
Step 1 - View our help videos...

['Overview'](#)

['Navigation and Functionality'](#)

['Basics'](#)

Step 2 – Log in to your account at...

<http://server.simventure.co.uk/SimVenture/>

and start your learning experience.

The key content of the videos is summarised below for easy reference.

Basics - *A minimalist description of the simulation.*

Manage a bicycle manufacturing company in a simulated market populated by customers and competitors. The company includes 4 'departments' each with its own 'resources' function:

Organisation

Operations

Research & Development

Sales & Marketing

Decisions are made in 18 Business Areas on a quarterly basis. via a 3 stage process:

1. Analysis 2. Action and after running a quarter 3. Evaluation

- The simulation models the market's response to the decisions made each quarter.
- Strategy and decisions directly influence the progress of the virtual business.
- As context & outcomes change over time, strategies need amending to suit the changing circumstances.
- Scenarios model start-up (from Q1) or established companies in a variety of trading contexts.
- Scenarios are used to create a range of Activities to focus learning and vary the level of challenge.
- A 'Rewind' function is available on specific activities for ease of learning.

Navigation - *The simulation interface can be viewed as a number of elements;*

Menu Bar

- Run Quarter Button – uploads your decisions and returns the simulations responses.
- Menu Button - provides access to arrange of administrative functions.
- 'I' button - highlights key words and phrases within each screen.
- '?' button - shows information about the current screen.
- Nav Map - shows buttons to access all the business areas in a full screen representation.

Main screen

- Business Area Tabs organise the information for each business area in a consistent way.
- Status bar – Provides a summary of time, costs and efficiency for reference during decision making.

Nav Bar

- Tools such as navigation/journal/charts/advisor.
- Navigation Buttons – shows the player where they are within the game to assist orientation.

Workflow - *A regular workflow to manage the business soon emerges.*

- Access key data for analysis via Briefing, History & Status Bar.
 - Use the 'Change Strategy' buttons to set up the tasks for the coming quarter.
 - Make available enough resources to complete the intended tasks.
 - Run the Quarter and evaluate the impact of decisions on the business.
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Core Principles - Bear these in mind as you manage your simulated business.

- Decisions are inter-related – each 'Business Area' is affected by decisions made in other areas.
- No right or wrong answers – there is generally a compromise in every decision.
- Well informed decisions are more likely to be successful.
- Careful analysis and monitoring supports well informed decision making.
- Decision are always made in the context of:
 - The goals of the business (these may be your own or externally determined).
 - Internal factors (eg. access to finance, company age, production capacity).
 - External factors (eg. market trends, competitor activity, economic climate).
- The simulation is designed to respond in a similar way to the real world. If you don't see the outcomes you expect, consider what a real company would do in the same circumstances.

Finding Help - What do you need support with?

Support on running a virtual business within the SimVenture Evolution interface:

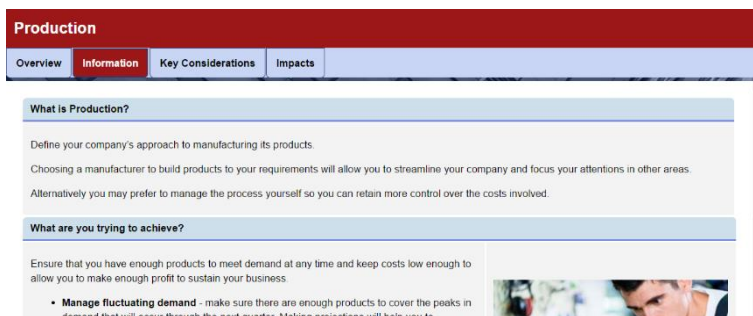


- 'i' button highlights – switch this on when you first start...



...and in-screen 'i' button links appear on each page to explain different elements of the simulation.

Business Area Tabs



Information, Key Considerations & Impacts tabs in each business area page provide you with information about how the simulation runs to help you run your virtual company more effectively.

Advisor Button



The Advisor button provides guidance on how to achieve key business goals.