

# ▶ CHALLENGE YOUR STARTUPPERS

with SIMTEAM

## How to prepare startupper for real?

Put them in business situations without any real-life risks with

**SIMTEAM**

During the simulation the STARTUPPERS form teams and manage project based companies.

By using SimTeam, participants see how theory works in practice or how leadership decisions influence a company's fate.

“ A startup is a human institution designed to create something new under conditions of extreme uncertainty. ”  
- Eric Ries -



Business Simulation

## USING SIMTEAM

- ▶ The SimTeam simulation platform suits perfectly the curriculum of entrepreneurship courses with startup focus:
  - practice teamwork,
  - experience the weight of a business decision
  - face competition
  - learn various management practices

## MAIN ELEMENTS

▶ The simulation creates situations where startupper can understand and practice the approach of entrepreneurship.

Participants will face changing environments where their enterprise continuously faces competition. They should **work out innovative answers** for the challenges, evaluate the risk positions and co-operate with fellow teammates.

Participants can learn how to see the **bigger picture** as they face complex decisions, which need the cooperation and input of every functional area of the company.

During the simulation participants will be made to **think and make decisions** in the long run, but they also need to balance the **short-term and long-term** goals of the company.

## EDUCATION PROGRAMME

▶ A crucial element of the startup incubation process is the comprehensive business training provided for the startup personnel.

During this activity participants can familiarise with the key management concepts and tools that will be fundamental for their company's success.