EcoStartup

In the business simulation EcoStartup the participants establish their own company and hatch into the chief role. A self-developed business plan forms the basis for this. Thanks to the activity-oriented company simulation, they can analyse the effects of their own decisions. And the competitive situation between the groups will motivate the Startup teams to give their best performance.

Innovative and responsible business people plus employees acting in an entrepreneurial role are the pillars of our economic community. The game players learn how a small business functions, what needs to be taken into account from an economic and commercial point of view when founding a small business and what the challenges are. The fundamental business management knowledge required, based on corporate model of the University of St. Gallen, is communicated and put into practice while playing EcoStartup.
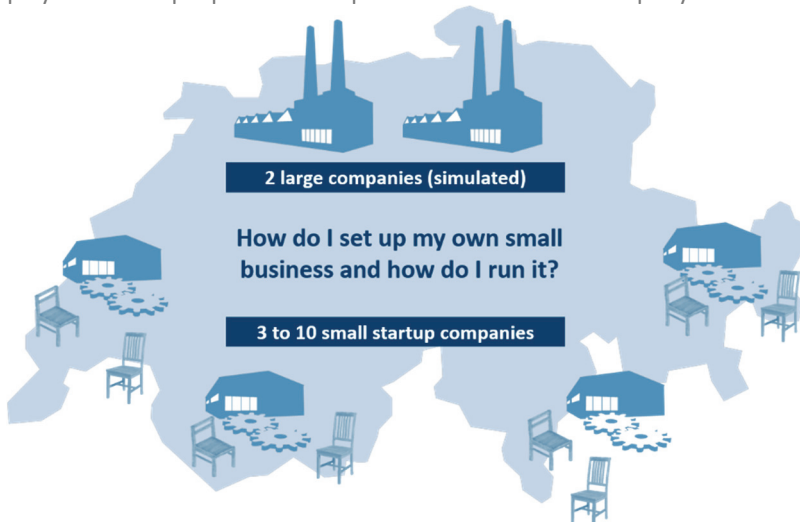
YOUR BENEFIT

EcoStartup enables the participants to:

- discover the aspects of company management and its environments in the founding of a company with the help of a simple yet holistic model.
- turn a business idea into an actual business plan and design the startup phase of the company
- gain basic insights into the aspects and economic environment of a small company.
- work together as a team in a targeted manner.

MODEL

The market is formed from two large companies (simulated main competitors) and three to ten competing startup companies. EcoStartup can be played as a simple production operation or as service company:

Visit our website for more information: *www.eco-challenge.ch*

FACTS & FIGURES

Business management and startup experience:

- Choice between production or service company
- 3-10 small companies
- 2 simulated main competitors

TARGET GROUPS

- Employees or managers from the lower and middle management levels
- Apprentice training
- Universities / Universities of applied sciences to encourage startup activities

REFERENCE

- Axpo AG

SIGN UP NOW!

You want to use business simulations? We show you how.
eco-challenge.ch/en/workshop