

Mr Kevin Low
Head of Business Development
DecisionWare Simulations and Games
3 Science Drive 2, Blk S15 #01-09C, NUS
Singapore 117543
Tel: +65 65161368
Web: <http://www.decisionwaresim.com/>

Proposal for Entrepreneurship Training using Ice-cream Factory Simulation Game

Dear Sir/Madam,

1. Who we are

Established in October 2003, DecisionWare Simulations and Games Pte Ltd (DecisionWare), aims to promote the use of simulation games in education globally. DecisionWare's vision is to *provide stimulating and educational business simulation games for people of any backgrounds and age*. The company is a spin-off from the National University of Singapore, licensing the MAGNUS Simulation Game technology that was developed in the university. Associate Professor Yeo Gee Kin, one of the key developers of the MAGNUS simulation, is also one of the founders and directors of DecisionWare.

2. Objectives of the Training

The training comprises of the lecture/workshop component and the simulation game playing component. During the workshop session, students will learn:

- Qualities of an entrepreneur
- Fundamentals in business planning and business analysis
- Understanding the customer segments and the power of branding
- Fundamentals of decision-making

A mini-competition will be held for the students using the Ice-cream Factory simulation game. Playing the Ice-cream Factory simulation game will reinforce the lessons taught in the workshop, while at the same time creating a fun and stimulating atmosphere for learning.

At the end of the training, students would have developed a greater interest in business and entrepreneurship, while understanding the challenges and difficulties of starting and running a successful business.

3. Ice-cream Factory Simulation Game

The Ice-cream Factory Simulation game was developed by DecisionWare to teach secondary and junior college students business and decision-making principles. It was also used in the nationwide Youth Entrepreneurship Competition 2005 conducted by DecisionWare.

In Ice-cream Factory, students form teams to run a virtual ice-cream company. They compete with other teams to sell ice-cream to the consumers in the virtual markets. The team's performance is based on the company's profits, brand rating and market share. Every team will have to analyze business information within the game and develop their winning strategies in order to succeed.



The game is accessed through the Internet, and only an internet browser is required to play the game.

4. Training highlights

- The training will be conducted by Mr Ang Ping, an experienced trainer with an MBA from the University of Chicago (a full resume will be sent upon request)
- Mini-games at the end of each training workshop
- A 2-day competition for student participants using Ice-cream Factory, with prizes for the top 2 winning teams
- The full training timetable will be sent upon request

5. Pricing

The cost of the training is as follows:

- 2 day workshop for a class of 25 students - \$1300
- Administration of a 2-day competition using Ice-cream Factory - \$1200

6. Questions

For any additional queries, you may call: 65161368 during office hours or email: kevinlow@decisionwaresim.com

Truly yours,

Kevin Low

kevinlow@decisionwaresim.com