



Enterprisegame

Game manual

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Version 0.8 (during development)

Introduction

Dear all, welcome to the simbiz.eu game manual. SimBiz is a new exciting enterprise game. It is specially designed to develop your international enterprise skills.

SimBiz simulates real business activities – hence the name SimBiz – and presents you with realistic situations & events. By playing SimBiz you will learn & develop the key competences of an enterprising employee or entrepreneur.

The game presents you with many choices to:

- Rent offices: in your own country, later in other countries
- Hire personnel with specific skills
- Choose different deals that will generate income and brand points
- Place brand advertisements to expand your business
- React to random events that will impact on your business
- Compete with other players to try & be top of the SimBiz leaderboard

SimBiz will offer you an insight into your ability to be flexible, self-motivated, reliable, committed to your work and proactive: the key competences essential to international entrepreneurship.

In this manual, you will find a tutorial for the enterprise game simbiz.eu. The Simbiz.eu enterprise game has been developed in the ESG project and has been developed during the period 2015 – 2017.

Table of contents

Game objectives.....	4
Signing up	5
Logging in.....	5
Setting up your enterprise	6
Choosing your sector and skill.....	6
Choosing your home location	6
Defining your competences	6
Language selection	7
Playing the game	8
In game tutorial	8
Headquarters.....	8
Renting an office.	9
Closing an office	Fout! Bladwijzer niet gedefinieerd.
Hiring employees.....	10
Moving personnel.....	Fout! Bladwijzer niet gedefinieerd.
Job advertisements	11
Deals.....	12
Assigning employees to a deal.	13
Office equipment.....	14
Brand advertisements	15
Events	16
Groups	18
Leaderboards.....	Fout! Bladwijzer niet gedefinieerd.
Overview.....	19

Game objectives

Before you all start playing the game, we would like to ask you to read some more information about the objectives of the game.

The game is being developed to support a competence framework for international entrepreneurship. The framework has been developed by specialists from countries throughout Europe, who have been examining competences needed to become a true international entrepreneur.

In this international project we decided to develop an enterprise game that can both be played at home or in the classroom.

The objective of the game is to experience events that occur during entrepreneurship. The way you react on these events offer insight in your ability to be flexible, self-motivated, reliable, committed to your work and proactive; all aspects that are very important in international entrepreneurship.

When you stop your game session, you can evaluate on your behaviour. Teachers will be able to see your evaluations so you can both reflect on your actions.

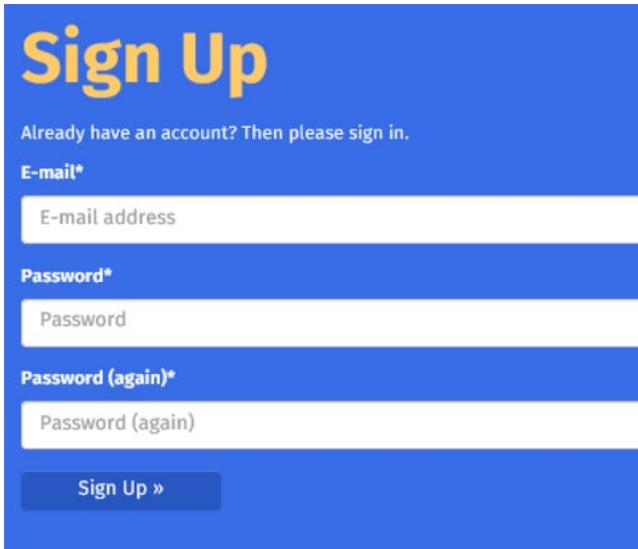
But in the meanwhile, you must operate a real business. You will have to take care of:

- Renting offices (first in your own country, later international)
- Hire personnel (with specific skills)
- Cover deals that will generate income and brand points
- Place brand advertisements to make sure everybody knows you
- Competing with other players to make it on top of the leaderboard

All to make your company profitable and get your brand to be well known. **So, you think you are ready to play?**

Signing up

Before you can join the Simbiz.eu enterprise game, you need to sign up. you can register for playing the game at <http://www.simbiz.eu>. By clicking the **PLAY GAME** button, you can either sign in or play the game directly.



Sign Up

Already have an account? Then please sign in.

E-mail*

Password*

Password (again)*

Sign Up »

Logging in

Each time you return to the game (game.simbiz.eu/login) you will need to login. You can enter your e-mail address and password to login and continue playing.

Setting up your enterprise

After you registered yourself, it is time to create your company. First of all choose your company name.

Company name*

Choosing your sector and skill

Now you will need to choose a sector in which you will operate. You can choose from:

- Hospitality
- Agriculture
- Healthcare
- Digital media.

Sector*

Depending on the sector you chose, you will be able to choose a working skill for yourself. This skill will allow you to do some work too!

Your skill*

Choosing your home location

Next, you have to decide where you want to start your company. You can choose from different cities around Europe.

Your home*

Defining your competences

The next thing you need to do is judge yourself. Here the “serious aspect of the game” starts.

You first judge yourself on some competences. later on, events will occur on which you react. Depending on your choices, you will gain competence points that prove you are on the verge of becoming an international entrepreneur!



Language selection

Simbiz.eu is available in different languages. The default language is English. You can set up your language by clicking the profile button on the upper right part of your screen.



A menu will now popup in which you can choose the option "my profile" there, you can choose the language in which you would like to play the game.

Overview

Name:	
Primary e-mail:	
Language*	<input type="text" value="Dutch"/> ▼

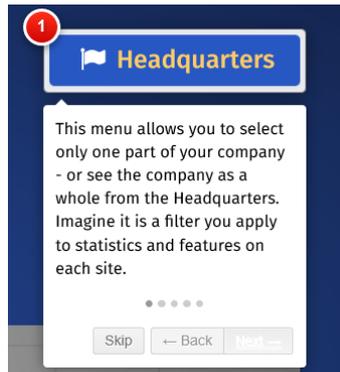
Playing the game

Now that you have set up your company, you can start playing the game. The game has 3 main goals:

- Generate money (deals)
- Generating brand points (deals / promotion)
- Generate competence points (by answering inbox messages)

In game tutorial

When starting the game, some guidance / tutorial is offered:

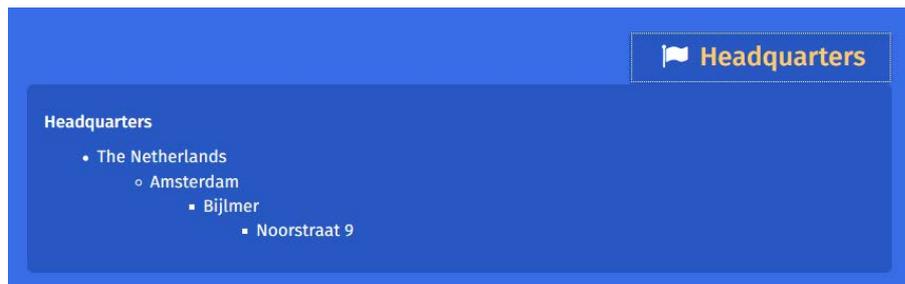


You can either follow the tutorial, or start playing immediately.

Headquarters

An important element of the game is the Headquarters section. The headquarter gives you an overview of all the different countries and cities you've started offices in. The headquarters also allows you to change the focus of the game (you can zoom in on an office / country / city)

By clicking the headquarter button, you will see all locations that you currently own.



When starting the game, you will have 1 location which is your home location. To start hiring employees, you will need to rent an office as your home location only has space for one person (that is you!)

Renting an office.

To rent an office, Click [Rent office](#)

You will now see all offices available. Logically, you want to rent an office in the city and district you choose. Use the headquarter to select an office in the area. (in my case, i want to rent an office in “Bijlmer”, so i click “Bijlmer” in my headquarters. Only offices located in “Bijlmer” will now appear.

Rent a new office

Headquarters

Max employees

Max inventory space

Brand

Monthly renting price

Personel happiness

Filter

Name	Location	Max number of employees	Max inventory space	Brand	Monthly renting price	Personnel happiness bonus	Action
Na Kuthence 41	Czech Republic > Praha > Hradčany > Na Kuthence 41	35	15	+18	1,879 €	-1	Rent this office
Staňkova 3/1	Czech Republic > Praha > Modřany > Staňkova 3/1	38	40	+53	3,986 €	3	Rent this office
Darrion lane 566	Austria > Vienna > Praterstern > Darrion lane 566	23	43	-1	855 €	1	Rent this office
Semická 34	Czech Republic > Praha > Modřany > Semická 34	37	19	+10	1,341 €	0	Rent this office
Zeynepsteeg 979	The Netherlands > Den Haag > Stationsbuurt > Zeynepsteeg 979	30	50	+12	1,346 €	0	Rent this office
Josefa Šimůnka 13	Czech Republic > Brno > Královo Pole > Josefa Šimůnka 13	18	11	+20	1,692 €	0	Rent this office
Jakubowski hill 919	Great Britain > Birmingham > Jewellery Quarter > Jakubowski hill 919	13	45	+8	1,470 €	1	Rent this office

When looking at the available offices, you need to find the right balance between renting price, maximum numbers of employees and maximum number of inventory items.

Watch out: you will need to pay rent every day! Keep those costs in mind!

After you have rented an office, the office will become visible in your office overview.

Offices

See all
Rent office

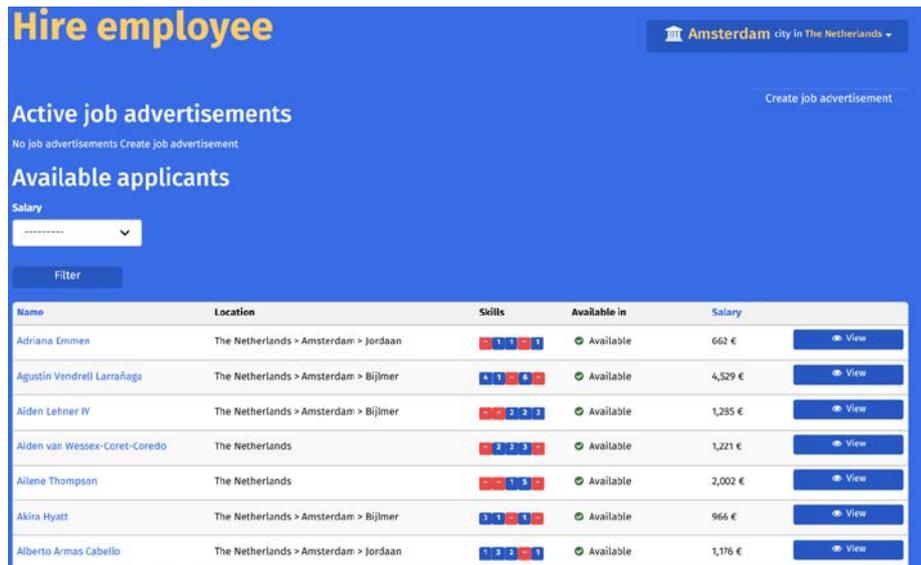
Name	Office in	Monthly payment	Employees	Equipment	Brand	Productivity	Happiness	
Noorstraat 9	The Netherlands > Amsterdam > Bijlmer	0 €	1 / 1	0 / 0	0	0	0	Check
Selenastraat 39	The Netherlands > Amsterdam > Bijlmer	781 €	1 / 34	0 / 20	+1	0	0	Check

Hiring employees

You need employees to be able to fulfil deals (which are basically orders), Employees have skills.

Click.  in the employees section.

You will now see all available personnel. Logically, you want employ personnel from the city (and maybe district) your office is located. Use the headquarter to select personnel in the area. (in my case, I want hire personnel in “Amsterdam”, so I click Amsterdam in my headquarters). Only employees located in Amsterdam will now appear.



Hire employee Amsterdam City in The Netherlands

Active job advertisements Create job advertisement

No job advertisements Create job advertisement

Available applicants

Salary

Filter

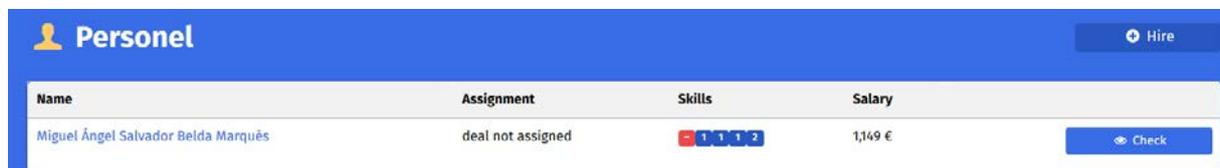
Name	Location	Skills	Available in	Salary	
Adriana Ennen	The Netherlands > Amsterdam > Jordaan	- 1 1 1	Available	662 €	View
Agustin Vendrell Larranaga	The Netherlands > Amsterdam > Bijlmer	4 1 6	Available	4,529 €	View
Aiden Lehner IV	The Netherlands > Amsterdam > Bijlmer	- 2 2 3	Available	1,285 €	View
Aiden van Wessex-Coret-Coredo	The Netherlands	- 2 2 3	Available	1,221 €	View
Ailene Thompson	The Netherlands	- 1 5	Available	2,002 €	View
Akira Hyatt	The Netherlands > Amsterdam > Bijlmer	1 1 1	Available	966 €	View
Alberto Armas Cabello	The Netherlands > Amsterdam > Jordaan	1 3 3	Available	1,176 €	View

When looking at the available personnel, you need to find the right balance between available skills, and cost. Skills can be seen by clicking the numbers below the skill column: 

The higher the skill number, the faster the employee will handle your deals (but the higher the skillset, the more expensive the personnel will be.

Watch out: you will need to pay your personnel every day! Keep those costs in mind!

After you have employed employees, the employees will become visible in the employees overview



Personel Hire

Name	Assignment	Skills	Salary	
Miguel Ángel Salvador Belda Marqués	deal not assigned	- 1 1 1 2	1,149 €	Check

Job advertisements

If you need a certain employee, but you can't find an appropriate candidate, you can use the Job advertisement button.

[+ Create job advertisement](#)

Job advertisements will allow you to search for an appropriate candidate (but it will cost you some money)

Create new Job advertisement

Regional scope

Country: City: District:

Employee characteristics

Max salary: Min reliability: Min sociability:

Minimum required skills

Hotelier: Cook: caterer: Waiter / Waitress: Bartender:

Candidates

Max candidates:

[Create job advertisement](#) [Cancel](#)

After you requested a job advertisement, appropriate candidates will appear after a while. The more specific you set your job advertisement, the longer it will take before an appropriate candidate will appear.

Job advertisement						+ Create job advertisement
Placement	Max salary	Skill required	Candidates/Max candidates	Price	Valid till	
The Netherlands	2,000 €	<input type="text" value="2"/>	0/10	110 €	Jan. 26, 2017, 12:55 p.m. 23 days left SimTime	Stop

Deals

Now that you have found yourself some office and employee(s), it's time to earn some money and brand points. You can earn Money and brand points by closing deals. To do so, click

[Find more deals](#)

You will now see all available deals. Use the headquarter to select deals in the area.

Available deals

Veraring 4 office in the district Bijlmer (Amsterdam, The Netherlands) ▾

Type

Project Manager

Reward

Penalty

Timeframe

Hotelier

Cook

caterer

Waiter / Waitress

Bartender

Filter

Deal name	Location	Customer	Reward	Hotelier	Cook	caterer	Waiter / Waitress	Bartender	Valid till	Timeframe	
Business dinner	The Netherlands > Amsterdam	Tremblay-Bianda	508 €		05m 15s		08m 38s	06m 50s	1 day, 1 hour	3d	View
Business dinner	The Netherlands > Amsterdam	Ms. Myra Senger DVM	556 €		04m 06s		07m 34s	05m 01s	1 week, 2 days	5d	View
Catering for a party on location	The Netherlands > Amsterdam > Bijlmer	Cremin-Ruecker	181 €		05m 58s	08m 20s			4 days, 20 hours	3d	View
Catering for a party on location	The Netherlands > Amsterdam > Bijlmer	Eli Beatty	195 €		02m 57s	10m			1 week, 6 days	15d	View
Catering services on location	The Netherlands > Amsterdam > Bijlmer	Burley Monahan	600 €		05m 56s	06m 41s			5 days, 7 hours	2d	View
Cocktail party	The Netherlands > Amsterdam	Tromp, Willms and Koepp	312 €				10m	10m	4 days, 23 hours	7d	View

When looking at the available deals you will need to make sure you only close deals that need skills your employees have. By clicking the view button, you will see the details of the deal including an overview of the skills that are needed to finish the deal. If you don't have employees with the skills needed, you cannot finish the deal. You will then either need to hire an employee that has the needed skills, or choose another deal.

Dance party for 1000+ people

Veraring 4 office in the district Bijlmer (Amsterdam, The Netherlands) ▾

Overview

Name	Dance party for 1000+ people
Customer	Deneen Homenick
Scope	The Netherlands
Reward	5,076 €
Penalty	0 €
Brand bonus	17
Timeframe	10 days

Skills

	Hours required
Hotelier	
Cook	
caterer	1 hour, 17 minutes
Waiter / Waitress	19 minutes
Bartender	16 minutes

Accept this deal
Cancel

For high rewarded deals, you will probably need a lot of skills to finish them.

Watch out: If you are not able to finish a deal in time, you might need to pay a fine!

If you decide to accept a deal, click [Accept this deal](#)

Assigning employees to a deal.

Ok, so you made a deal? Now you have to make sure the work gets done. To do so, open the deal.

On the right side of the screen you will see an overview of the work that needs to be done. Choose the desired resource from the drop down and the resource will start the work. You will immediately see who's assigned to which part of the job.

Work				
Skill	Status	Hours worked	Hours required	Assignee
Hotelier	n/a			
Cook	n/a			
caterer	0 %		1 hour, 17 minutes	Přemysl Malý * <input type="text" value="-----"/> ▼
Waiter / Waitress	0 %		19 minutes	<input type="text" value="-----"/> ▼
Bartender	0 %		16 minutes	<input type="text" value="-----"/> ▼

[Check progress](#)

It is possible to let more than one person work on the same job at one time. The more people join the work, the faster they will get the job done. The speed in which the deal is done, also depends on the skill level of the employee(s) assigned to the deal. The higher the skill level, the faster they will do the job.

If you want to check the progress of the deal, click [Check progress](#)

You will now see which percentage of the deal is done

Office equipment

Office equipment can be bought for earning brand points. To buy office equipment, open the office you want to buy the equipment for by clicking it (or use the headquarter section). Per office you can see how much space there is for equipment (buying equipment is limited!). In the below example, Veraring 4 can harvest 15 equipment units.

Offices								Rent office
Name	Office in	Monthly payment	Employees	Equipment	Brand	Productivity	Happiness	
Jacobpad 98	The Netherlands > Amsterdam > Bijlmer	0 €	1 / 1	0 / 0	0	0	0	Check
Veraring 4	The Netherlands > Amsterdam > Bijlmer	1,186 €	1 / 32	0 / 15	+9	0	0	Check

Buy equipment

The click **Buy equipment** in the office equipment section:

Office equipment		Buy equipment
No equipment		

A list of items that can be bought will now appear.

Equipment list					Veraring 4 office in the district Bijlmer (Amsterdam, The Netherlands) ▾
Equipment helps you by particular bonuses.					
Max inventory space in Veraring 4				15	
Used equipment space:				0	
Remaining equipment space:				15	
Current funds of your company:				9,920 €	
Name	Size	Brand bonus	Price for single item	Count to order	
Mobile phone	1	0	300 €	<input type="text" value="0"/>	
Fridge	1	0	500 €	<input type="text" value="0"/>	
Laptop	1	+1	750 €	<input type="text" value="0"/>	
Computer	1	0	500 €	<input type="text" value="0"/>	
Radio	1	0	100 €	<input type="text" value="0"/>	
Coffee machine	1	0	80 €	<input type="text" value="0"/>	

You can see the price, size, brand bonus, happiness bonus and production bonus for each item. Enter the number of items in the count to order column and click **Buy selected equipment** on the bottom part of the screen to purchase the item.

Brand advertisements

Brand advertisements can be used to improve your brand. As in real life you can set up all kind of advertisement campaigns to get your brand to be more famous.

Depending on the scope that you set (local, country or global), different advertisement types can be chosen:

You can start a campaign and temporarily boost your brand. Each campaign has its special monthly paid price based on type and scope you select.

Advertisement type

Type*	Amount of advertisement items*
Country TV campaign - 20 BP - 25000€/month	
Country radio campaign - 15 BP - 15000€/month	
Website - 5 BP - 5000€/month	
Telemarketing - 3 BP - 2000€/month	
Magazine advertisement - 2 BP - 1000€/month	
Direct mailing - 3 BP - 200€/month	
Search engine optimisation - 3 BP - 2000€/month	
Online advertisement - 2 BP - 750€/month	
Relation presents - 2 BP - 750€/month	
Chamber of commerce membership - 1 BP - 250€/month	
Online banner - 1 BP - 250€/month	
E-mail newsletter - 1 BP - 150€/month	
Business cards - 1 BP - 100€/month	

You can end an advertisement whenever you like:

🔍 **Brand advertisement**
➕ Create brand advertisement

Type	Maximum amount	Amount	Price/month	Impact	Brand bonus			
Poster	3	1	250 €	The Netherlands > Rotterdam > Feijenoord	+1	Stop 1	Stop all	Buy one more

Events

As mentioned in the introduction, an important part of the game are the events. By answering events you can prove that you have what it takes to be in international entrepreneur. Every day you will receive some questions in your Inbox. You can find the inbox on the upper right part of your screen.



Click the inbox. You will now see some messages:

Events			
Unread			
Subject	Date	Sender	
Bad quality	14 hours, 18 minutes ago	Event manager	mark read see details
Late order	14 hours, 18 minutes ago	Event manager	mark read see details
Personal development	14 hours, 18 minutes ago	Event manager	mark read see details
Late night call	14 hours, 18 minutes ago	Event manager	mark read see details

The messages contain real life examples of business situations. You as a player will need to react on these events to prove that you have the skills needed for international entrepreneurship.

How does it work? Click the message to open it. A screen as seen below will now open.

Message from Event manager

Headquarters

Status	Unread	mark read archive
Subject	Too late	
Delivered	Jan. 24, 2017, 10:01 a.m.	
Content	You have an appointment with a customer at 15:00, but you left too late. What will you do?	

What would you do?

You take the risk of being late. You dont want your customer to know you left too late

You want ro arrive in time, so you drive faster

You call your customer that you might arrive a bit later

Click on the choice you think would be the best way to handle.

You will receive immediate feedback on your choice.

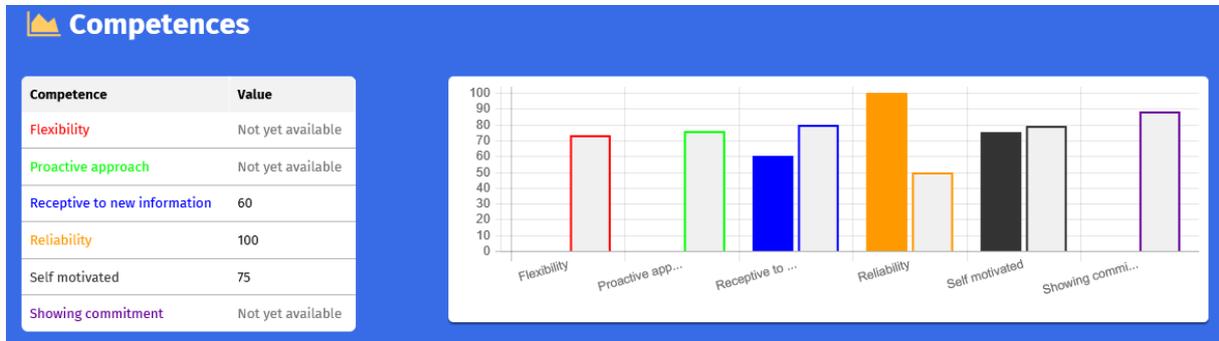
Your choice

You take the risk of being late. You dont want your customer to know you left too late

You want ro arrive in time, so you drive faster	Reliability +50	You're doing all you can to be in time. Please note that driving fast can cause accidents. You might even get a fine!
---	--------------------	---

You call your customer that you might arrive a bit later

Behind the screens each choice is attached to skill points (by example; choice A gives you 100% score, choice 2 gives you 50% score, choice C gives you 25% score). The results of your choice will deliver a graph in your overview page



In the graph you will see your estimated score (that was set at the beginning of the game) versus the realised score.

Groups

A nice option to play with your classroom, or with some of your friends is the possibility to create groups. To do so, click  on the right upper part of your screen

You will now see an overview with the groups that you have joined

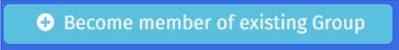


You can now either create a new group or join an existing group

Joining an existing group

To join a group, you will need a group key (which is a key created by the owner of the group).

Click



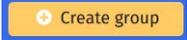
Enter the group key and click



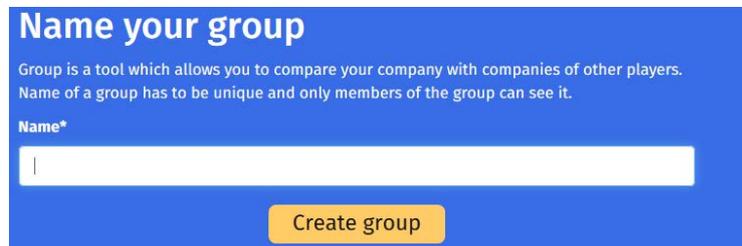
You can now compare your results with your group members.

Creating a group

To create a group, click



You can now create a group key that you can share with your classmates or friends.

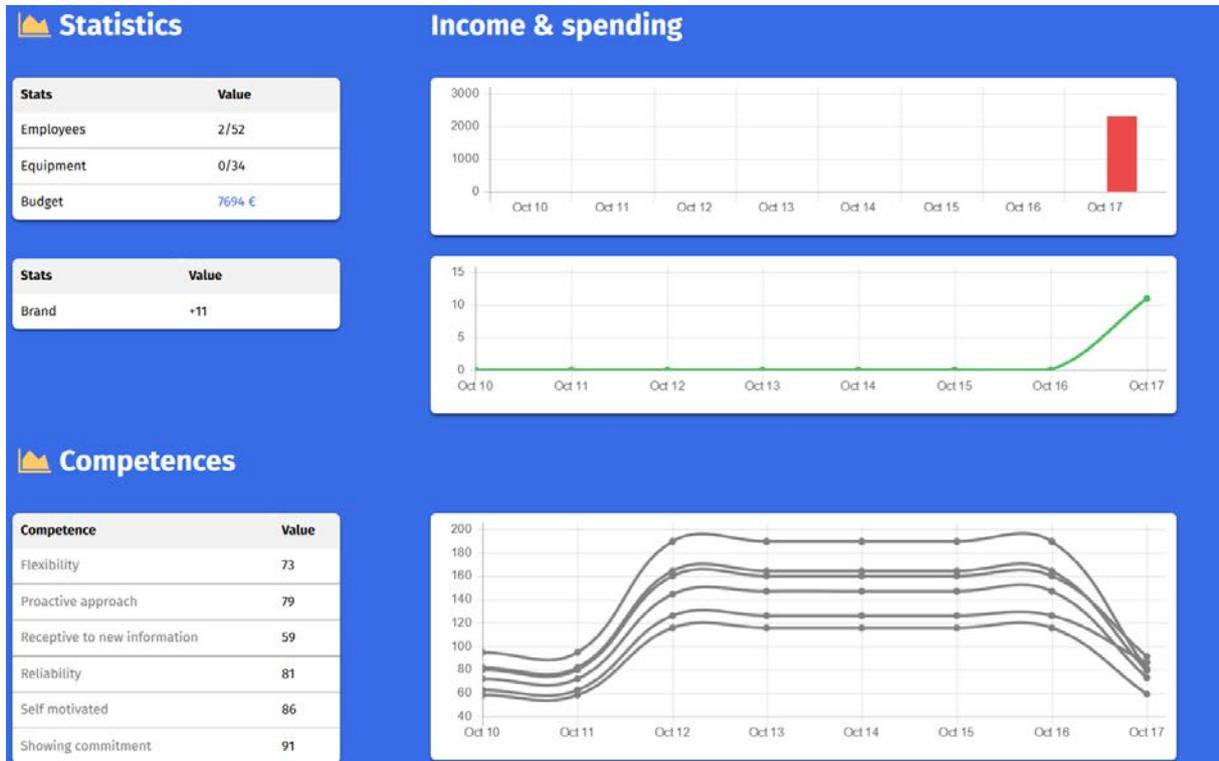


After you have created a group, the group key will be available at the top of your screen

Each group has a special secret invitation code. Anyone who knows this code and enters it into the form on page My groups will become a member of that particular group: `ngvzt1z8`

Overview

As you might have noticed already, an overview of your enterprise is available at the top of your screen:



The overview offers you insight in the costs, income, brand, and competence points



Disclaimer

*This project has been funded with support from the European Commission.
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