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COMPLEXITY

TOPSIM® – STARTUP

Entrepreneurs launch innovative products and stimulate the labour market, competition and society. However, there are many factors that must be considered for successful and sustainable business ventures. TOPSIM – Startup realistically illustrates the challenges encountered on the road to running your own business. This simulation game covers every typical stage of foundign a company from the idea to the entry using the example of a surfboard manufacturer.

ABOUT TOPSIM – STARTUP

- ▶ The entrepreneurial business game TOPSIM – Startup simulates establishing a company. Participants experience all phases of a typical start-up by founding and managing a surfboard manufacturer. This includes:
 1. Idea generation and development of a business model
 2. Creation of a business plan
 3. Negotiation for funding with investors
 4. Corporate management after the market entry
- ▶ Integrated tools such as the Business Plan Assistant, assist players during the founding process. Ultimately, each tema must compete to succeed in the market. Therefore, it is important for participants to react to market developments while remaining loyal to their strategy. The simulation teaches the fundamentals of business practices and is designed to introduce players to the start-up process.

Example: business plan decisions

Foundation Tool

[Save and Continue](#)

BUSINESS MODEL

GENERAL INFORMATION

Company Name:

BUSINESS MODEL CANVAS

Key Partners	Key Activities	Value Propositions	Customer Relationships	Customer Segments
	Key Resources		Channels	

TOPICS COVERED

Fields: Start-up / Entrepreneurship

- ▶ Methods for developing business ideas and business models (e.g. the Business Model Canvas*)
- ▶ Market analysis
- ▶ Developing a business plan
- ▶ Capital procurement (loans, venture capital)
- ▶ Human resource planning and capacity utilisation
- ▶ Business valuation
- ▶ Fundamentals of investment appraisal
- ▶ Fundamentals of internal and external accounting

*Creative Commons Lizenz: Strategyzer (strategyzer.com)

GENERAL LEARNING OBJECTIVES OF TOPSIM – SIMULATION GAMES

- ▶ Recognize and consider internal and external conditions for business success in a dynamic competitive environment
- ▶ Select and implement strategies to achieve targets
- ▶ Evaluate business data
- ▶ Effective decision-making in a team
- ▶ Assess the implications of decisions

LEARNING OBJECTIVES OF TOPSIM – STARTUP

- ▶ Manage information complexity while founding a business
- ▶ Identify potential demand, target groups and competitive advantages
- ▶ Create a business plan with the help of the Business Plan Assistant
- ▶ Understand and compare capital procurement options
- ▶ Develop negotiation skills with investors
- ▶ Interpret internal and external accounting information for business management

COMPLEXITY



TARGET GROUPS

- ▶ Bachelor and Master students in all disciplines
- ▶ Entrepreneurs without prior business knowledge
- ▶ Those interested in start-ups at companies and other organisations such as chambers of commerce, training centres and start-up consultants (intrapreneurship)
- ▶ Senior secondary school pupils and students at vocational schools

SIMULATION DETAILS

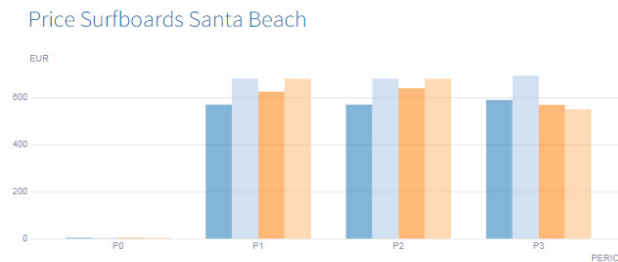
- ▶ Duration: 2 - 3 days
- ▶ Max. 6 periods with up to 16 decisions
- ▶ Participants: 9 - 50 (3 - 10 groups, 3 - 5 players each)
- ▶ Language: English, German
- ▶ Classroom, blended or distance learning concepts possible

HARDWARE/SOFTWARE

For the use in the TOPSIM – Cloud

- ▶ Web browser: Google Chrome, Mozilla Firefox, Internet Explorer or Apple Safari
- ▶ Regardless of operating system and device

Example: facilitator tools in the TOPSIM – Cloud



WHY CHOOSE TOPSIM

- ▶ Market leader for computer-based business simulation
- ▶ More than 300 universities and 150 companies use our simulations
- ▶ More than 1800 certified TOPSIM games coordinators
- ▶ Regular training courses for seminar facilitators
- ▶ Annual user convention for training, development and exchange



CONTACT

Are you interested in our simulation?
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