FOR YOUR TEAM · THE BOARDROOM

The Boardroom

Integrated Business Strategy — 4-role C-Suite Team

Run a real DTC brand as a 4-person C-suite. Distinct roles, shared P&L, per-cycle decisions, live leaderboard.

Learning objectives

- Play a distinct C-suite role and own its decisions end-to-end.
- Coordinate cross-functional strategy under per-cycle pressure.
- Read a per-cycle P&L and translate metrics into next-cycle levers.
- Balance short-term cash discipline against long-term brand equity.
- Manage inventory, pricing, and marketing as interdependent systems.
- Compete against AI competitors AND other student teams in a live market.
- Communicate + negotiate across roles using in-sim team chat.

How it runs

1. **Morning brief**
   Overnight P&L, competitor moves, and any market events land in each role's dashboard.
2. **Role decisions**
   Each C-suite member logs in to their functional dashboard and sets their per-cycle levers.
3. **Team coordination**
   Roles negotiate through the built-in chat — the CMO can't run a promo without inventory, so they talk to the COO.
4. **Local midnight cutoff**
   The engine reconciles all decisions, runs competitors, moves market share, and generates tomorrow's report.
5. **Watch the leaderboard**
   Company value updates each cycle. Teams that balance cash, brand, inventory, and growth pull away.

Pillars & scoring

STRATEGIC LEADERSHIP	GROWTH & MARKETING	OPERATIONAL EXCELLENCE	FINANCIAL DISCIPLINE
CEO's domain: north-star, capital allocation, hiring, guardrails.	CMO's domain: channel mix, creative tiers, brand equity, retention.	COO's domain: inventory turns, supplier quality, fulfillment SLA.	CFO's domain: cash runway, pricing, margin, forecast accuracy.

Key features

- **Four distinct role dashboards**
- **Live 3-competitor market**
- **Nightly engine reconciliation**
- **Slack-style team chat**
- **Company-value leaderboard**
- **4 industries**

Fit & format

PACING

25 cycles across 5 weeks Mon-Fri (canonical). Optional 8-week extended and semester (14-week / 70 cycles) variants.

COHORT SHAPE

Designed for teams of 4 (or 3 with role doubling). Fits any class size: the market grows with the number of teams, so every team runs a full-size business. 4-8 teams per class gives the sharpest rivalry.

BEST FOR

MBA strategy and general management capstones. Any course that wants a full-cycle DTC business simulation that is modern, visual, role-based, and interactive.

WHAT SETS IT APART

Only sim with 4 distinct role dashboards, a live 3-competitor market, and built-in team chat.

LMS

Canvas, Blackboard, Brightspace, Moodle via LTI 1.3. Students launch from your LMS with single sign-on; one-click grade publish posts scores back with the rubric breakdown as the comment.

PRICING

$45 / student

Founding Faculty: free in spring 2027, then $25 / student

Per semester. No platform fee, no per-section charge, no seat minimums. Institutional invoicing available.

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