

Faculty Users Guide



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Why Entrepreneurship – The Game

The purpose of the simulation is to provide your students with a hands-on experience of the topics being discussed in a typical business class through experiential learning technologies. The simulation reinforces the 4P's, Internal Operations, HR, Cash Flow, Investment decisions, product design, market value proposition, effectiveness of different advertising mechanisms, short term strategic planning, competitive analysis and a number of other concepts all emulated in an easy-to-use intuitive system. Provide your students with:

- an immersive hands-on experience
- the opportunity to practice what they have learned
- a product design experience and appreciation of the importance of the Value Proposition
- an opportunity to perform market analyses and experience the impact of their choices
- analyzing a variety of advertising approaches to create an advertising campaign
- experience in managing cash flow and understanding sources of funds
- the insight into the real-world difficulties of projecting sales and the impact of excess inventory
- an experience in the dilution of ownership when selling shares in their privately held corporation
- a “sandbox” to test their strategies and compete with other students
- an opportunity to become better managers by doing and experiencing the responsibility of managing
- a hands-on opportunity to practice ‘responsibility’ and experience being accountable
- a confidence building experiential learning tool that supports your teaching

Your students should consider this a hands-on experience in starting a business. At the end of the simulation your students will have some experience with:

- Understanding the process of starting a business
- The importance of the 4P's in product marketing
- Determining a products Value Proposition and the usage of ‘EVAC’ (Effort, Value, Acceptance & Cost)
- The forces that can cause a business failure
- The differences between Entrepreneurship, creativity, and innovation
- An experiential approach to preparing a business plan
- Identifying the market niche of a product or service
- Describing the components of a marketing plan and be able to prepare one
- Projecting unit sales and revenue
- Developing a pricing strategy for a product
- Understanding the ‘Knowledge Chain’ culminating in Actionable Knowledge
- Creating and managing a Projected Cash Flow spreadsheet
- Managing debt and equity capital
- Monitoring measures & metrics and when necessary, Manage change

Faculty Procedure

1. Create an account – Simulation Software – Entrepreneurship – The Game, Web site GoEntrepreneur.net or <https://lekacos.com/tpieent/Index.php>
2. Create a game (this will assign a Game Code to be given to your students)
3. If desired, modify the game or change the configuration options
4. Develop a Grading Schema (Recommended 10 to 20 points)
5. Determine the Quarterly Due Dates
 - a. Quarter 1 processing date
 - b. Quarter 2 processing date
 - c. Quarter 3 processing date
 - d. Quarter 4 processing date
6. Enter the Simulation information into your syllabus (*sample syllabus insertion provided below*)
7. List the Game Code on the class website
8. Inform your students to register for the simulation (*sample student procedure provided below*)
9. Monitor the student activity and results. This can be done quarterly or at the end of the game depending on the grading schema.
10. Grade student's

Syllabus Insertion sample

To facilitate the concepts being discussed in class we are going to use a simulation called “Entrepreneurship – The Game”. This experiential learning tool employs gamification to reinforce the topics by providing you with a hands-on experience of some of the complexities associated with starting a new business. Even though the interface is straightforward and easy to use, the simulation illustrates the salient points in product design, a products value proposition, selection of viable marketing campaigns, elements of a pricing strategy, investment in human resources and most importantly managing the cash flow. The simulation represents 4 quarters reflecting the initial startup period.

Student Procedure sample (include in your syllabus)

- A. *Simulation Software – Entrepreneurship – The Game, Web site GoEntrepreneur.net or <https://lekacos.com/tpieent/Index.php>*
- B. *Create an account*
- C. *Register using the Game Code assigned*
- D. *Purchase the License Fee. \$26.99*
- E. *Be aware of the Grading Schema (Recommended 10 to 20 points)*
 1. *Review the Training Videos – x points*
 2. *Enter Quarter decisions – y points per quarter*
 3. *Submit a 1-page Internal Audit of your company – z points*
- F. *List the Due Dates*
 1. *Review of training materials date*
 2. *Quarter 1 processing date*
 3. *Quarter 2 processing date*
 4. *Quarter 3 processing date*
 5. *Quarter 4 processing date*
- G. *Note: If a student registers after a quarter has been processed, they will start at the current quarter.*

Game Configuration Options

When creating the game or any time afterwards you have a set of parameters that can be changed. There is no need to modify the default values. However, if you wish to emulate a specific environment or emphasize a set of constraints you have the capability to do so. As, we will discuss, later in this document, you also can create vertical industries by modifying the Product Features, Advertising Plans and Markets. The general configurations fall into two categories, financial constraints and game options. The website screen, figure 1, is shown below. The course Start and End dates are administrative and do not have impact on the game other than to control the range of dates for the Quarters. The

School	Brooklyn Polytechnic Institute
Course	Entrepreneurship
Course Number	BUS 353.1
Faculty	Lekacos
Course Start Date	07/07/2022 <input type="checkbox"/>
Course End Date	08/16/2022 <input type="checkbox"/>
Quarter 1 Process Date	07/11/2022 <input type="checkbox"/> Process: <input checked="" type="radio"/> Manual <input type="radio"/> Automatic
Quarter 2 Process Date	07/13/2022 <input type="checkbox"/> Process: <input checked="" type="radio"/> Manual <input type="radio"/> Automatic
Quarter 3 Process Date	08/08/2022 <input type="checkbox"/> Process: <input checked="" type="radio"/> Manual <input type="radio"/> Automatic
Quarter 4 Process Date	08/09/2022 <input type="checkbox"/> Process: <input checked="" type="radio"/> Manual <input type="radio"/> Automatic
Company Bank Balance	1000.00
Personal Bank Balance	1000.00
Credit Card Limit	0.00
Credit Card Interest	0.18
Maximum Commercial Loan	10000.00
Commercial Loan Interest	0.07
Maximum Family Loan	1000.00
Family Loan Interest	0.05
Starting Share Price	10.00
Shares Entrepreneur	1000
Family Investment Premium	0.15
Professional Investment Discount	0.10
Sellable Shares Qtr1	10000
Sellable Shares Qtr2	10000
Sellable Shares Qtr3	10000
Sellable Shares Qtr4	10000
Maximum HR Expense Per Quarter	1000.00
HR Impact on Salary Expense	0.85
HR Impact on Marketing Effectiveness	0.15
HR Impact on Operational Efficiency	0.10
Product Modifications after 1st Quarter	Allow Modifications <input type="checkbox"/>

Figure 1 Game Configuration

Quarter processing dates represent the dates the simulation will be processed. Automatic instructs the system to update on that date. Manual implies that, you the faculty member, will update the game. Note: for manually processed dates, the date is a milestone for the student. You can process the simulation any time before, on or after the indicated date. Best practice would be to process on the specified date so as not confuse the student regarding deadlines.

Company Bank Balance	Company Bank balance represents the starting amount of capital in the company's bank account. Each quarter this amount will be adjusted for cash inflows and cash outflows. This is an opening balance.
Personal Bank Balance	Personal bank balance represents how much capital the entrepreneur has in their personal bank account. This value represents the maximum amount that can be withdrawn during the four quarters. Once the maximum has been taken out the entrepreneur can no longer access any funds from this source. This value represents the maximum amount for the entire game.
Credit Card Limit	Credit card limit represents the charge limit available on the entrepreneur's personal credit card. This value represents the maximum amount that can be taken out during the four quarters. Once this amount has been charged the

	entrepreneur can no longer charge against this source of funds. This value represents the maximum amount for the entire game.
Credit Card Interest	Credit card interest represents the interest percent calculated on a quarterly basis on the credit taken from the associated credit card.
Maximum Commercial Loan	Maximum commercial loan represents the commercial capital available to the entrepreneur during the four quarters. Once they have borrowed up to this Max they no longer can borrow funds from this commercial source. This value represents the maximum amount for the entire game.
Commercial Loan Interest	Commercial loan interest represents the interest on commercial loans taken by the entrepreneur.
Maximum Family Loan	Maximum family loan represents the maximum amount of funds that the entrepreneur can borrow from family members during the four quarters. Once they have borrowed the full amount, they can no longer receive funds from the source. This value represents the maximum amount for the entire game.
Family Loan Interest	Family loan interest represents the interest on the family loans taken by the entrepreneur.
Starting Share Price	Starting share price represents the price per share in the first quarter. This value will change after each quarter has been processed.
Shares Entrepreneur	Shares entrepreneur represents the number of shares in the possession of the entrepreneur. This value is used to calculate ownership percentages.
Family Investment Premium	Family investment Premium represents a surcharge on the price per share when new shares are issued to family members.
Professional Investment Discount	Professional investment discount represents a reduction in the share price when new shares are sold to professional investors.
Sellable Shares Qtr 1	Sellable shares quarter one represents the maximum number of shares that can be sold during the specified quarter. This places a limit on the number of shares that can be sold during the specified quarter.
Sellable Shares Qtr 2	Sellable shares quarter two represents the maximum number of shares that can be sold during the specified quarter. This places a limit on the number of shares that can be sold during the specified quarter.
Sellable Shares Qtr 3	Sellable shares quarter three represents the maximum number of shares that can be sold during the specified quarter. This places a limit on the number of shares that can be sold during the specified quarter.
Sellable Shares Qtr 4	Sellable shares quarter four represents the maximum number of shares that can be sold during the specified quarter. This places a limit on the number of shares that can be sold during the specified quarter.
Human Resources	Human resources is an expense line item. This value represents the maximum quarterly dollars that can be spent hiring HR resources. This expense amount is the same for each quarter.
HR Impact on Salaries	HR Impact on salaries this percentage reflects the salary associated with the HR resources being acquired. It is calculated on the cumulative HR expense.
HR Impact on Marketing Effectiveness	HR Impact on marketing effectiveness reflects the percentage associated with marketing HR resources that enhance the product marketing process. It is calculated on the cumulative HR expenditures.
HR Impact on Operational Efficiency	HR Impact on operational efficiency reflects the percentage associated with operational HR resources that enhance the internal operations of the company it is calculated on the cumulative HR expenditures.
Product Modifications after 1 st Quarter	Product modification after first quarter is a configuration option that can prevent the student from modifying their product after quarter one. However, since this value can be changed at any time during the game you can elect to allow students to change a product during the first two quarters

	and then come to this configuration option and change it to prevent any further modifications. You can also configure no changes after the first quarter and then come to this configurable option at the beginning of the fourth quarter and allow modifications.
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To provide as much configuration flexibility as possible, the information regarding these parameters can be changed at any quarter and will be reflected from that quarter going forward. So, for example you may wish to limit initially the amount of funds that are available from a commercial bank however you would also like in quarter three to increase the available amount students can borrow. After quarter two has been processed you now revise the commercial bank limit and the new limit will be reflected in quarters three and four. This flexibility holds true for all the parameters listed.

Scheduling Rationale

The simulation is based on 4-Quarters that are processed either automatically or manually. However, when they are processed depends on how you wish to integrate the simulation into your course. Topical alignment would reinforce the specific content but may not allow a student to “get into the flow of the game”. Some faculty have used the simulation as a course assessment tool. Having the students complete the game during the first or second week of class and then again at the end of the semester. The Quarterly processing dates are entered when you create the game and can be revised at any time prior to the due date. To facilitate the integration of the simulation into your course here are the main business experiences, in the simulation:

- Product design
 - Product features and their value proposition to a specific market
 - Product features cost and the suggested retail
 - EVAC (Effort, Value, Acceptance and Cost/Change)
- Marketing
 - Market Analysis
 - Population
 - Selling price
 - Product value in market
 - Advertising streams and their effectiveness in specific markets
 - Advertising campaign and the associated budgets
 - Sales projections, in units
- Operations
 - Human resources
 - Inventory Storage costs
 - Product Gross Margin
 - Management (Knowledge Chain)
- Sources of Cash (Capital)
 - Personal bank accounts
 - Personal credit cards
 - Commercial loans
 - Family loans
 - Investments
 - Family
 - Professional
 - Operations

A typical Quarterly schedule could align to one or more of the topics or as an overall “assessment” of the student (Restart Feature). Some possible processing formats are:

- Over 4-consecutive days
- Over a 4-week period with the processing day being the same day of the week
- Over a 2-week period with each week having two consecutive processing days.
- A random schedule that aligns to your course in some other manner.

- If planning to use the simulation as an assessment tool (the Restart Feature) then the game is scheduled some time during the first two weeks and after Restart at some time during the last two weeks.

The scheduling decision is yours and is based on how you wish to embed the simulation into the course. The option to Manually process or automatic processing a quarter are available. Manually processing means, you will process the simulation from your main screen. Note: processing takes a few seconds. This method is most frequently used by faculty who wish to process during class and then discuss the results. You can also configure a Quarter to be processed automatically at 11:59pm on that date. The system will perform the task. Normally, this is the best approach if you have scheduled the processing date outside of class time.

For example, in an Entrepreneurship class you may wish to schedule the Quarters as follows:

Quarter 1	After discussing the Business Plan
Quarter 2	After the Marketing Plan
Quarter 3	After the Financial Plan & Sources of Capital
Quarter 4	After the Organizational Plan

For example, in an Introduction to Business class this may be a compatible schedule

Quarter 1	After Entrepreneurship and Starting a Business
Quarter 2	After Marketing
Quarter 3	After Operations
Quarter 4	After Financial Management

As discussed, these Quarterly Processing dates typically would reflect your desire to align the simulation with the material being discussed in class. In the case of assessing a student, the “Restart Feature”, you would schedule the first round of four quarters during the first two weeks of class and then after restart reschedule the simulation during the last two weeks of class. This will enable you to assess the student at the beginning and end of the course. In all cases, when and how you elect to schedule the Quarter Processing is up to you.

Possible Grading Schema

Points could be given based on any combination of the following:

1. A student reviewing the simulation instructional materials
2. A student completing each of the four quarters
3. A student’s participation:
 - a. Number of Logins
 - b. Login date and Quarter processing date
 - c. Minutes spent in decision making
4. Performance based measures and class metrics, For example:
 - a. Cash in Bank
 - b. Revenue
 - c. Market Share
 - d. Quantity on Hand (i.e. projections)
 - e. Share price
 - f. Percentage of company sold
 - g. Cash requested
 - h. HR investment

Note: these can be measured Quarterly or at the end of the simulation
5. Essay on their managerial efforts (i.e. internal audit of the company processes)

These are only suggestions; and are provided as a starting baseline.

Faculty Main Screen

Faculty main screen allows you to control all aspects of the current game in future games. From the screen you can edit the various parameters of the current game or a future game and you can duplicate a current game into a future game. On this screen you can also edit the features, ad plans and markets to customize your game or create a vertical industry. On this screen you also can review and export quarterly activity and quarterly results. Lastly you could manually process a

quarter, restart a game if you are using the assessment feature and delete a game including all students. On this screen you also can create a new game rather than duplicate an existing one and view the various vertical industries to determine if you are interested in incorporating one into a new game. You also edit your profile from this control screen.

Features that are irreversible such as processing quarter, restarting a game, or deleting a game always prompt you to verify if you wish to continue. The system also prevents actions which are not allowed, for example you will not be able to delete a game that has students and has not been completed, you cannot restart a game that has not been completed, and you cannot process a game that does not have students.

Exporting Game Data

The quarterly activity and results provide an on-screen review of the information as well as an export feature which allows you to download the information into an Excel spreadsheet. It is recommended, depending upon your grading schema, to download the quarterly results and if desired the quarterly activities. This information will assist you in grading

1	Last Login	No. of Logi	QOH	Cash - Company	Cash Taken	Personal Cash Taken	CC Cash Taken	Commercial Cash Taken	Family Share	Pric	Entrepren	Family Shares	Professional Shares	HR Expense	Revenue-1	Sold-1	Revenue-2	Sold-2	Revenue-3	Sold-3										
2	6/27/2022 16			500.00	\$	500.00	\$	3,000.00	\$	500.00	\$	1.01	1000	50	0	\$	200.00	\$	8,811.27	221	\$	1,634.67	41	\$	6,299.46	158				
3	6/27/2022 16			500.00	\$	-	\$	3,000.00	\$	-	\$	3.44	1000	50	0	\$	200.00	\$	17,745.00	507	\$	6,755.00	193	\$	2,835.00	81				
4	6/27/2022 16:40	2	4	600.00	\$	-	\$	4,000.00	\$	-	\$	3.41	1000	20	0	\$	500.00	\$	19,001.84	484	\$	6,517.16	166	\$	-	0				
5	6/27/2022 16:47	3	2	120	\$	18,889.50	\$	600.00	\$	-	\$	3,000.00	\$	200.00	\$	2.46	1000	25	0	\$	500.00	\$	4,914.00	117	\$	1,848.00	44	\$	21,798.00	519
6	6/27/2022 16:48	3	2	621	\$	33,063.50	\$	-	\$	-	\$	3,000.00	\$	-	\$	5.62	1000	75	0	\$	700.00	\$	14,553.00	297	\$	3,430.00	70	\$	49,588.00	1012
7	6/27/2022 16:49	3	2	521	\$	9,287.00	\$	-	\$	-	\$	1,500.00	\$	-	\$	1.30	1000	400	0	\$	600.00	\$	7,182.00	189	\$	1,672.00	44	\$	9,348.00	246
8	6/27/2022 15:04	2	2	626	\$	2,206.00	\$	-	\$	-	\$	4,000.00	\$	-	\$	0.35	1000	0	0	\$	250.00	\$	6,981.00	179	\$	1,482.00	38	\$	4,173.00	107
9	6/27/2022 15:17	2	2	361	\$	10,891.00	\$	500.00	\$	-	\$	4,000.00	\$	-	\$	1.96	1000	0	0	\$	250.00	\$	2,457.00	63	\$	10,452.00	268	\$	6,162.00	158
10	6/27/2022 15:27	2	2	0	\$	23,110.50	\$	500.00	\$	-	\$	5,000.00	\$	-	\$	3.24	1000	0	0	\$	500.00	\$	27,200.84	716	\$	8,889.66	234	\$	-	0
11	6/27/2022 16:51	3	2	52	\$	26,450.76	\$	750.00	\$	-	\$	4,500.00	\$	-	\$	4.76	1000	25	0	\$	500.00	\$	6,618.82	166	\$	13,196.97	331	\$	15,987.87	401
12	6/27/2022 16:52	3	2	0	\$	24,668.00	\$	1,000.00	\$	-	\$	4,000.00	\$	-	\$	4.93	1000	475	0	\$	1,000.00	\$	3,182.00	74	\$	1,677.00	39	\$	31,691.00	737
13	6/27/2022 16:05	2	2	73	\$	23,607.99	\$	675.00	\$	-	\$	4,000.00	\$	-	\$	3.07	1000	25	0	\$	800.00	\$	4,392.92	116	\$	13,784.68	364	\$	16,927.89	447
14	6/27/2022 16:16	2	2	0	\$	30,265.00	\$	575.00	\$	-	\$	3,500.00	\$	-	\$	4.24	1000	0	40	\$	650.00	\$	45,887.76	978	\$	5,724.24	122	\$	-	0
15	6/27/2022 16:33	2	2	1773	\$	(3,456.50)	\$	1,000.00	\$	-	\$	2,000.00	\$	-	\$	1.00	1000	15	0	\$	500.00	\$	22,016.00	512	\$	1,419.00	33	\$	7,826.00	182
16	6/27/2022 16:46	2	2	376	\$	19,938.76	\$	1,500.00	\$	500.00	\$	-	\$	-	\$	3.19	1000	30	0	\$	800.00	\$	25,833.54	646	\$	520,674.83	517	\$	18,435.39	461
17	6/27/2022 16:59	2	2	730	\$	21,350.00	\$	1,650.00	\$	-	\$	5,000.00	\$	500.00	\$	3.20	1000	0	20	\$	650.00	\$	3,999.00	93	\$	10,062.00	234	\$	29,799.00	693
18	6/27/2022 17:09	2	2	1038	\$	(852.00)	\$	1,000.00	\$	500.00	\$	4,500.00	\$	-	\$	1.20	1000	0	0	\$	1,000.00	\$	10,640.00	304	\$	4,900.00	140	\$	7,630.00	218
19	6/27/2022 17:17	2	2	887	\$	(9,092.95)	\$	750.00	\$	250.00	\$	3,000.00	\$	-	\$	1.20	1000	50	50	\$	650.00	\$	16,311.75	455	\$	12,619.20	352	\$	3,800.10	106
20	6/27/2022 17:27	2	2	801	\$	(184.00)	\$	1,000.00	\$	-	\$	5,000.00	\$	-	\$	0.60	1000	20	50	\$	900.00	\$	12,760.00	290	\$	9,856.00	224	\$	3,740.00	85
21	6/27/2022 17:36	2	2	836	\$	12,185.00	\$	650.00	\$	250.00	\$	6,000.00	\$	-	\$	1.58	1000	0	0	\$	900.00	\$	8,520.00	213	\$	14,680.00	367	\$	5,233.00	584
22				473	\$	14,381.82	\$	687.50	\$	100.00	\$	3,600.00	\$	60.00	\$	2.59	1000	63	8	\$	602.50	\$	13,450.37	331	\$	7,563.72	191	\$	12,970.04	310

a student's participation in the simulation. Quarterly results provide you with information pertinent to the student at the end of the processed quarter. You have information such as number of logins, last date logged in, cash in bank, stock price etc. In Excel you can sort and rank your students using the metrics you have selected for grading.



Optional Quarterly Analysis Memo (send to students)

After reviewing the data, you may elect to send the students a Quarterly Report discussing the results. Often students find this commentary very helpful in proceeding with the next quarter. Faculty have also used this Memo to distribute lecture material reinforcing the decisions being made by the students. As with all procedures, this is an optional integration into the course that you decide when to issue. Figure 8 is a sample.

Quarter One Analysis

The simulation is intended to provide you with:

- an immersive hands-on experience
- the opportunity to practice what you have learned
- a product design experience and appreciation of the importance of the Value Proposition
- an opportunity to perform market analyses and experience the impact of your choices
- analyzing a variety of advertising approaches to create an advertising campaign
- experience in managing cash flow and understanding sources of funds
- the insight into the real-world difficulties of projecting sales and the impact of excess inventory
- an experience in the dilution of ownership when selling shares in their privately held corporation
- a "sandbox" to test your strategies and compete with your fellow students
- an opportunity to become better managers by doing and experiencing the thrill of managing
- a hands-on opportunity to practice 'responsibility' and experience being held accountable
- a confidence building experiential learning tool that supports your knowledge development

With these objectives in mind let us analyze (**Understanding the Industry - experience**) the first quarter. This group of

Name	Unit Order	No. of Units Ordered	Q1	Q2	Q3	Q4	Revenue	Cost	Profit									
10/10/2019-10/10/2019	1	1	1	1	1	1	10000	10000	0	10000	10000	0	10000	10000	0	10000	10000	0
10/10/2019-10/10/2019	1	1	1	1	1	1	10000	10000	0	10000	10000	0	10000	10000	0	10000	10000	0
10/10/2019-10/10/2019	1	1	1	1	1	1	10000	10000	0	10000	10000	0	10000	10000	0	10000	10000	0
10/10/2019-10/10/2019	1	1	1	1	1	1	10000	10000	0	10000	10000	0	10000	10000	0	10000	10000	0
10/10/2019-10/10/2019	1	1	1	1	1	1	10000	10000	0	10000	10000	0	10000	10000	0	10000	10000	0
10/10/2019-10/10/2019	1	1	1	1	1	1	10000	10000	0	10000	10000	0	10000	10000	0	10000	10000	0
10/10/2019-10/10/2019	1	1	1	1	1	1	10000	10000	0	10000	10000	0	10000	10000	0	10000	10000	0
10/10/2019-10/10/2019	1	1	1	1	1	1	10000	10000	0	10000	10000	0	10000	10000	0	10000	10000	0
10/10/2019-10/10/2019	1	1	1	1	1	1	10000	10000	0	10000	10000	0	10000	10000	0	10000	10000	0
10/10/2019-10/10/2019	1	1	1	1	1	1	10000	10000	0	10000	10000	0	10000	10000	0	10000	10000	0
10/10/2019-10/10/2019	1	1	1	1	1	1	10000	10000	0	10000	10000	0	10000	10000	0	10000	10000	0
10/10/2019-10/10/2019	1	1	1	1	1	1	10000	10000	0	10000	10000	0	10000	10000	0	10000	10000	0
10/10/2019-10/10/2019	1	1	1	1	1	1	10000	10000	0	10000	10000	0	10000	10000	0	10000	10000	0
10/10/2019-10/10/2019	1	1	1	1	1	1	10000	10000	0	10000	10000	0	10000	10000	0	10000	10000	0
10/10/2019-10/10/2019	1	1	1	1	1	1	10000	10000	0	10000	10000	0	10000	10000	0	10000	10000	0
10/10/2019-10/10/2019	1	1	1	1	1	1	10000	10000	0	10000	10000	0	10000	10000	0	10000	10000	0
10/10/2019-10/10/2019	1	1	1	1	1	1	10000	10000	0	10000	10000	0	10000	10000	0	10000	10000	0
10/10/2019-10/10/2019	1	1	1	1	1	1	10000	10000	0	10000	10000	0	10000	10000	0	10000	10000	0
10/10/2019-10/10/2019	1	1	1	1	1	1	10000	10000	0	10000	10000	0	10000	10000	0	10000	10000	0
10/10/2019-10/10/2019	1	1	1	1	1	1	10000	10000	0	10000	10000	0	10000	10000	0	10000	10000	0
10/10/2019-10/10/2019	1	1	1	1	1	1	10000	10000	0	10000	10000	0	10000	10000	0	10000	10000	0
10/10/2019-10/10/2019	1	1	1	1	1	1	10000	10000	0	10000	10000	0	10000	10000	0	10000	10000	0
10/10/2019-10/10/2019	1	1	1	1	1	1	10000	10000	0	10000	10000	0	10000	10000	0	10000	10000	0
10/10/2019-10/10/2019	1	1	1	1	1	1	10000	10000	0	10000	10000	0	10000	10000	0	10000	10000	0
10/10/2019-10/10/2019	1	1	1	1	1	1	10000	10000	0	10000	10000	0	10000	10000	0	10000	10000	0
10/10/2019-10/10/2019	1	1	1	1	1	1	10000	10000	0	10000	10000	0	10000	10000	0	10000	10000	0
10/10/2019-10/10/2019	1	1	1	1	1	1	10000	10000	0	10000	10000	0	10000	10000	0	10000	10000	0
10/10/2019-10/10/2019	1	1	1	1	1	1	10000	10000	0	10000	10000	0	10000	10000	0	10000	10000	0
10/10/2019-10/10/2019	1	1	1	1	1	1	10000	10000	0	10000	10000	0	10000	10000	0	10000	10000	0
10/10/2019-10/10/2019	1	1	1	1	1	1	10000	10000	0	10000	10000	0	10000	10000	0	10000	10000	0
10/10/2019-10/10/2019	1	1	1	1	1	1	10000	10000	0	10000	10000	0	10000	10000	0	10000	10000	0
10/10/2019-10/10/2019	1	1	1	1	1	1	10000	10000	0	10000	10000	0	10000	10000	0	10000	10000	0
10/10/2019-10/10/2019	1	1	1	1	1	1	10000	10000	0	10000	10000	0	10000	10000	0	10000	10000	0
10/10/2019-10/10/2019	1	1	1	1	1	1	10000	10000	0	10000	10000	0	10000	10000	0	10000	10000	0
10/10/2019-10/10/2019	1	1	1	1	1	1	10000	10000	0	10000	10000	0	10000	10000	0	10000	10000	0
10/10/2019-10/10/2019	1	1	1	1	1	1	10000	10000	0	10000	10000	0	10000	10000	0	10000	10000	0
10/10/2019-10/10/2019	1	1	1	1	1	1	10000	10000	0	10000	10000	0	10000	10000	0	10000	10000	0
10/10/2019-10/10/2019	1	1	1	1	1	1	10000	10000	0	10000	10000	0	10000	10000	0	10000	10000	0
10/10/2019-10/10/2019	1	1	1	1	1	1	10000	10000	0	10000	10000	0	10000	10000	0	10000	10000	0
10/10/2019-10/10/2019	1	1	1	1	1	1	10000	10000	0	10000	10000	0	10000	10000	0	10000	10000	0
10/10/2019-10/10/2019	1	1	1	1	1	1	10000	10000	0	10000	10000	0	10000	10000	0	10000	10000	0
10/10/2019-10/10/2019	1	1	1	1	1	1	10000	10000	0	10000	10000	0	10000	10000	0	10000	10000	0
10/10/2019-10/10/2019	1	1	1	1	1	1	10000	10000	0	10000	10000	0	10000	10000	0	10000	10000	0
10/10/2019-10/10/2019	1	1	1	1	1	1	10000	10000	0	10000	10000	0	10000	10000	0	10000	10000	0
10/10/2019-10/10/2019	1	1	1	1	1	1	10000	10000	0	10000	10000	0	10000	10000	0	10000	10000	0
10/10/2019-10/10/2019	1	1	1	1	1	1	10000	10000	0	10000	10000	0	10000	10000	0	10000	10000	0
10/10/2019-10/10/2019	1	1	1	1	1	1	10000	10000	0	10000	10000	0	10000	10000	0	10000	10000	0
10/10/2019-10/10/2019	1	1	1	1	1	1	10000	10000	0	10000	10000	0	10000	10000	0	10000	10000	0
10/10/2019-10/10/2019	1	1	1	1	1	1	10000	10000	0	10000	10000	0	10000	10000	0	10000	10000	0
10/10/2019-10/10/2019	1	1	1	1	1	1	10000	10000	0	10000	10000	0	10000	10000	0	10000	10000	0
10/10/2019-10/10/2019	1	1	1	1	1	1	10000	10000	0	10000	10000	0	10000	10000	0	10000	10000	0
10/10/2019-10/10/2019	1	1	1	1	1	1	10000	10000	0	10000	10000	0	10000	10000	0	10000	10000	0
10/10/2019-10/10/2019	1	1	1	1	1	1	10000	10000	0	10000	10000	0	10000	10000	0	10000	10000	0
10/10/2019-10/10/2019	1	1	1	1	1	1	10000	10000	0	10000	10000	0	10000	10000	0	10000	10000	0
10/10/2019-10/10/2019	1	1	1	1	1	1	10000	10000	0	10000	10000	0	10000	10000	0	10000	10000	0
10/10/2019-10/10/2019	1	1	1	1	1	1	10000	10000	0	10000	10000	0	10000	10000	0	10000	10000	0
10/10/2019-10/10/2019	1	1	1	1	1	1	10000	10000	0	10000	10000	0	10000	10000	0	10000	10000	0
10/10/2019-10/10/2019	1	1	1	1	1	1	10000	10000	0	10000	10000	0	10000	10000	0	10000	10000	0
10/10/2019-10/10/2019	1	1	1	1	1	1	10000	10000	0	10000	10000	0	10000	10000	0	10000	10000	0
10/10/2019-10/10/2019	1	1	1	1	1	1	10000	10000	0	10000	10000	0	10000	10000	0	10000	10000	0
10/10/2019-10/10/2019	1	1	1	1	1	1	10000	10000	0	10000	10000	0	10000	10000	0	10000	10000	0
10/10/																		

Vertical Industries Option

if you elect, the game can be configured either with the standardized parameters for product features, ad plans, market segments and market populations or vertical industries where those parameters have been redefined to reflect specific products and markets. In all cases you can further modify a standardized game or a vertical one. Once you have modified a game to your liking, you can always duplicate a current game into a future one. Again, you do not have to modify the standardized game or any of the vertical games. Create a new game with default parameters and be finished. However, if you do wish to modify the parameters of a game the components are as follows:

- Product
 - product features name
 - product feature cost
 - product feature suggested retail
 - product value proposition for each of the five markets. Note: the value proposition is a numerical value between zero and seven with zero being the least valuable and seven being the highest.
- Marketing
 - advertising plan name
 - advertising plan effectiveness for each of the five markets. Note: the effectiveness is a numerical value between zero and seven with zero being the least effective and seven being the highest.
 - Market names
 - market population for each of the four quarters

With this flexibility you will be able to craft a game that can reflect a certain industry, specific types of advertising methods, types of markets, growth or contracting markets, and many other aspects of an industry. Again, it is important to note that it is not necessary to modify a standard or vertical industry, unless you believe it will provide your students with a more productive interface. Figures 2 through four reflect the modification screens for product features, advertising plans and markets.

Product Features Table							
Product Features 10 Characters	Product Dollars		Value Proposition of Feature in the Market				
	Cost	Suggested Retail	Market 1	Market 2	Market 3	Market 4	Market 5
Feature 1	0.93	9.60	0	6	6	0	5
Feature 2	3.13	4.37	3	6	6	6	5
Feature 3	2.51	4.06	3	7	6	0	6
Feature 4	6.76	7.44	7	0	5	5	1
Feature 5	4.46	5.89	0	1	3	5	7
Feature 6	6.81	7.51	6	2	6	0	6
Feature 7	3.31	6.65	3	2	2	1	0
Feature 8	3.88	5.99	1	0	5	3	5
Feature 9	5.13	11.41	7	7	6	7	5
Feature 10	0.99	13.46	0	3	4	5	1
Feature 11	2.78	13.50	5	1	2	4	5
Feature 12	1.01	2.77	3	2	1	4	1
Feature 13	4.47	4.97	5	0	0	6	3
Feature 14	2.80	4.43	7	6	7	2	7
Feature 15	0.65	7.72	4	6	2	3	3
Feature 16	3.80	3.14	7	7	5	2	2
Feature 17	5.16	9.68	3	6	3	6	4
Feature 18	2.31	12.72	0	1	1	3	3
Feature 19	5.88	7.06	6	4	3	3	0
Feature 20	2.06	4.96	2	6	4	2	1

Figure 2 Features Standard

Advertising Plans Table					
Advertising Plans 10 Characters	Ad Plan Impact in the Market				
	Market 1	Market 2	Market 3	Market 4	Market 5
Ad Plan 1	6	0	3	4	4
Ad Plan 2	0	1	5	4	1
Ad Plan 3	1	6	7	1	5
Ad Plan 4	7	0	7	5	5
Ad Plan 5	5	5	1	6	2
Ad Plan 6	1	0	3	4	7
Ad Plan 7	5	4	7	3	6

Figure 3 Ad Plans Standard

Market Population Table				
Market 10 Characters	Populations			
	Quarter 1	Quarter 2	Quarter 3	Quarter 4
Market 1	13937	13747	15332	17372
Market 2	7943	8047	8613	10976
Market 3	7365	7945	8219	9918
Market 4	14964	14624	14846	16675
Market 5	10534	10991	11764	13341

Figure 4 Markets Standard