UNITREK
BUSINESS SIMULATOR

GrowthGame

BUSINESS SIMULATOR: INTERACTIVE GAME WITH AI HOST

An innovative solution for engaging staff and business community members **in solving any task through** an exciting business simulation

Team | Product | Brand | Sales | Finance | Marketing

100+ BUSINESS SIMULATIONS CONDUCTED FOR 3000+ PARTICIPANTS IN 3 COUNTRIES

GR (Government Relations)
"My Business" Centers
"Rosmolodyozh Business" Project
Innopolis
IT Park

Corporate Format
GRASS, CEEP, VK, Promsvyazbank, Scania

Schools and Universities
500+ participants aged 13-23

Business Communities and Forums
Equium, Fabrika Predprinimatelstva (Entrepreneurship Factory),
Voronin Club,
BizWooman, RealCase, Mecenaty (Patrons), Sensei, EKP Lipetsk, etc.

Franchise Companies
CHIO-CHIO Franchise Network (500+ outlets)
Altairika Franchise Network (100+ outlets)
DUT Franchise Network
Lady Stretch Franchise Network
"Zdrastic" Coffee Shops





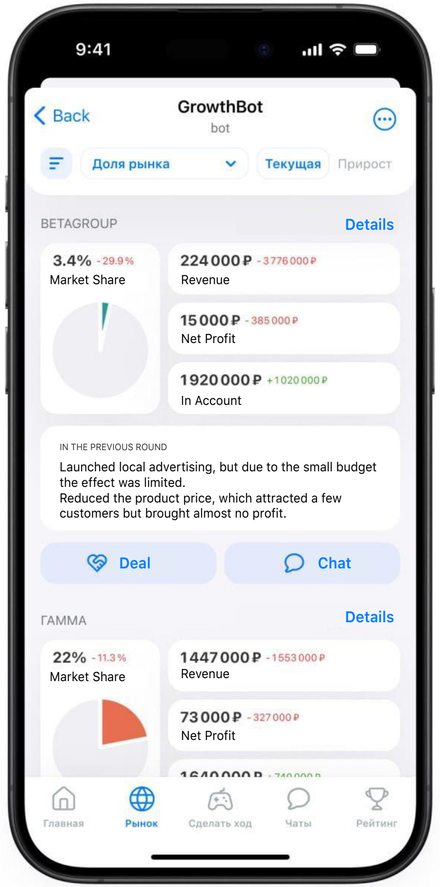






UNITREK
BUSINESS SIMULATOR

GrowthGame



An interactive format that helps

+Find new growth strategies
+Practice crisis situations
+Safely test new ideas
+Find partners for development

Team | **Product** | **Brand** | **Sales** | **Finance** | **Marketing**

A SAFE ENVIRONMENT FOR EXPERIMENTATION

The player will take control of a company and walk the path of an entrepreneur who has to make decisions in key business areas every day.

Participants can experiment with various business strategies, solve cases, and make decisions without fear of real financial losses

GrowthGame

UNITREK
BUSINESS SIMULATOR

BRIEFLY ABOUT THE GAME

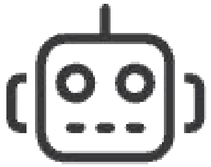
GrowthGame

UNITREK
BUSINESS SIMULATOR



STRATEGIC GAME

Participants manage virtual companies, make any management decisions, unite and compete for the highest profit



AI HOST

AI generates market situations and global events, analyzes players' decisions and calculates their effects



ONLINE/OFFLINE WITHOUT ADDITIONAL SOFTWARE

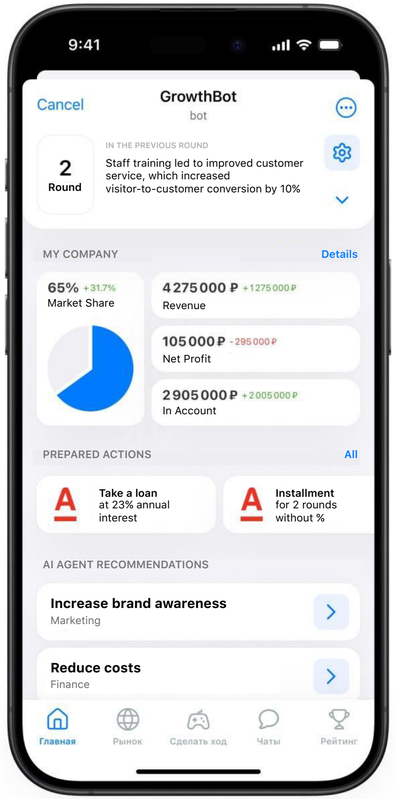
The game launches from Telegram without installing anything – instant start on both phone and computer, can be played both online and offline

!! A FLEXIBLE PRODUCT THAT IS EASY TO INTEGRATE INTO AN EXISTING TRAINING SYSTEM OR TO CONDUCT AS A STANDALONE EVENT

HOW THE GAME IS PLAYED

GrowthGame

UNITREK
BUSINESS SIMULATOR



1

IMMERSING INTO YOUR REALITY

We conduct a briefing or call to understand the company's current tasks and problems: low employee engagement, disruptions in business processes, lack of ideas for promotion, etc.

2

CREATING A UNIQUE SCENARIO OR ADAPTING AN EXISTING ONE

Based on the collected data, we develop a game case tailored to your goals. Everything – from market conditions to tasks – is modeled to reflect your company's real situation.

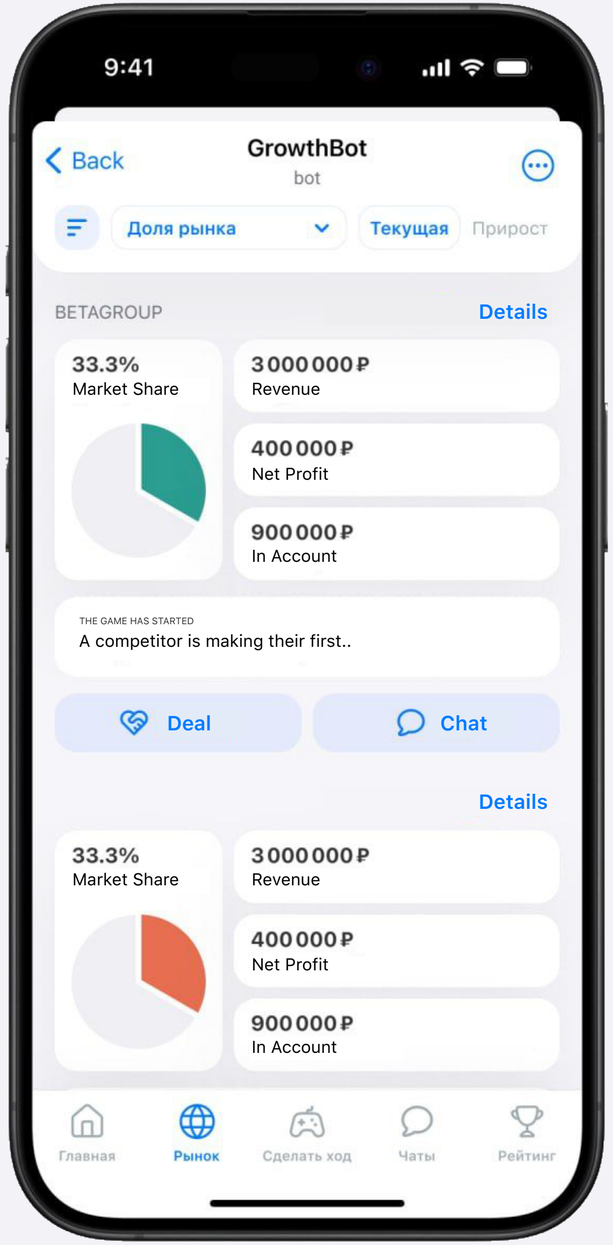
GAME MECHANICS

3

Business Simulation Start

Participants receive initial data (varies depending on the case):

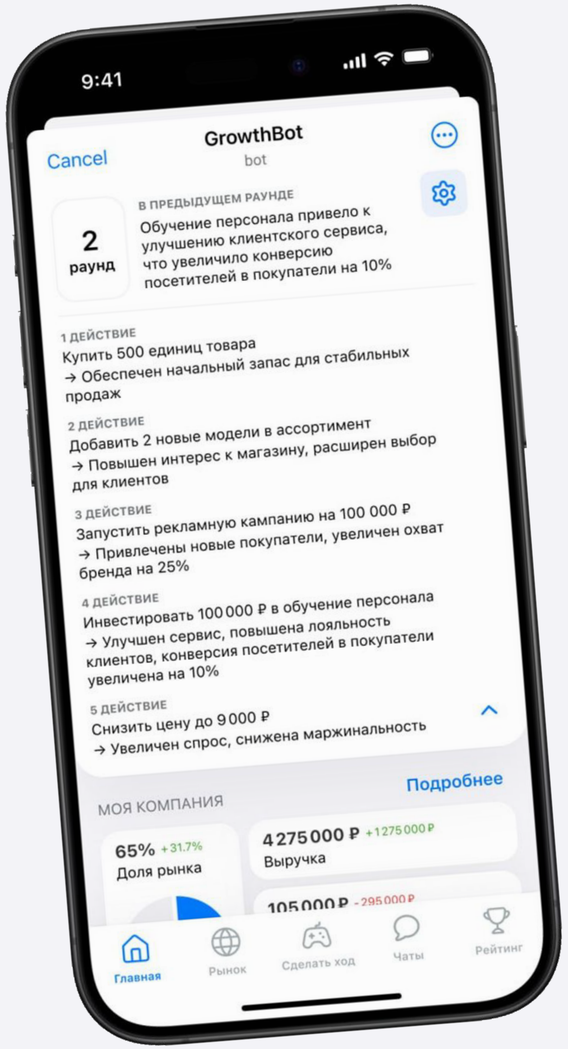
- approximate company turnover, profit and resources
- description of the team and competitors
- market conditions and trends
- set goal (for example: increase profit)



5 ROUNDS

GrowthGame

UNITREK
BUSINESS SIMULATOR



SOLUTION FORMULATION

Teams describe any business actions they consider effective in the current market situation

REALISM CHECK

The AI host analyzes the proposed solutions and corrects unrealistic aspects

CONSEQUENCE FORECAST

The AI host models the expected results and side effects of implementing each solution

The result is a ready-made set of tools and ideas, tested in a safe environment, that can be implemented as early as the next day.

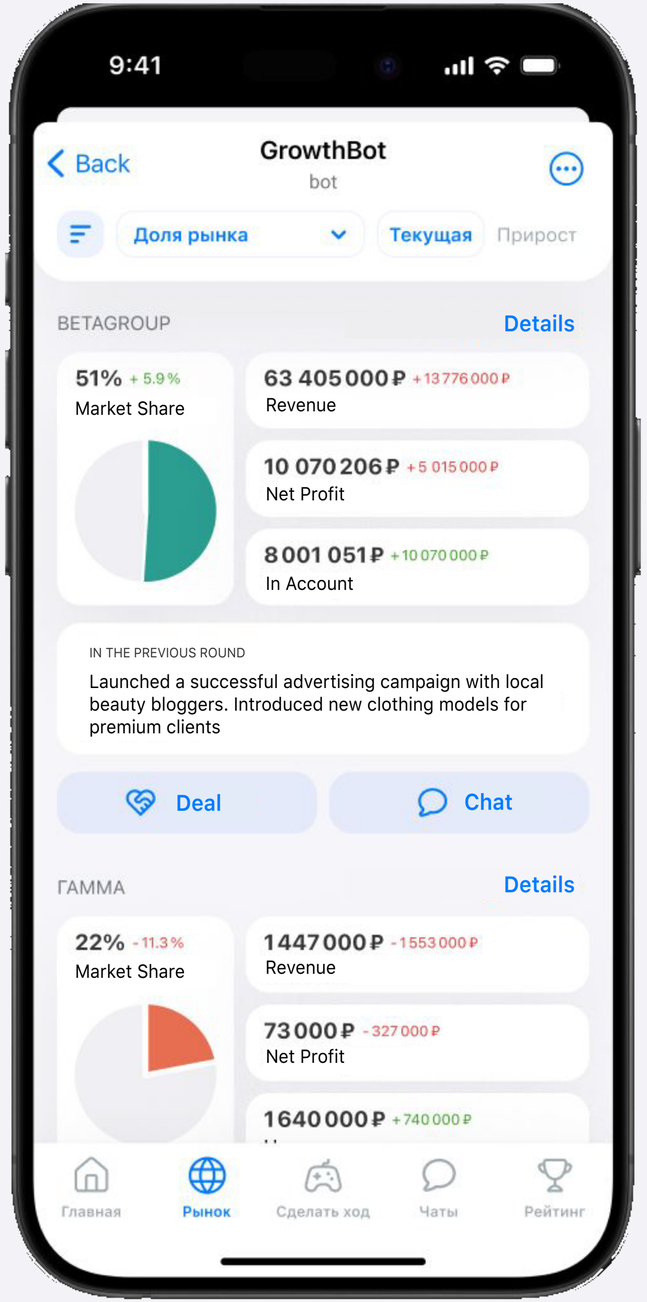
RESULTS AND FEEDBACK

SUMMARIZING RESULTS

We announce the results, determine and award the winners, conduct a reflection session with the participants

PROVIDING RECOMMENDATIONS

We send recommendations to the teams on strategy and decision-making styles



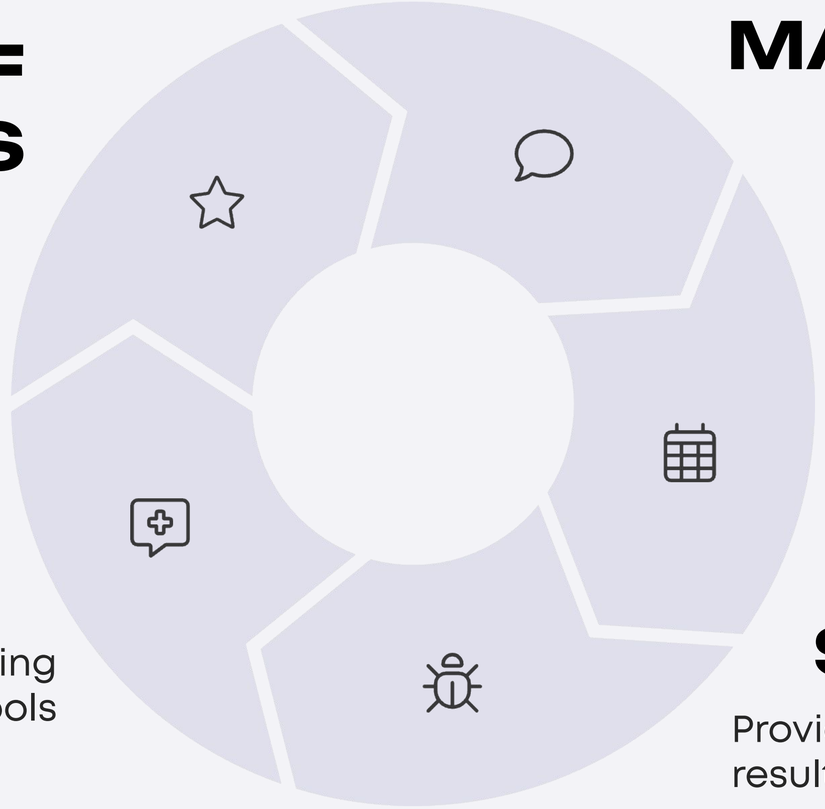
THE ROLE OF THE AI HOST IN THE GAME PROCESS

ANALYSIS OF DECISIONS

Evaluates teams' business strategies for realism and effectiveness

MARKET MODELING

Forecasts the impact of decisions on the market situation and financial indicators



EVENT GENERATION

Creates unforeseen situations requiring flexible adaptation of strategies

CONSULTING

Suggests options for improving strategies using business tools

SUMMARIZING

Provides a detailed report on the results of each round

WE'LL CUSTOMIZE THE GAME FOR YOUR GOALS

ADAPT THE SCENARIO

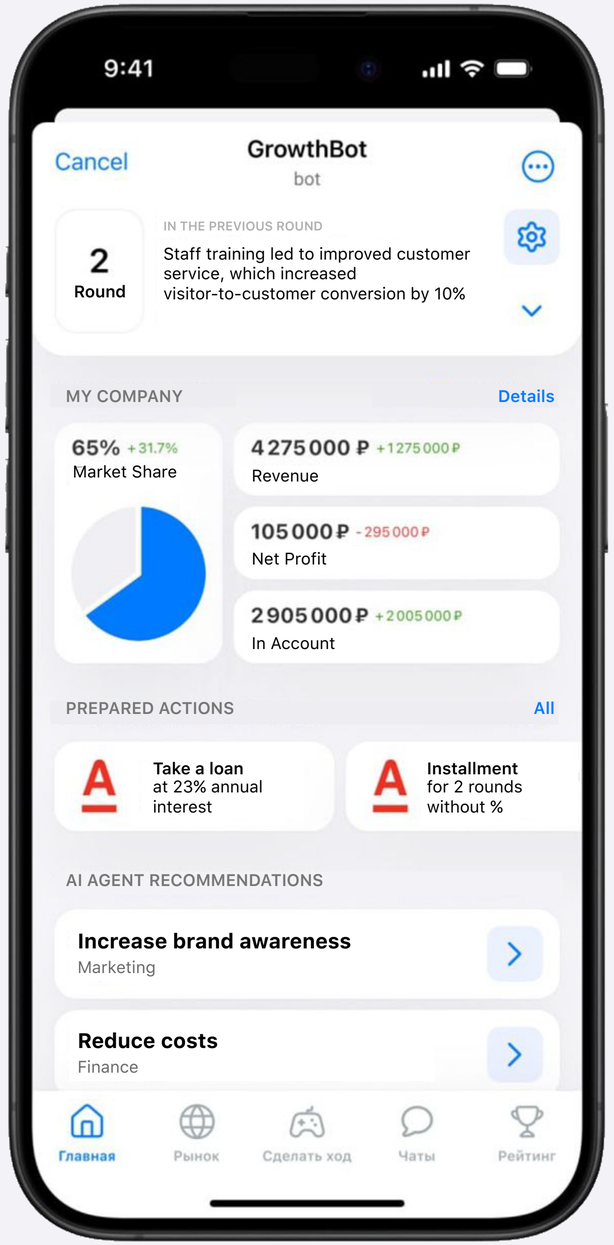
We'll create a game scenario tailored to your goals and participant composition

INTEGRATE PRODUCTS

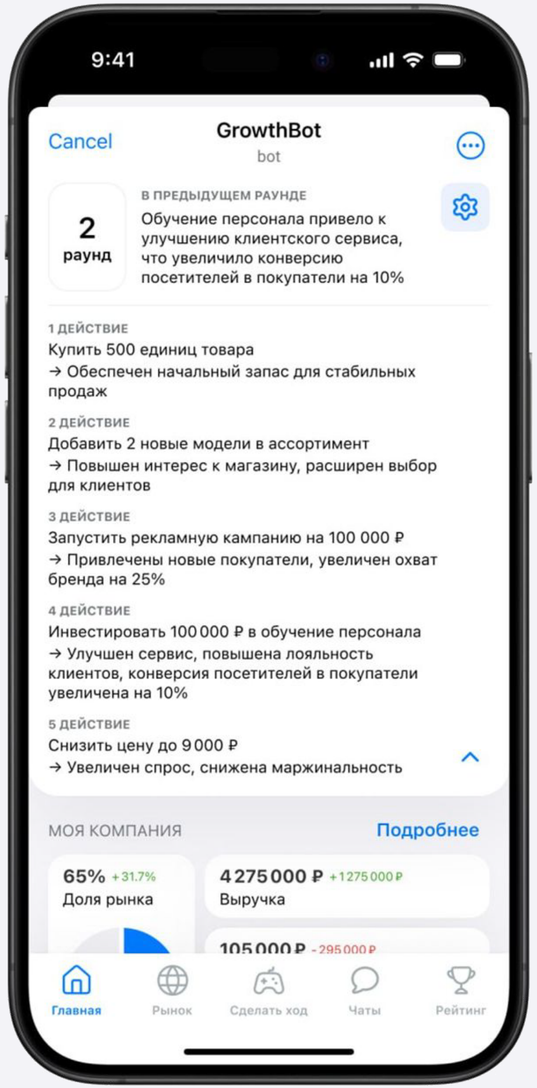
We'll natively integrate your products into the gameplay

STYLE THE INTERFACE

We'll brand the game with your styles and logos



UNIQUE FEATURES



VALUE AFTER THE GAME

Each team receives:

- Personal feedback with analysis of actions and behavioral strategies
- A list of ideas they came up with during the game
- A step-by-step plan for implementing the best solutions in the real business

FREEDOM OF ACTION

The ability to make any realistic business decisions, not just choose from pre-made options

COLLABORATION AND COMPETITION

Participants can not only compete but also create alliances, conduct deals and collaborations

ONE GAME SESSION
2 YEARS OF DECISIONS IN

During the simulation, participants face real challenges where they need to make important management decisions, developing critical and strategic thinking.

RESULT HERE AND NOW

– after the game you get ready-made solutions that can be implemented as early as tomorrow.

TEAM LEVEL-UP

– strengthening interaction, developing strategic thinking and leadership skills.

NEW IDEAS FOR GROWTH

– insights that standard training won't provide.

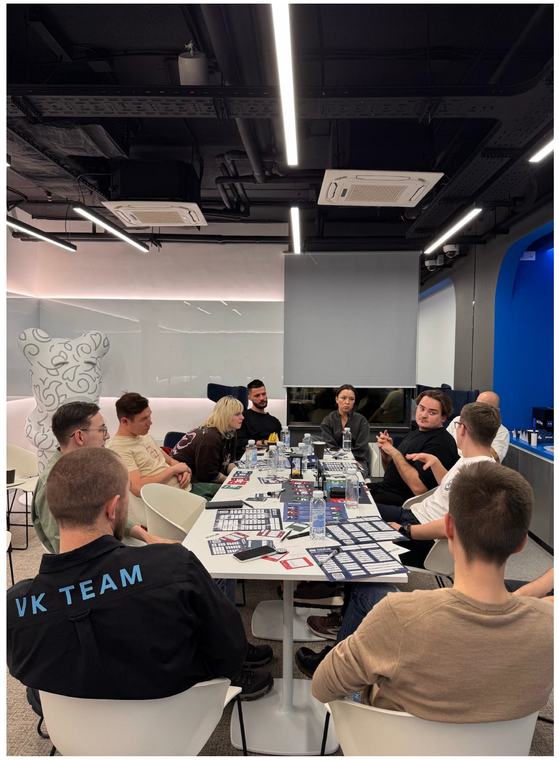
UNITREK
BUSINESS SIMULATOR

GrowthGame

FOR MOVIKA (VK VIDEO) EMPLOYEES

A game for uniting a team of leaders









UNITREK
BUSINESS SIMULATOR

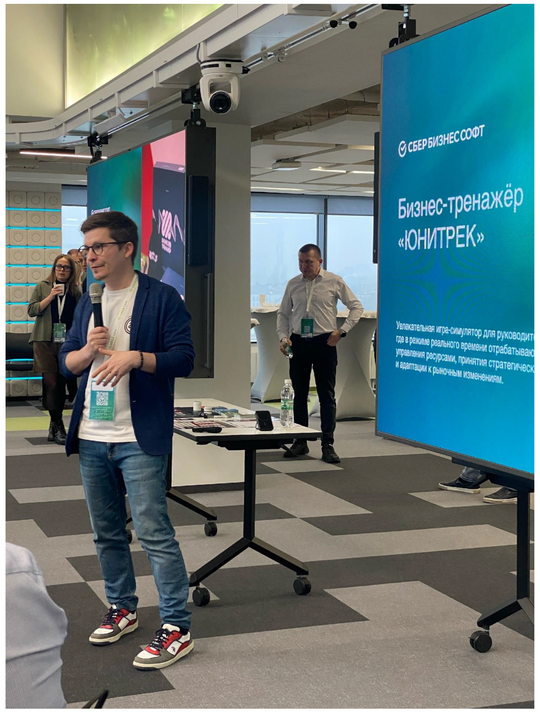
GrowthGame

unitrack.
ru

FOR CLIENTS
SBER BUSINESS SOFT

Demonstration of AI products in a game format for representatives of medium and large businesses







ЮНИТРЕК
БИЗНЕС ТРЕНАЖЕР

GrowthGame

PILOT FOR THE PROMSVYAZBANK TEAM

Training game for the Bank's SME and Corporate Business division team







UNITREK
BUSINESS SIMULATOR

GrowthGame

TEAM



Oleg Samoylov

Founder



Rustam Timerbayev

Founder/
Methodology



Alexey Vasilyev

Investor, Advisor



Maksud Mavrufi

Founder/ Key Partner
Relations



Andrey Makarov

Founder/
Methodology

+ TEAM:

- 6 Professional Hosts
- FullStack Developer
- Game Organizer
- Client Relationship Manager

UNITREK
BUSINESS SIMULATOR

GrowthGame

CONTACTS

GrowthGame

UNITREK
BUSINESS SIMULATOR



Rustam Timerbayev

+7 917 889 41 33
tg: @Rustam_kzn
bt22game@yandex.ru



Diana Serebrennikov

+7 913 802 73 51
tg: @serebrrrrro
serebrrrrrro@gmail.com

Let's meet! Let's discuss how our product can help you achieve your goals