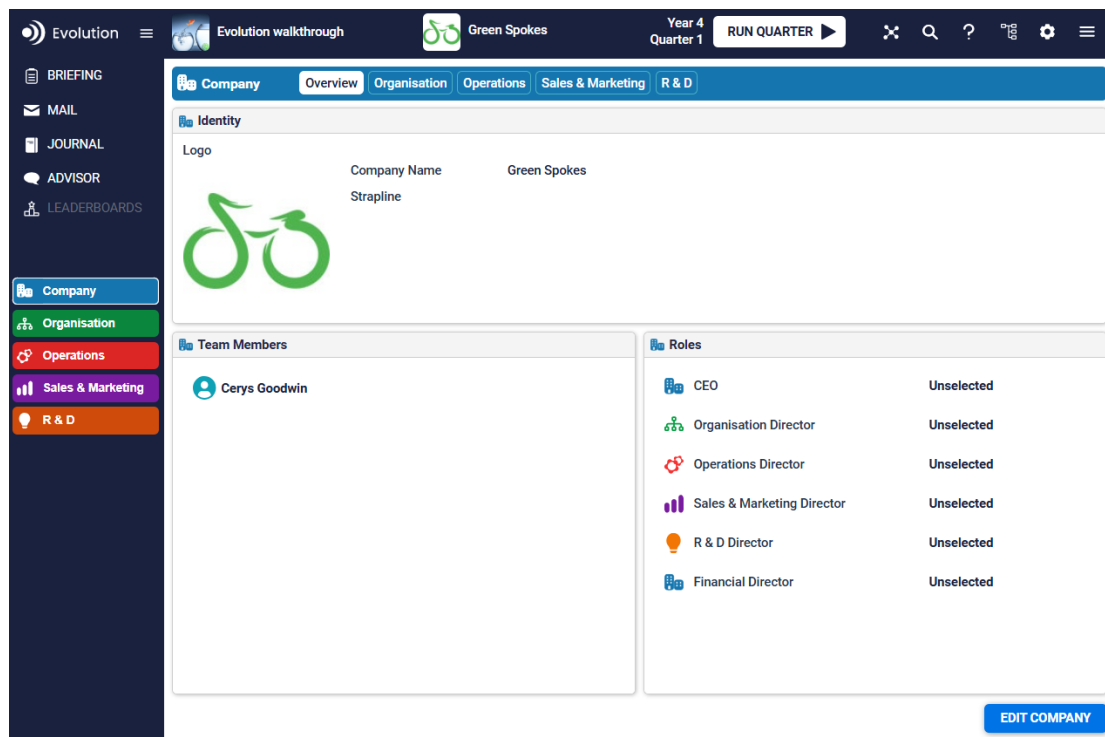


'Rewind' functions are available in specific activities to assist the learning process. Your Coordinator can provide you with a specific amount of Rewind Periods you can use or Full Rewind access. A Rewind Period will take you back 1 Quarter (e.g. Y4Q4 will become Y4Q3) whereas a Full Rewind will take you back to the beginning and reset all your work. To use a Rewind, click on the three lines in the top right corner.



If you are working within teams, your Coordinator will assign each team member into their designated team as you sign up. To view your team members, click on

'Company' in the middle of your screen. Your team members will appear in the box in the bottom left corner. Here, you can also assign roles to each member, and change your company name and logo.



As you complete activities and work through the simulation, you will need to evaluate the impact of the decisions you have made.

There is a significant amount of information available to help you understand the results of the quarter and many ways in which this can be tackled.

A good starting point is the 'History' overview page which provides a good summary of the outcomes of the decisions you have taken. You can then investigate further using the various tabs, to examine the detailed Profit and Cash results, the trends in the data, and the differences from Forecast, if you have created one.

Click on 'History' in the middle of your screen.

This will open detailed dashboard of overall data and information of your company currently.



The history pages provide historical data for each quarter that the company has been trading.

Using the dashboard, you can see which areas of the business may require more attention or positive input.

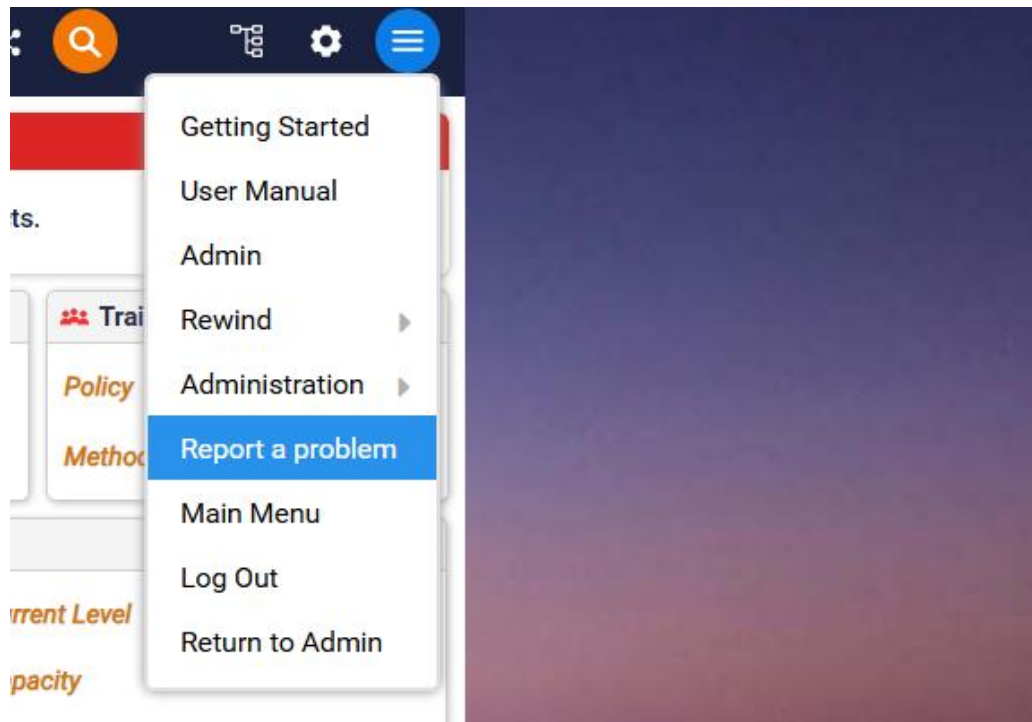
Your cashflow information (including profit and loss) can be viewed on the left side of the screen.

On the right side of the screen, you can view information about each department in your company and how they are performing in terms of time, cost, and efficiency.

If you ever feel stuck or confused, click the 'Advisor' button on the Navigation bar (left side of the screen). You can also click the 'Highlight' button (magnifying glass in the top Toolbar) to get definitions of specific words and titles within each simulation.

If you ever encounter a technical problem or 'glitch' whilst working on Evolution, you can 'Report a Problem' to our technical team. Click on the three lines in the top right corner and then click 'Report a Problem'.





Further support

Throughout this manual, and within the simulation, please note that we use specific terminology to make the descriptions and explanations as clear as possible.

Key terms used are as follows:

Coordinator - the tutor or instructor who is leading and/or managing your learning activities.

User - the student or learner who is using the simulation, either as an individual or as part of a team.

Team - a group of Users who are working together to run a company within an activity.

Scenario - Scenarios form the basis of activities in which Users run the simulated bicycle manufacturing company. They are starting points which vary in terms of the starting quarter, company resources/financial situation and the structure of the market within which the company operates.

Activity - the way in which a User engages with the simulation. Activities are set up by the Coordinator, based on a specific scenario. These are then assigned to Users/Teams who access them from within the Main Menu.

Briefing – a section within each activity providing an overview of the scenario on which an activity is based



For further information on how to access Evolution, please refer to this link here:
<https://simventure.com/evolution-login/>

Video resources can be found on our YouTube channel here:
https://www.youtube.com/watch?v=R6pRkTBpqiM&list=PLSsP2bQOgaaDXPvs_KlxGKsp15diOdQMm

If you have any questions regarding this document or Evolution itself, you can contact us at evolution@simventure.co.uk

