

# BGF Global Open Tournament!



# BGF In House Tournament!

Business Game Factory is the global leader in web based Business tournaments with more than 30 000 participants in 65 countries



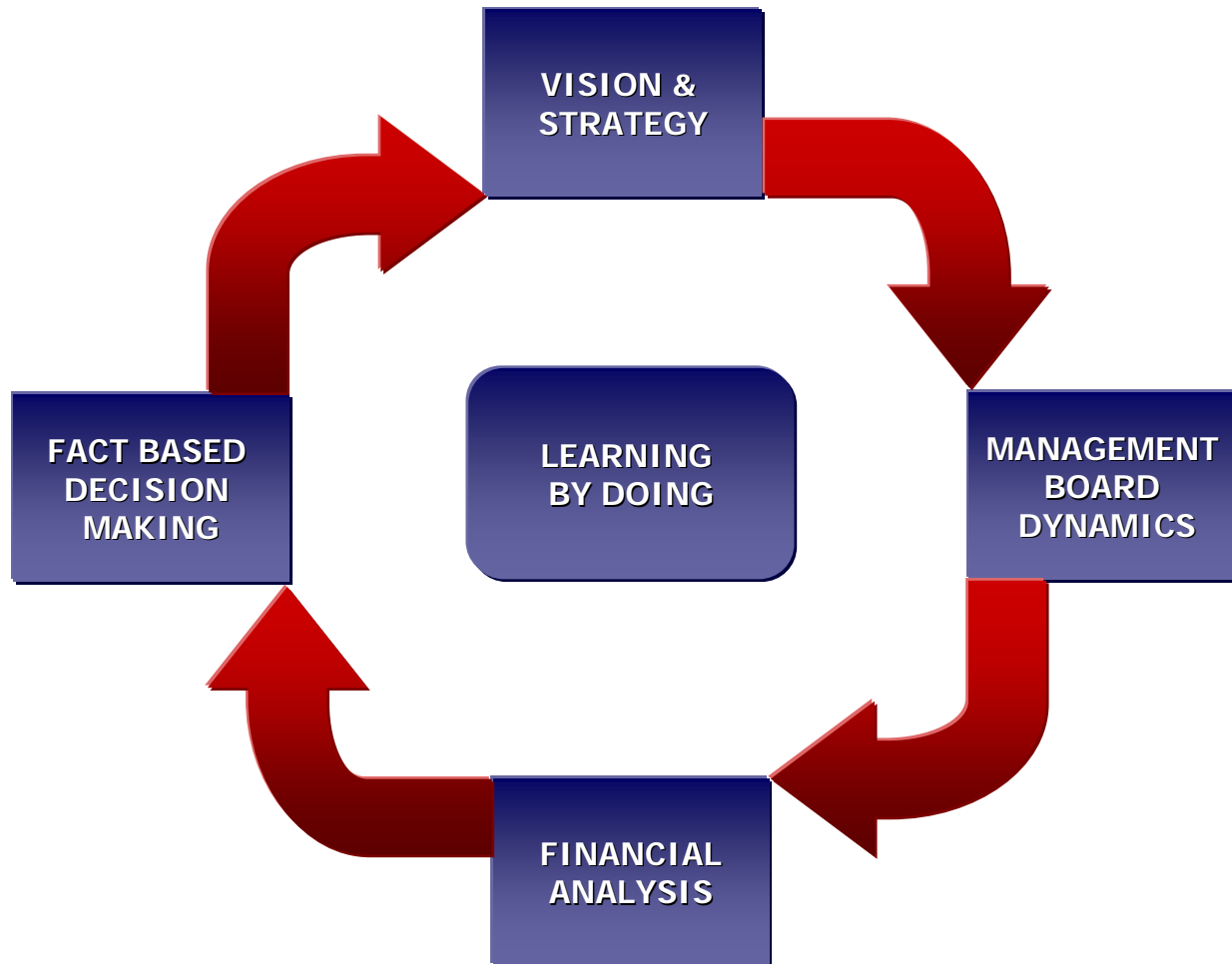
## BGF Tournament in Practice

The idea with the BGF Global Open Tournament is to form teams of 3-5 people and let them run a simulated multinational company over a period of four fiscal years, each member of the team acting in a top-management role. All of this takes place in a virtual market environment where you find yourself against real competitors, probably from different parts of the world. It's like a flight simulator, only in business!

Simulations are one of the most effective learning methods, and business game tournaments are a growing trend in the management training business. You learn by doing through experience, and without real-life risks. BGF Business Tournament is the leading business tournament in the world.



## Learning Flow



## Learning outcome

- **VISION & STRATEGY:** Risk free environment to test and simulate strategies.
- **MANAGEMENT BOARD DYNAMICS:** Discover and utilize the combined talent of your team and commit to a common goal.
- **FINANCIAL ANALYSIS:** Understand the language of business and the different measures such as EVA, EBIT, Shareholder Value and Balanced Scorecard.
- **FACT BASED DECISION MAKING:** Find out the drivers for both value creation and profitability in your company by knowing your competitors and the market. Make decisions that lead your company to success.

What you hear ...

You forget

What you see ...

You remember

What you do ...

You understand

## client company Benefits

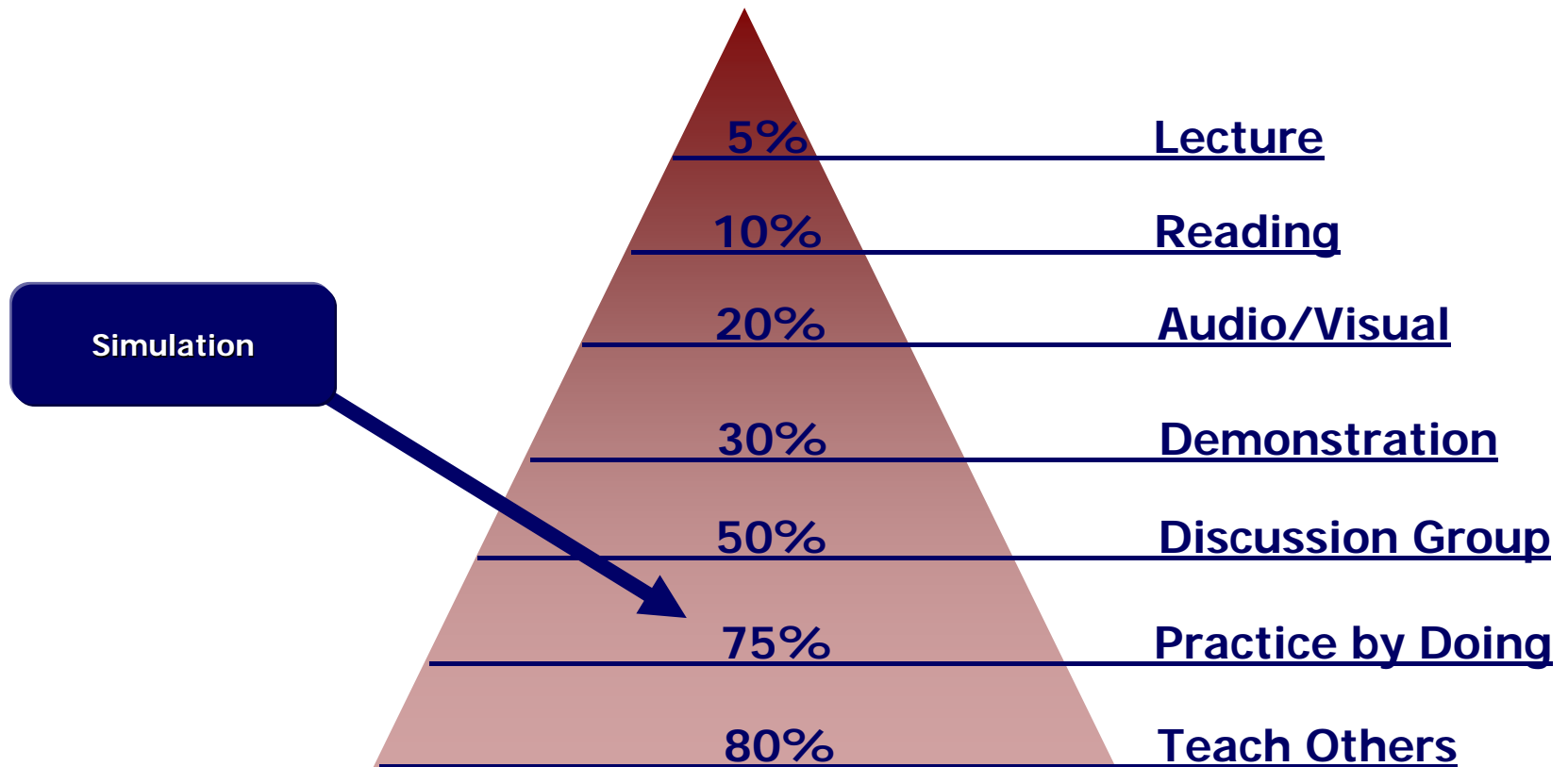
- Risk free environment to test & simulate strategies
- A proven way to develop management board dynamics
- Immediate results for precise action plans & follow up
- Skillful and motivated personnel to increase both revenue and profit



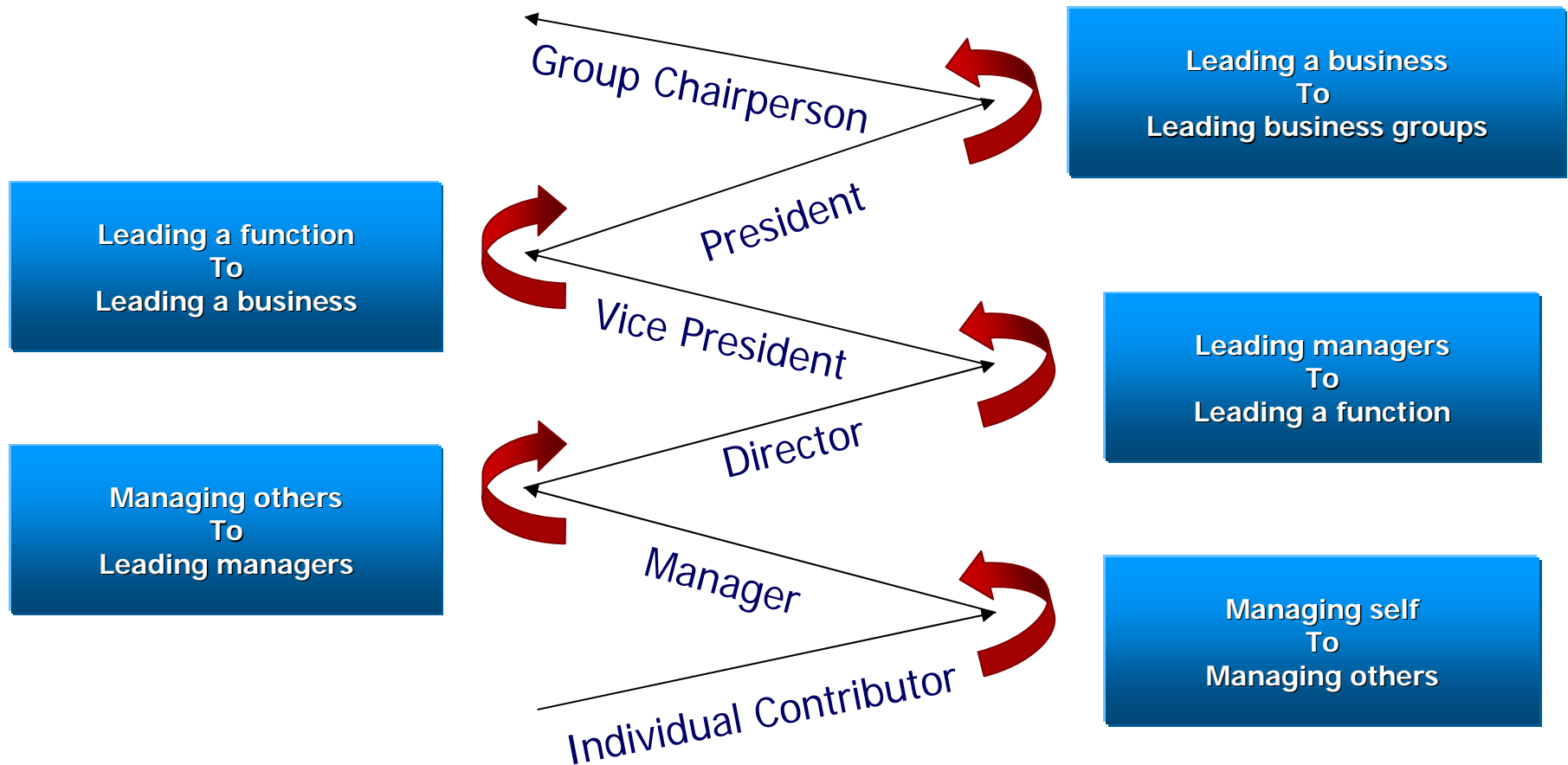
- External networking & benchmarking
- A deeper understanding of own and customer's business
- Ideal tool for team building and virtual team
- Fast implementation & fast results

## Why Simulations

Research has shown that learning by doing drives greater retention than other learning methods

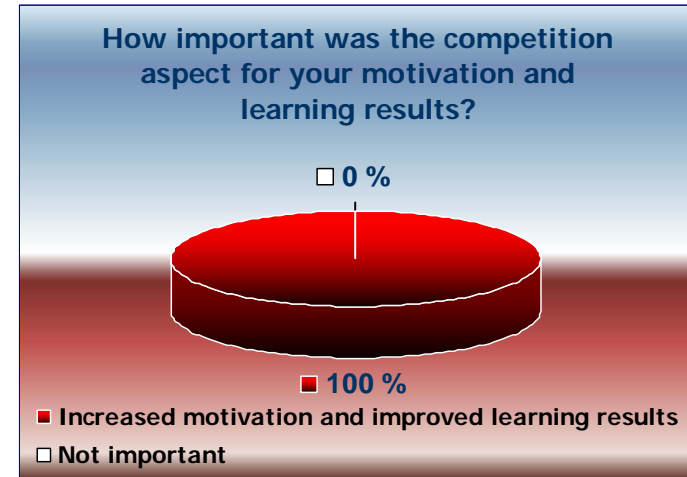
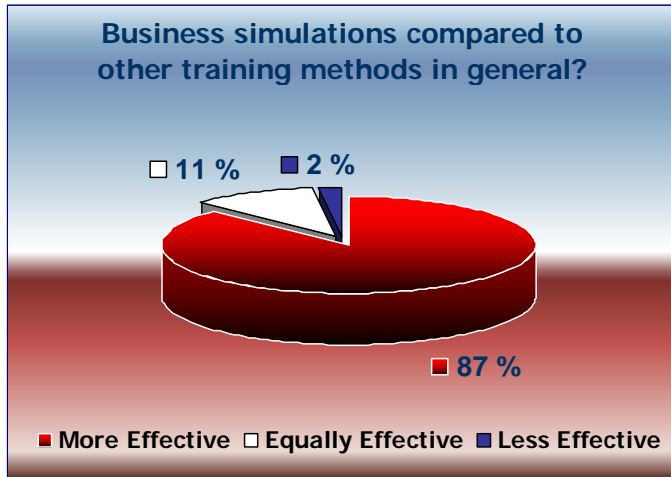


# BGF Leadership Pipeline - Empowering Career Transitions

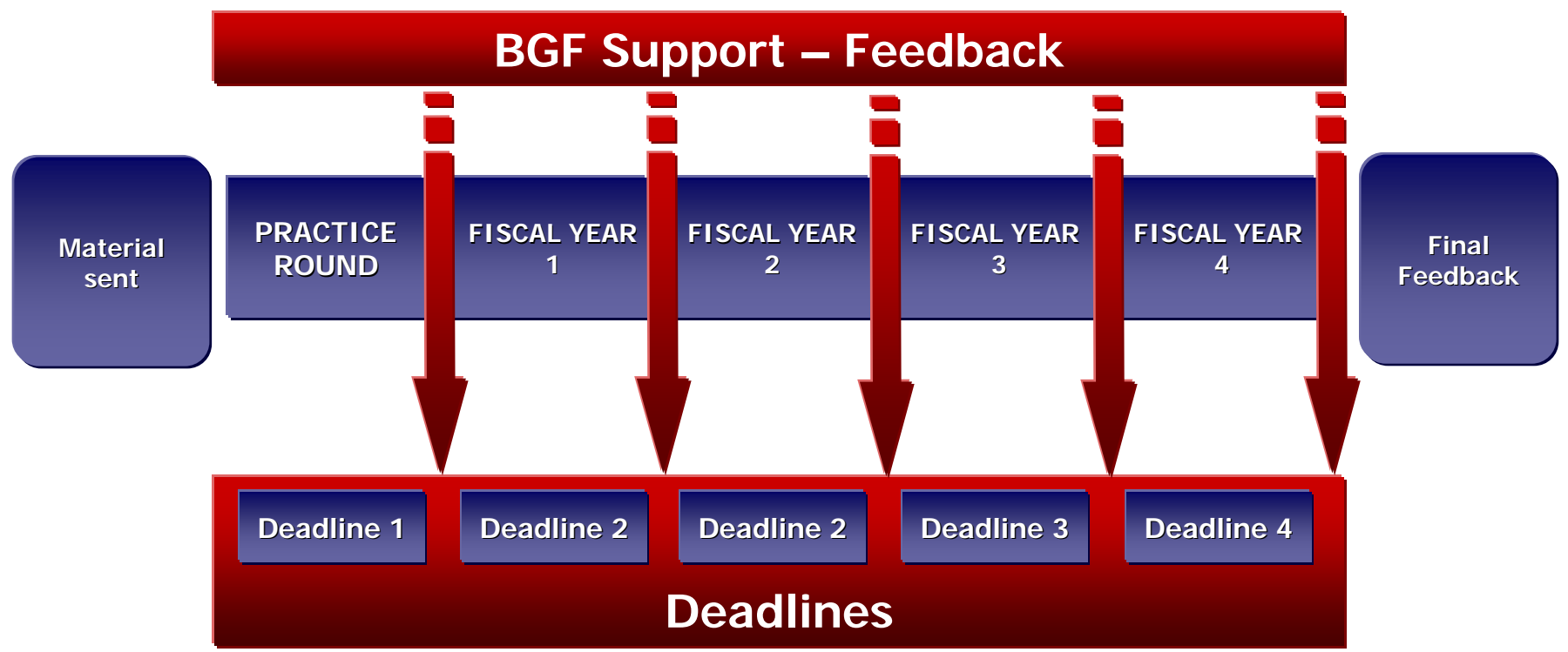




## BGF client statistics

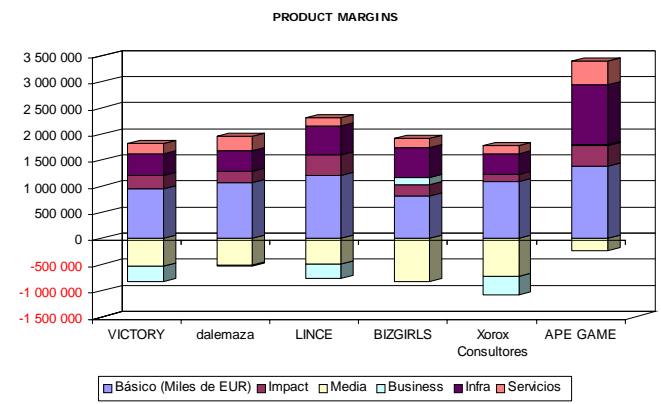


# BGF Tournament Process



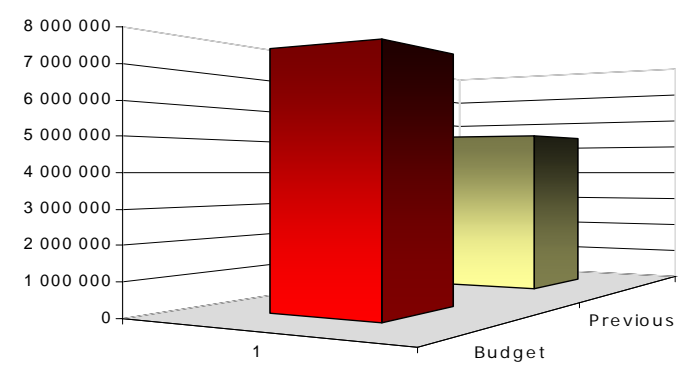
## Materials

- Before the training:
  - Pre-study
  - Tournament coach assigned
  - Game material
  - Budgeting model
  - Company background info



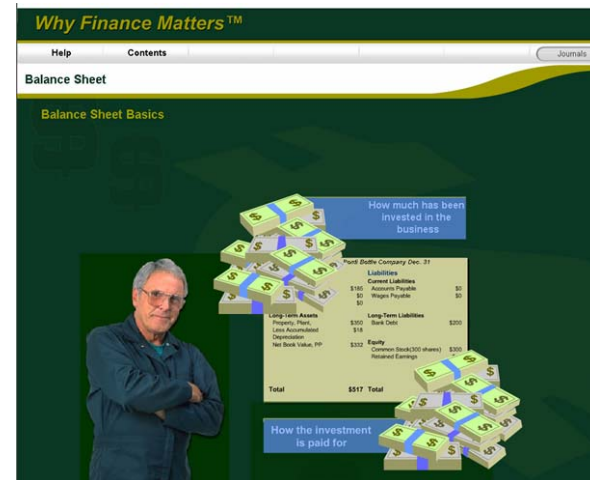
BUSINESS GAME FACTORY						
Decision Sheet						
Decisions for round (PR,1,2,3,4)						
	Basic	Impact	Media	Business	Infra	Services
<b>PRODUCT ESTIMATES</b>						
Estimated market growth (demand) (%)	12 %	17 %	14 %	53 %	7 %	16 %
Estimated product price change (%)	-7 %	0 %	-6 %	0 %	-2 %	0 %
Estimated outsourcing product cost (EUR)	45	139	199	367	3 386	N/A
Estimated component cost (EUR)	34	78	159	248	2 182	N/A
<b>PRODUCT DECISIONS</b>						
Strategic emphasis (1,2,3,4,5,6)	1	2	5	6	3	4
Estimated sales (1,000)	61 500	4 950	7 500	1 700	680	500
Price per unit (EUR)	75	200	235	510	4 400	1 250
Marketing (TEUR)	300 000	150 000	175 000	200 000	150 000	40 000
R&D general (TEUR)	90 000	25 000	120 000	140 000	240 000	40 000
R&D design (TEUR)	50 000	40 000	50 000	50 000	N/A	N/A
Business development (TEUR)	100 000	50 000	45 000	50 000	65 000	40 000
<b>PRODUCT SOURCING</b>						
Planned production (1,000)	60 500	4 950	4 500	800	655	500
Planned outsourcing (1,000)	0	0	2 900	850	0	N/A
Inventory from previous year (1,000)	1 093	0	131	61	25	N/A
Sourcing check (aim for "0")	93	0	-51	11	0	N/A
<b>PRODUCT MARGINS</b>						
Sales (TEUR)	4 612 500	990 000	1 762 500	867 000	2 992 000	625 000
Volume expenses (TEUR)	2 629 437	462 472	1 516 649	503 289	1 854 542	417 100
Other expenses (TEUR)	540 000	265 000	390 000	440 000	455 000	120 000
Product margin (TEUR)	1 443 063	262 528	-144 149	-156 289	682 458	87 900
<b>CAPACITY</b>						
Productivity improvement, estimate (%)	3 %					
Production facilities (+/-)	1					
Service personnel (+/-)	350					
Production facility utilization (%)	83 %					
Services personnel utilization (%)	74 %					
<b>BUSINESS DEVELOPMENT, GROUP</b>						
Brand (TEUR)	75 000					
Customer relations (TEUR)	50 000					
Processes general (TEUR)	75 000					
Demand-supply network (TEUR)	75 000					
Human resources (TEUR)	75 000					
<b>FINANCE</b>						
Increase/decrease long loans (TEUR)	0					
Pay dividends (TEUR)	400 000					
Bank receivables (TEUR)	560 499					
Short loans (TEUR)	0					
OPERATING PROFIT (TEUR)	839 000					
ECONOMIC VALUE ADDED (TEUR)	284 012					

Total Shareholder Value



# BGF Pre-study For Better Results

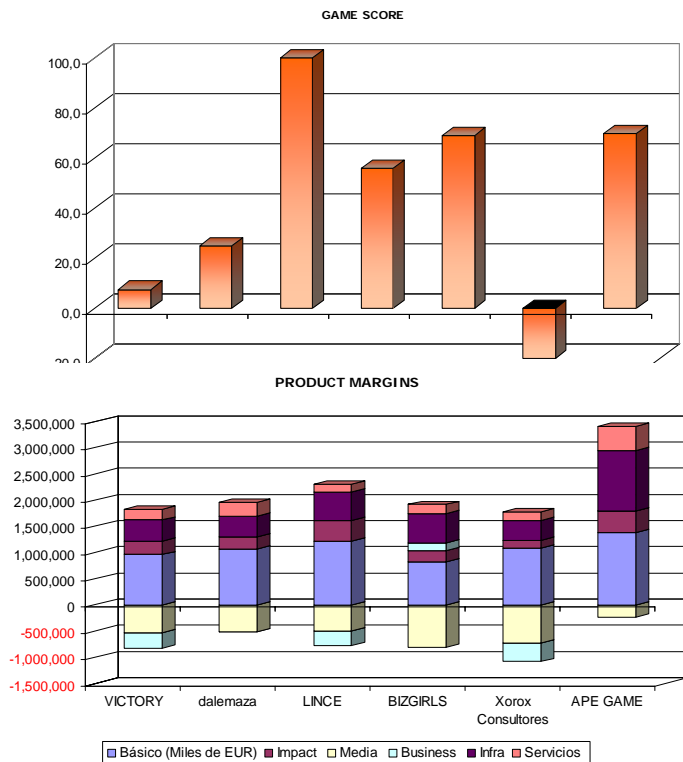
- A roadmap to basic and more complex financial knowledge
- Demonstrates how decisions made in your company impact its cash cycle
- Proves the importance of financial statements as a guide for better decisions
- Defines the expectations by which your company is measured by investors



- Shows if your company is making the right decisions to meet investor expectations
- Introduces you with the concept of investment analysis
- Identifies how each employee's decision making impacts your company's share price and value

# BGF Training Support

- Feedback process after each round
  - Result report, theme feedback, market newsletter, coaching,...



## BGF Tournament Structure

### BGF Business Tournament (10 weeks)

Practice round + 4 game rounds. Typically 5-10 teams in a division



### BGF Semifinals (1 day)

The division winner proceeds to the semifinal. The semifinalists will face even more fierce competition meeting the champions from different divisions



### BGF World Final (1 day)

Winners proceed to the World Final



### BGF Awards

Top three teams are invited to the BGF Awards in Cannes, France