

Artémat develops
Business Games and **Serious Games**
for Start-up incubators,
management training
and recruiting activities



businessgame start-up

LEADING A START-UP? IT'S LIKE A GAME!

Virtual startups compete in a simulated market.
Defining the strategies, analyzing the competitors,
understanding the consumer behavior
to become a successful market company.



We will either find a way,
or make one.

Hannibal of Carthage

SCENARIO

Startup companies compete in the market of mobile applications. The goal of each startup is to develop and sell a mobile application on Android and/or iOS market with different business models (free, paid or freemium). Business success is determined by the assets and the intangible values.

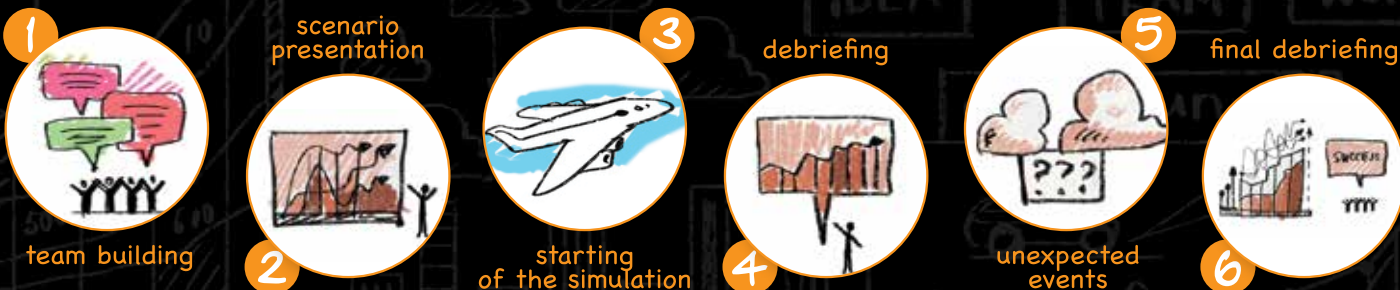


THE SIMULATION MODEL

The Business Game simulation models allow to the participants to have a view of all the strategic decisions that the Startupper usually has to take.

An effective strategic management is characterized by the coherence among objectives, decisions and available resources.

It is important for the startupper to analyze and evaluate the market results and the competitors' strategies in order to define a successful strategy.



SOME OF OUR STARTUP COMPETITIONS

