



# INTRODUCING **EDUardo BUSINESS SIMULATION**

New trends in self-learning and micro-learning affecting education have been accelerated by the pandemic. The training market is continuously looking for new interactive technology solutions. Recruitment and HR consulting are also undergoing some fundamental changes. Interactive tools are replacing traditional methods of selecting, assessing, and training candidates.

EDUardo is a gamified simulation platform that seeks to fill this growing demand. We provide deep and realistic instructional content that is both engaging and able to satisfy our client's educational and assessment needs. Our platform is fully customizable and can be easily integrated into learning projects at corporations, training institutions, and business schools.

**Basic Business Skills**

Develop a start-up enterprise that creates and operates a smartwatch application!

Focus topics of this module: cost structure, cash flow definitions, online marketing, entrepreneurship.

**Financial skills and production management**

Manage and improve a manufacturing company, that produces projectors for mobile phones.

Focus topics of this module: comparing and selecting development projects, managing financing alternatives, liquidity planning, indebtedness and liquidity indicators, utilizing different sales channels.

**Sustainability Management**

**ECOED**

Learn how to incorporate sustainable practices into a manufacturing company, making decisions that increase its profits and market share while reducing its environmental impacts.

**Basic Business Skills - HelioFund Case Study**

HelioFund is a venture capital fund which focuses on early-stage technology start-ups and has a hands-on management approach. It operates in different regional markets and has unique challenges. The mode has markets in different parts of the world, from South America to South-East Asia.

Your task is to stabilize the company's financial situation and ensure its long-term growth.

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# WHAT MAKES **EDUardo UNIQUE?**



## **Fully Scalable Via E-learning Approach**

Whether it be 10 or 1000 new users, our system is capable of handling new users with less than a day's notice.



## **Learning Content Integration**

Opt for having your own branded visuals, learning materials, quizzes, tests integrated upon request.



## **Customization**

Change the dynamics in the simulation to fit your company or university's needs. Subject to additional cost for development.



## **Data Integration Options**

Ability to channel data back to your learning management system with single sign on support. Available upon request.



## **Validated Use In Skill Assessment Processes**

Proven references available for our skill assessment capabilities to ease processes.



## **Specialized Learning Modules**

From banking to sustainability, EDUardo goes beyond the run-of-the-mill business topics to help prepare you for modern challenges in business.

# HOW DOES IT WORK?

EDUardo gives users the opportunity to learn and apply business concepts in real-time. Through the simulation's lifelike environment, participants can make managerial decisions at virtual enterprises by drawing on a number of data points. They'll be able to immediately see the consequences of their decisions and adjust their strategy accordingly.

Learning in a simulated environment is a risk-free approach and also allows the reiteration of the situation with alternative approaches. The solution has several gamification elements (e.g. leaderboards, badges, instant feedback messages) that are designed to increase the continued engagement of the participants.



**EDUardo** offers ready-to-use business case studies that are specifically designed to increase participants' understanding in a number of knowledge areas.



All content is available in English. Specific case studies are also available in other 7 languages.





# LEARNING APPROACHES

EDUardo can be applied as an individual self-learning tool, as a part of a facilitated training event, or a combination of both. Facilitated events can be organized via a distance learning approach or embedded into webinars.



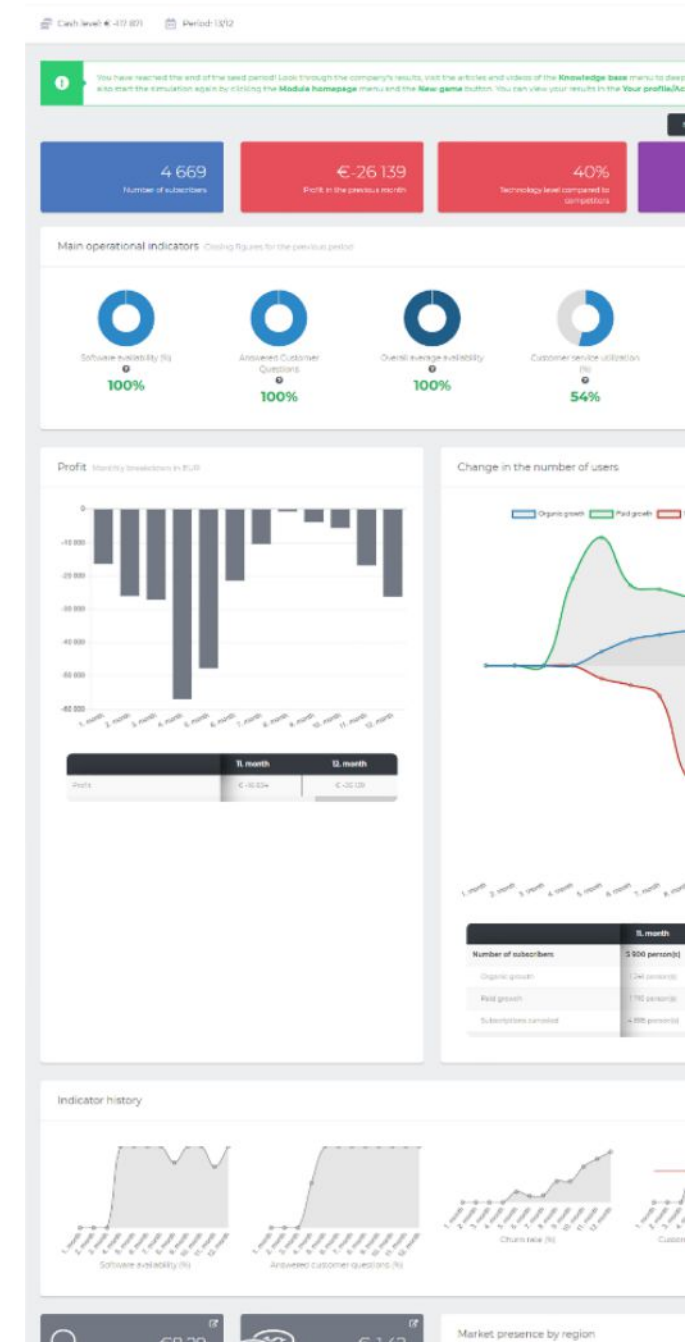
## MICROLEARNING

A key strength of the learning platform is that it promotes microlearning with a “bite sized” approach to the learning journey. Participants can progress according to their own schedule, pause and continue the learning upon their own preferences.



## TEAMWORK & COMPETITION

Participants can use the simulation alone or in teams. Individual and team performances can be evaluated via team reports by the trainers. There are no limits to the number of evaluated teams. EDUardo also supports competition-based set-up where teams interact and influence each other via the virtual markets. Competition set-up works for up to 50 teams.





## EVALUATING LEARNING PERFORMANCE

EDUardo supports the evaluation of learning performance. The system has auto evaluation based on case study specific KPIs. There are integrated quizzes, excercises and tests, as well. Trainers have access to individual learners' activities.



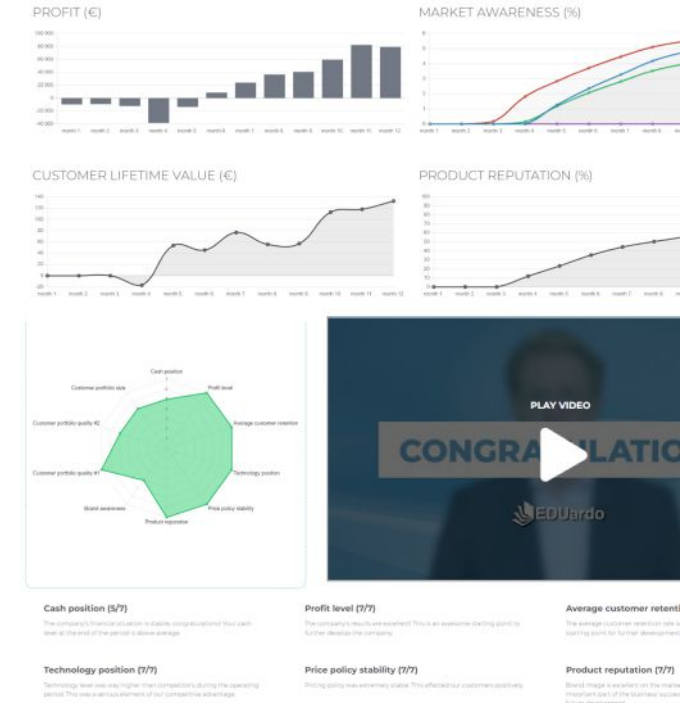
## LEADERBOARD

This feature is available in EDUardo.

Usually, we prepare an automatic evaluation for several dimensions at the end of the simulation. But if there is the main one, we could set up a leaderboard for the required one single indicator.

It should be pre-defined, because if you have a lot of indicators then what is the leaderboard option for that ...

The users could use their account name or nickname.



**Leaderboard**

Select version: Bank branch II - Base story

Selected module: Bank branch II - Base story

#	Nickname	Best result
1.	Lily	102.73
2.	Anonymous	98.62
3.	Cyozo - Me	97.63
4.	Lauren	95.88
5.	Isabella	93.84
6.	Anonymous	89.79
7.	Amy	89.18
8.	Anonymous	78.88
9.	Charlotte	74.89

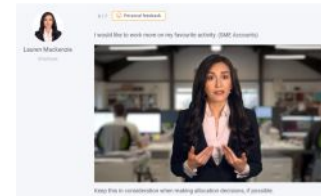


## CUSTOMIZATION OPTIONS

EDUardo platform is flexible and allows many customizations that allow the case studies to fit your specific business requirements. We can tailor fit the case studies to the client's needs. This includes the ability to:

- upload corporate learning materials (files, exercises, videos, audio files, tests, quizzes),
- integrate in-tray exercises (e.g. incoming emails and messages),
- Integrate customised and branded certificates
- change the simulation parameters,
- introduce special new simulation elements,
- change the background case study or even
- design new storylines that are relevant to your business.

There is a possibility to have a customized visualization of the learning interface with company-related elements with AI-based videos.



### 1/10 What does it mean to have a sustainable bus

- ☐ Creating products that can be recycled.
- ☐ Financing Corporate Social Responsibility (CSR) initiatives.
- ☐ Having a profitable business that contributes to a healthy environ
- ☐ Measuring the number of resources consumed and how mu

### 2/10 What is life cycle management?

- ☐ It's a form of management that applies circular economy techn
- ☐ It's a form of management that accounts for the social, economi
- ☐ It's a form of management that accounts for how long a product
- ☐ It's a form of management that accounts for the life cycles of ani

Műveltségok leírása

Küldöttéke értelmezése

Pénzügyi mutatók: likviditás, eladósodottság

**Pénzügyi mutatók fogalma**

A pénzügyi mutatók a vállalkozás vagyoni, pénzügyi és liabilitásainak bemutatására szolgálnak. A pénzügyi mutatók olyan indikátorok, amelyek a vállalkozás működését és **gazdálkodási tevékenységét értékelik**, továbbá fontos szerepet játszanak a vállalkozás **döntés-előkészítési** folyamatokban is. A pénzügyi és számviteli szakirodalmak számos mutatócsoportot tartalmaznak, amelyek közül minden vállalkozásnak magának kell kialakítani a számára releváns mutatócsoport rendszert. Új mutatócsoportok definiálására is van lehetőség az adott vállalkozás és iparág sajátosságainak megfelelően.

**A) Likviditási mutatók**

A likviditási mutatók a vállalkozás likviditási pozícióját értékelik a publikus adatok alapján, azt vizsgálják, hogy a vállalkozás likvid eszközei milyen arányban fedik le a rövid lejáratú kötelezettségeit. Minél nagyobb arányban fedik le a likvid eszközök a rövid lejáratú kötelezettségeket, likviditási szempontból annál stabilabbnak tekinthető a vállalkozás.

A főbb likviditási mutatók a következők:

**Likviditási ráta (Current Ratio)**

Likviditási ráta = Forgóeszközök/Rövid lejáratú kötelezettségek. A mutatóban a Forgóeszközök és a Rövid lejáratú kötelezettségek arányát számítjuk ki. A mutató értéke vonatkozóan 1,5 - 2 feletti érték tekinthető biztonságosnak. A pontos érték azonban iparágonként eltér, illetve nagyban függ a forgóeszközök összetételétől. Érdemes együtt értékelni a vállalkozás operatív és finanszírozási cash flow-jával (valamint az azokkal kapcsolatos várakozásokkal).

**Likviditási gyorsráta (Acid-test Ratio vagy Quick Ratio)**

Kalkulációja hasonló a likviditási ráta, de a számlálóban a Forgóeszközök között nem szerepelnek a készletek. Vagyis a likviditási gyorsráta = (Forgóeszközök - Készletek)/Rövid lejáratú kötelezettségek. Értéke 1 alatt tekinthető figyelemre méltónak (rossznak). A Current Ratio-nál lent eszrevetések itt is érvényesek.

**Cash Ratio**

A likviditási gyorsrátnál is konzervatívabb mutató, ahol a pénzáramlányt vizsgáljuk a rövid lejáratú kötelezettségekhez.

Feedback

Read aloud

0:00 / 2:06

Our expert made the following notes after...

These are the main findings of the analysis:

- The company increased its revenue dynamicly in the future?
- Parallel to the increase of revenues, the...
- A fundamental reason is the increase of...
- In absolute terms the company improved revenues. Percentage wise the profitability...
- The company had accumulated a lot of...
- The company significantly increased its...
- The amount of working capital nearly doubled and partly due to the dynamic decrease...
- The accounts receivables increased significantly. Average collection days decreased from 6...
- Meanwhile, the average turnover of inv...
- The company significantly increased the the increase of loans. Would be great to know...
- The company increased its evaluation on... Would be great to know the background...

MODULE INTRODUCTION		GET TO KNOW YOUR COMPANY		VIDEOS		ARTICLES		QUIZ	
CERTIFICATION		LEADERBOARD		EXERCISES		CASE STUDIES		TRAINER MATERIALS	



# FAQ

## How can I try EDUardo?

You can try our demo on our website at <https://edu-simulation.com/>  
It's completely free with no download or sign-up required!

## What types of simulations are available on EDUardo?

EDUardo has four main simulation engines: the service company (often presented as a start-up company), the manufacturing company, the project portfolio environment, and the banking environment. The further layers (storylines and simulation details) are defined in the given case studies.

## What is the typical time requirement to complete a facilitated learning exercise?

Each EDUardo case study can be completed by a team in one day. Case studies can be used as hands-on exercises in learning programs for 1- 2 hours each. Individual users can continue the learning journey after facilitated events as individual e-learning. The trainer has an option to organize recurring short sessions and therefore cut the learning program into manageable “bite-size” elements.

## How does EDUardo improve the learning process?

Being able to learn and apply business concepts by running a company in real-time is the best way to learn. EDUardo better equips you for the business world by putting you on the front seat of all the action. Unlike the real world however, you're allowed to make mistakes! Try different strategies as many times as you want to get better results.

That's the best part about EDUardo. You get to learn while having fun! The gamified format of our learning tool creates a high level of engagement and challenges participants to keep on learning.

## What is the typical time requirement to complete an e-learning exercise?

This depends on the participant's learning style and which case study is chosen. Typically, each exercise requires around 8-12 hours of learning. We recommend cutting this into bite-sized 1 hour sections over a 1-3 month long period.

## What are the system requirements of EDUardo?

EDUardo is available through a web browser, no installation is necessary. We support Chrome, Firefox, Opera, Safari and Edge browsers. Participants might use laptops or tablets (smartphones are not recommended given the small screen sizes – though there is no technical bottleneck using them).

# EDUardo EDUCATIONAL CASE STUDIES

## MODULE 1: BUSINESS SKILLS

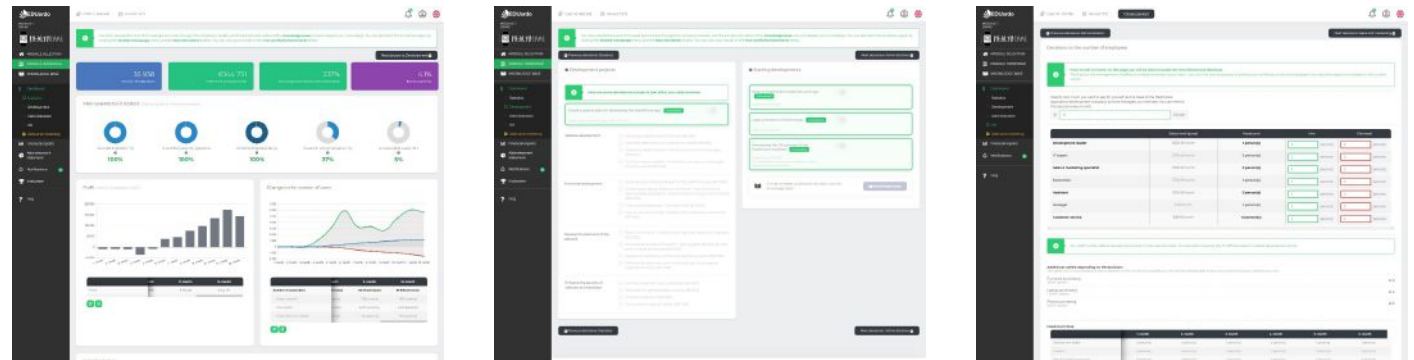
In this case study, the participant is the manager of “MediTech”, an app development company. The company is planning to design a new application for smartwatches that will collect the user's health data to help them live a healthier life. The brand name of the product is “HealthCare”.

The company is planning to release its product to market. The goal is to gather and keep as many monthly subscribers as possible while also developing the existing app. Participants must juggle these two KPIs while leading the company.

During the case study, the participant learns the fundamentals of economics including the following:

- Basic economic definitions.
- How to evaluate business statements and results.
- The businesses "fingerprints", and how to read the "signs".
- The three most common questions that all businesses operations must face.
- Online marketing channels, which will help us better understand how market segmentation can affect sales.

The participant has access to relevant theoretical knowledge in the educational videos and can read about the details of key topics in the knowledge base section.



## MODULE 2: BUSINESS PLANNING

In this case study, the participant has to navigate the company through its opening stages and have a stable operational business by the end of the first year. The participant should aim to acquire enough customers and income to avoid going bankrupt.

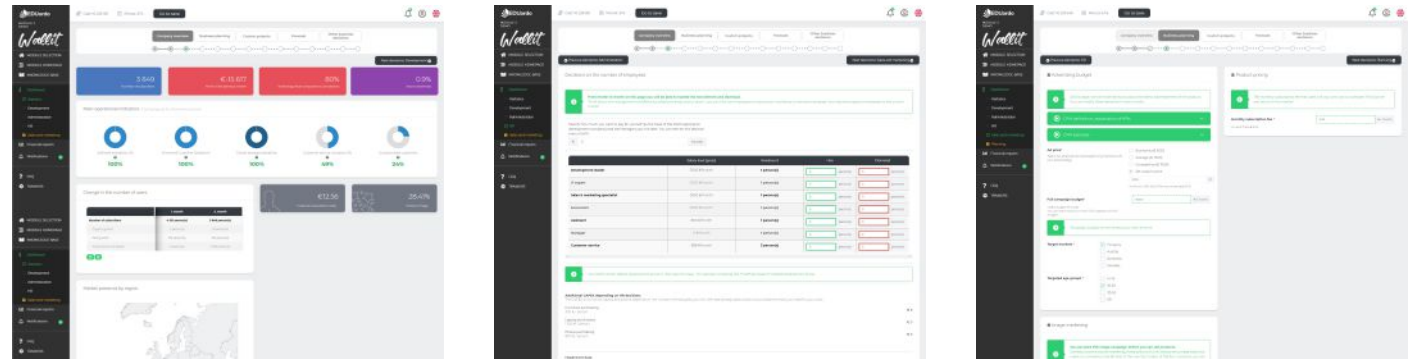
With the business plan, the participant will have to look into the future. At the end of the simulation, the participant will analyse how well they managed to forecast future operations.

Participants will be running a company in charge of a “FinTech” application. The users of this application can monitor their incomes and spending, and also plan their monthly household expenses.

The name of the company’s product is “Wallit”, and is provided to the customers via monthly subscriptions. The participant’s aim is to have as many subscribers as possible and to keep them as long as possible.

In this section, we cover the subject of business planning and find the answers to the following questions:

- What is a business plan, and why is it necessary?
- Which steps should be followed when creating a business plan?
- What happens to the business plan after we create it?
- What is working capital? How do we manage working capital?



## MODULE 3: FINANCIAL SKILLS AND PRODUCTION MANAGEMENT

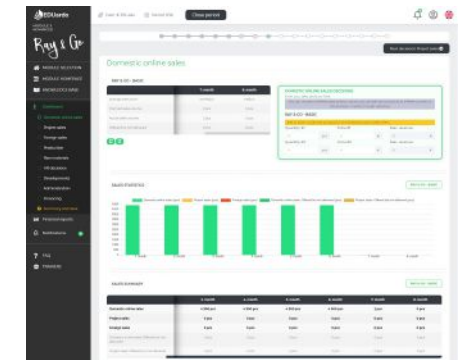
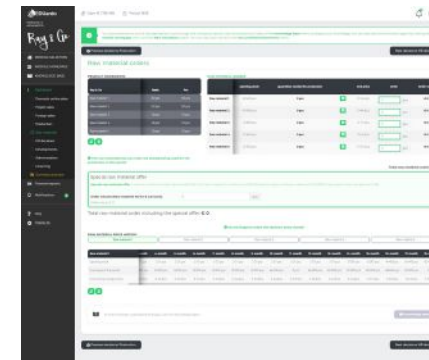
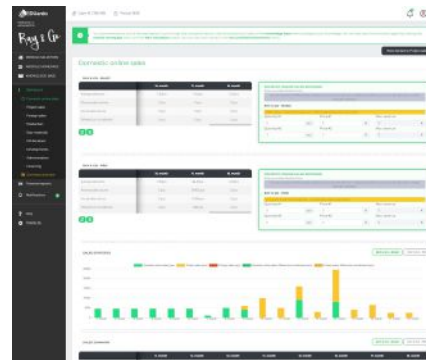
In this case study, the participant manages a company which has an exciting and innovative product: a projector that can be paired with a smartphone called “Ray&Go”. The participant will be responsible for managing its production and sales.

The company is already up and running and is earning income from product sales. It also has all the machinery and employees necessary for production.

The participant’s goal is to make the business succeed within a year by building up new sales channels, accomplishing new innovation projects, and stabilizing the company’s economic status.

During the case study, the participant deals with basic supply chain management. The participant follows the life cycle of the product end to end. From the conception of the idea, to its production, up to sales. We cover the following topics:

- Should innovation be part of a start-up company’s daily practice?
- How to choose from multiple innovation possibilities?
- How can indicators help us?
- What are the 5 most important financial indicators in a business’s life cycle?
- Why should external financing be used? Why should a business serve many different market segments?



## MODULE 4: CRISIS MANAGEMENT

In this case study, the participant is the general manager of a company that is producing exclusive designer silverware, mainly for high-class restaurants and hotels.

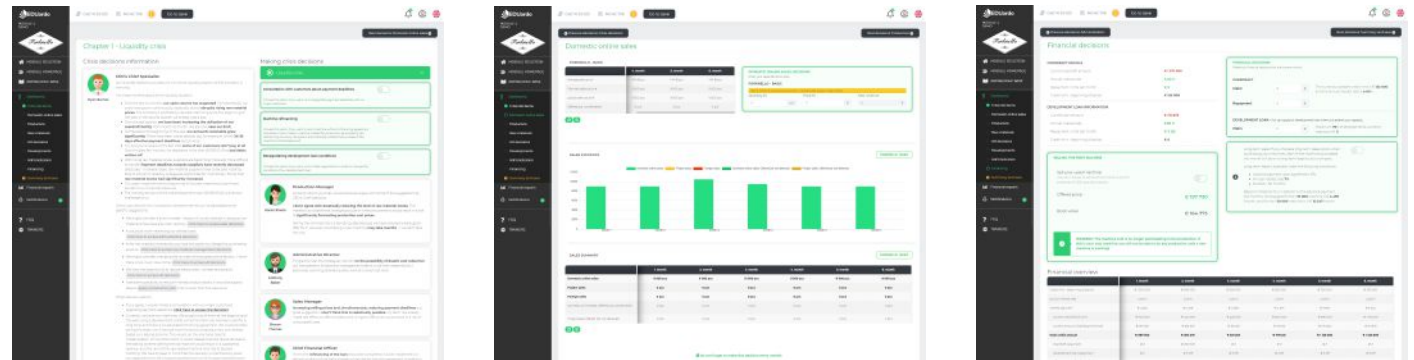
“Forknello” has been in the market for a while, but from time to time it has faced various crises. The participant has recently joined the company, and they will need to resolve three different life-stage crisis situations.

The aim is to lead the business through all three of the situations, identify the crises, and find a solution for them in order to stabilize the company.

Each section in this module covers a different management topic that will help the participant lead the company. The participant will learn more about crisis management through three different simulations.

We face the following questions:

- What crises can arise in a business' life cycle?
- What can cause a liquidity crisis, and what are the solutions?
- What are the biggest risks of such crises?





# MODULE 5: LEADERSHIP SKILLS & PROJECT MANAGEMENT

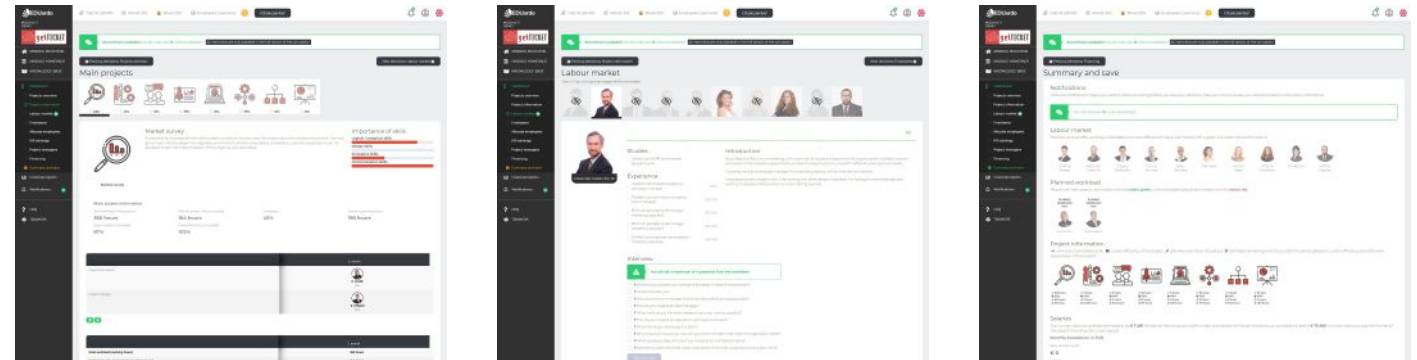
In this module, the participant will run a company called “GetTicket”. The project team has created a business concept that effectively manages the secondary ticket market before and during large sporting events. The aim is to create an online platform for selling and exchanging of sport event entrance tickets.

The participant will have to consider the employees’ professional knowledge, skills, and personalities before they can delegate tasks and create teams in the most effective way.

The participant’s goal is to prepare for the investor presentation and to create all the necessary background materials. The presentation is guaranteed to take place. However, its success will depend on employees’ effectiveness in collecting the information and creating the prototype, as well as the presentation’s delivery.

The following topics are in our focus during this Module:

- How to select the right person for the right position?
- What does situational management mean, and why is it effective?
- How do we manage personnel challenges?
- How do we handle project deadlines, and how can we ensure the quality of our projects?



## MODULE 6: VALUE-BASED MANAGEMENT

In this case study, the participant will manage a company called “VitaFruct”, which produces and sells freshly squeezed bio fruit juice. Until now, the company has focused only on the domestic market, but now we would like to expand into other countries.

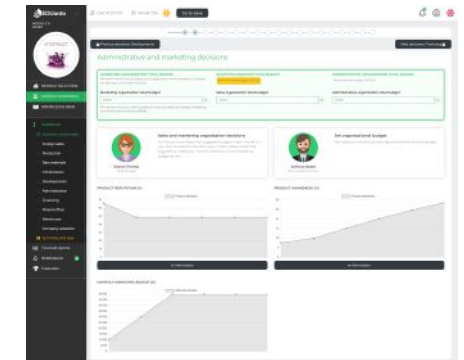
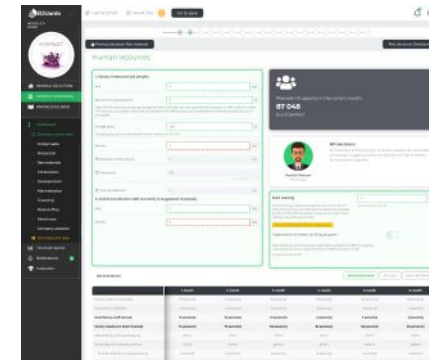
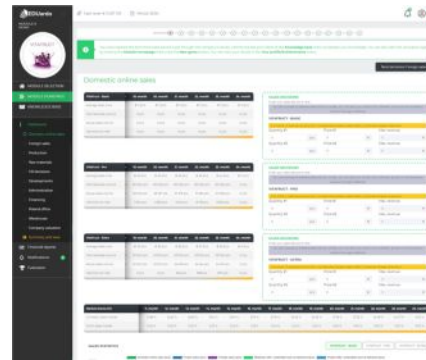
The owners are considering selling the company. However, the value of the business must first be determined.

The participant will be tasked with managing the recurring monthly production, sales, and the other operational tasks. In addition, the participant will be assisting the owners with international expansion.

The participant’s other task is to support the management in preparation for the possible sale of the company. This will be done by reviewing the valuation of the enterprise and making sure that the corporate value increases during this time.

The participant faces the following key questions in the simulation:

- What kind of organizational development challenges come up during business growth?
- What kind of questions must be answered when expanding abroad?
- How can the differing exchange rates affect the business?
- How can we determine the value of our business? What kind of methodologies can be used to do this?



## MODULE 7: BANKING

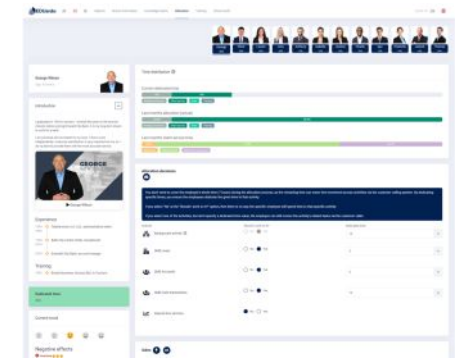
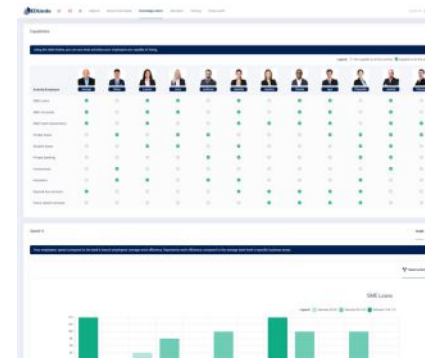
In this module, participants will manage a branch of up to 15 virtual employees. Each employee will have their own distinct capabilities, preferences, and moods.

Participants will balance employee and customer satisfaction while taking into account their branch's overall performance. They will learn to make sound decisions when facing the everyday challenges of business operations.

Analysis of financial and non-financial indicators will be the key to success in this banking module. Participants will get first-hand experience in using financial tools. In addition, they will make decisions about which employee should focus on which activity; which activity to dedicate special time to; and what sales areas to be active in.

The participant will focus on the following topics during the simulation:

- How to manage personnel to maximize value for your branch
- How to properly use financial tools and other performance indicators to make sound business decisions
- Understanding the relationship between employee satisfaction, customer satisfaction, and sales



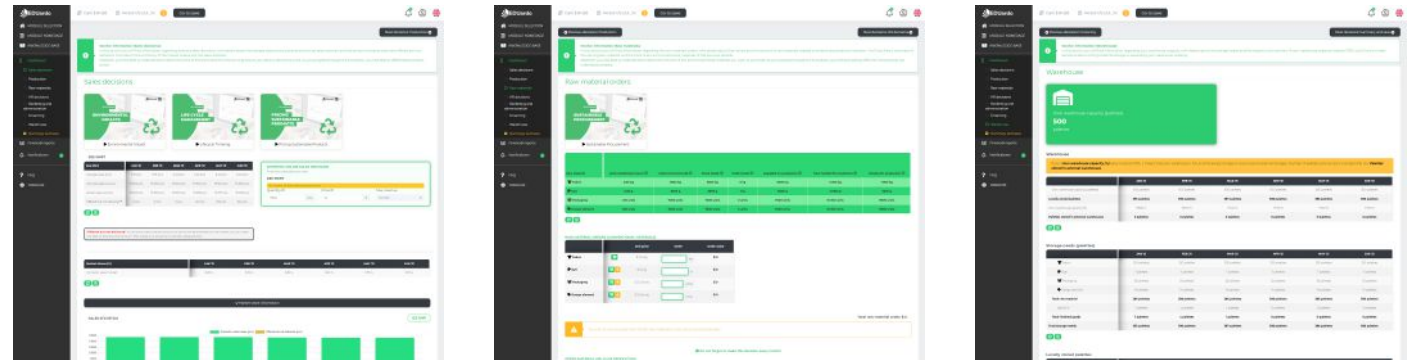
## MODULE 8: SUSTAINABILITY

This learning case study is designed to demonstrate the challenges of a green transformation.

As the manager of a manufacturing company, the participant makes decisions on the use of sustainable raw materials, technology developments, green oriented marketing, changing employee attitudes, and satisfying customer expectations. The challenge is to drive the green transformation while keeping the company profitable.

The participant faces the following tasks:

- Make sales decisions while considering environmental impact in the life cycle of the product.
- Achieve operational efficiency by managing staff, warehouse capacity, and finances.
- Maximize the company's potential by finding the right balance between using conventional and eco-friendly raw materials.
- Develop new eco-projects to optimize production, reduce environmental impact, and increase the eco-score.
- Determine the marketing strategy while considering the company's current sustainability levels and the risks of greenwashing.



During the simulation, you will make the management decisions of a virtual company. The economic situation of the business will change as a result of your decisions. You will be able to review the various economic reports of the company from time to time.

The professional review will be assisted by video materials. In addition, for a better understanding of a topic, you can check out the knowledge base where you will find useful text and audio materials.

A better understanding of the focus topic will be supported by additional exercises. By solving these, you can understand the specific situations of companies of different industries.

[illegible][illegible]

A graphic titled "ACCOUNTING FOR MANAGERS" with the subtitle "CASH FLOW VS. INCOME STATEMENT". It features a green circular design element on the left and a small icon of a document with a dollar sign on the right. The background shows a blurred image of a person working at a desk with a calculator.



Cash Flow vs. Income Statement







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