UGS® GAME –
A Startup Game to Learn Entrepreneurship

Volkmar Liebig
ifm – Institute for Foreign Languages and Management

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Disposition

1. Introduction: Entrepreneurship and Startups
2. The Planning and Simulation Software UGS® SIM: Software Supported Business Planning
3. Three Steps to Start up a Business: EXIST³ ®
4. The Startup Business Game UGS® GAME
5. Workshop: Practising and Exercising
„Entrepreneurs are the economic DNA which we need to build Competitiveness and Innovation in Europe”

(Guenter Verheugen, the EU's Enterprise and Initiative Commissioner)
Key questions:

• Can you learn entrepreneurial Skills or are they in your Genes?
• What does it take to set up a Business and to make it successful?
• Why do fewer Europeans have what it takes?
1. Introduction: Entrepreneurship and Startups (III)

Everybody is an Entrepreneur
1. Introduction: Entrepreneurship and Startups (IV)

Americans are justly proud of a Culture that allows Individuals to create Businesses without having to negotiate too much Regulatory red tape.

It’s long been thought that Europeans, for whatever Reasons, simply do not have the same Mindset.
First Summary:
Entrepreneurship is the Practice of starting a new Business – creating a Startup or founding a Company. Obviously there are a lot of Differences between the American and European Mindset. But there are few Beacons in Europe ...
First: Knowledge about Basics in Business Administration

Second: Knowledge about to plan a Startup Business

Third: Knowledge about to create a Business Plan

Fourth: Knowledge about to realize a Startup Firm

All Steps are Software supported by UGS® SIM
2. The Planning and Simulation Software UGS® SIM (II)

The Modules of Planning and Results of Planning

The image shows a software interface for UGS® SIM, which includes modules for environment, corporate planning, and market. The modules under environment include planning parameters, personal requirements/deposits, and finance planning. Corporate planning modules include purchase planning, personnel costs planning, operational expenditure, investment planning, planning of capital requirements, liabilities chart, and direct costing. Market modules include market form, turnover planning, and capacities/ actions. The planning results include profit and loss account, balance sheet, cash flows chart, notice and charts, and export results.
2. The Planning and Simulation Software UGS® SIM (III)

Planning and Simulation Software-Tool UGS®

a) Market Leader in multiple Market Segments
b) Users are more than 3,000 Banks and Consultants
c) Experiences in Germany, Austria and Switzerland etc.
d) Software-Tool for Entrepreneurs and Intrapreneurs
e) Basic Tool for Entrepreneurship Education
f) Software Tool for Business Game Teams
3. Three Steps to Plan a Startup: EXIST³ ® (I)

a) First Step: Knowledge about to Plan a Startup
b) Second Step: Learn the Role of Entrepreneurs
c) Third Step: Realize your Start-up Business
d) All three Steps are supported by the same Software-Tool UGS® SIM

In Germany this Concept is called „EXIST³ ®
3. Three Steps to Plan a Startup: EXIST³® (II)

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<th>Know-how about to start up a Business</th>
<th>The Role of an Entrepreneur</th>
<th>To start up the own Company</th>
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<td>The Process of Planning a Startup Company</td>
<td>Functions, Managing a Startup Company</td>
<td>Realising the own Business Idea</td>
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Become an Overview with the Modules of a Businessplan
Feedback to the own Behaviour as an Entrepreneur
The own Businessplan

The Process of Planning a Startup Company in three Steps (EXIST³)

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4. The Startup Business Game UGS® GAME (I)

UGS® GAME:

- An innovative Startup Business Game
- Training the business thinking, acting and deciding
- Training the Role of Entrepreneurs and Intrapreneurs
- Software supported by UGS® SIM
4. The Startup Business Game UGS® GAME (II)

- **Open Start**
  - No own Idea
  - Concrete own Idea

- **Limitations, Parameter**
  - Planning-assisted by software package UGS
  - Business Start-up Simulation

- **Concrete Start-up/Concepts**
  - Appraisal-factors: Survival & Ach. of Objectives

- **Start-up Expose BusinessPlan**
  - Events

- **Start-up Simulation Results**
  - Start
  - Constitutive Decisions
  - Game Periods (min. 3)
4. The Startup Business Game UGS® GAME (III)

Frame of the Startup Business Game

- Number of Participants up to 20 Persons (optimum Number: 16)
- 4 Teams with up to 5 Persons
- Meeting Room
- 4 additional Rooms for Teamwork Sessions
- Laptop for every Team
- Unique the Use of Software UGS® SIM

The Startup Business Game includes

- Manual for Participants
- Software UGS® SIM for every Team
- Teachers' Software UGS® MASTER
- Teachers' Teaching Notes and Equipment
Further Informations

1. Informations about UGS Software®, Start-up Business Games UGS® GAME JUNIOR, UGS® GAME STANDARD etc.:
   UGS® ULM, Suedblick 4, D-89075 Ulm/Germany,
   Internet: www.ugs.de, Email: info@ugs.de

2. Informations about this Lecture and Curricula in Entrepreneurship Education: liebig@hs-ulm.de
Exercise: Team Training and Experiences

1. Four Teams
2. 15 Minutes Teamwork only
3. Realization and Discussion
4. How to use UGS® GAME Startup Business Game