

STARTUP ESSENTIALS

Level 1: Essentials

The entry-level simulation Startup Essentials enables participants to go through the typical steps of a business startup without risk and to manage their own company.

Using a surfboard manufacturer as an example, the simulation covers all the stages of starting a business - from brainstorming and developing a business model, to creating a business plan and securing financing, to entering the market and managing the company.

The focus of Startup Essentials is on the basics of starting a business as well as business administration and shows the entrepreneurial challenges on the way to self-employment.



TARGET GROUPS

- ▶ Introductory events in all fields of study
- ▶ People interested in founding a company and junior managers
- ▶ Employees from all corporate areas
- ▶ Trainees



PROCEDURE

- ▶ Length: 10 to 24 hours
- ▶ Up to 6 periods with up to 14 decisions each



CONCEPTS OF USE

- ▶ Face-to-face, blended, online
- ▶ PC, laptop & tablet of 720p
- ▶ Language: English/German
- ▶ Infinitely scalable number of participants



TECHNICAL LEARNING OBJECTIVES

- ▶ Master the information complexity of a start-up situation
- ▶ Identify demand potentials, target groups and competitive advantages
- ▶ Create a business plan with the business plan assistant
- ▶ Compare capital procurement options and develop negotiation skills with investors



GENERAL LEARNING OBJECTIVES

- ▶ Make efficient decisions in a team under time pressure
- ▶ Evaluate business data
- ▶ Select and implement strategies to achieve goals
- ▶ Consider general conditions in a dynamic competitive environment

CONTACT US

For questions and further information, please contact us by e-mail at info@topsim.com

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LEARNING CONTENT

- ▶ Phases of starting a business
- ▶ Market analysis
- ▶ Getting to know capital procurement possibilities
- ▶ Terms and key figures of business administration
- ▶ Basics of marketing
- ▶ Personnel planning and capacity utilization
- ▶ Basics of business valuation
- ▶ Target-performance analyses between business plan and reality
- ▶ Interpret information from internal and external accounting for corporate management purposes



DECISION AREAS



Sales



Research & Development



Procurement



Production



Personnel



Finance & Accounting

LEVEL OF COMPLEXITY

Business simulations with a higher complexity level are more demanding from the start than business simulations with a lower complexity level. In a level 3 simulation, for example, extensive business knowledge is already assumed in the first lesson.

Level 1: Essentials

Recognize the impact of operational activities and decisions.

Level 2: Advanced

Implement competitive strategies for various products and markets.

Level 3: Mastering

Describe and resolve holistic long-term goal conflicts.

Building up on Level 1

Building up on Level 1 and 2

WHY CHOOSE TOPSIM?

- ▶ Market leader in the field of online-based business simulations
- ▶ Active users include more than 300 universities and 150 companies
- ▶ Over 1,800 certified TOPSIM simulation instructors
- ▶ Convenient cross-device access to content in the TOPSIM-Cloud regardless of location or operating system

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