



Startup Simulation Challenge

February-March 2012



Clarkson University, 2011 Champions

After a very successful first year, the CEO Startup Simulation Challenge is back! Test your entrepreneurial abilities against CEO members from across the nation, competing to see whose startup skills reign supreme. Clarkson University will attempt to defend their title, so make every move carefully and consult with your team to make the best business decisions for your startup!

The CEO Startup Simulation Challenge is a bracket style tournament in which CEO Chapters will virtually compete against one another in key decisions involved with starting a business. Each team can consist of 4-5 student CEO members. The entry fee per team is \$150, due prior to participating.

To sign up, send the names of your team members and your college/university to the Startup Simulation Game Master (Michael Luchies) at MLuchies@c-e-o.org. **The registration deadline is January 30th, 2011.**

Round One

The first round will take place from February 3rd through February 14th, 2012. This round will consist of four decision making periods, in which each team will be competing against similar hypothetical computer simulation companies. Your overall score in this initial round will determine if you will make the final 8 teams that will compete for the championship. Due to the fact that you will be playing against the computer, you may work through all four rounds as fast or as slow as you would like, as long as all rounds are completed by Tuesday, February 14th at 5pm CST. The top 8 teams based on the overall balanced scorecard will advance.

Decisions 1 – 4: Due by **Tuesday, February 14th, 6pm EST/ 5pm CST**

Final Round

Winners advancing to the final round will be announced on February 15th. Eight teams will advance to play in a head-to-head competition.

The Final Round will take place over 4½ weeks beginning Tuesday, February 21st and ending with the final decision period due on Friday, March 23rd, 2012. This round is more complex and advanced than the first round. Six decisions will be involved with this round. Teams must have their quarterly decisions submitted by 6pm EST on the following dates:

Decision 1: Due by **Tuesday, February 21st, 6pm EST/ 5pm CST**

Decision 2: Due by **Friday, February 24th, 6pm EST/ 5pm CST**

Decision 3: Due by **Friday, March 2nd, 6pm EST/ 5pm CST**

Decision 4: Due by **Friday, March 9th, 6pm EST/ 5pm CST**

Decision 5: Due by **Friday, March 16th, 6pm EST/ 5pm CST**

Decision 6: Due by **Friday, March 23rd, 6pm EST/ 5pm CST**

Winners will be announced Monday, March 26th in a final summary article by the CEO Staff. The final placing is based on your overall balanced scorecard results at the end of the 6th decision period. In the final round, none of the scores from the opening round will carry over or contribute to final results.

Game Penalties

For both rounds, if a decision is not submitted by the deadline, the following consequences will occur:

- \$50,000 fine for any decision submitted 0 – 60 minutes late
- \$150,000 fine for any decision submitted 61 – 120 minutes late
- **If a decision is not submitted or is submitted after 120 minutes from the deadline, then the team will be disqualified from the competition and terminated from the rest of the game.**

Results

Winners will be announced by Monday, March 26th, 2012. The 1st place team will receive an amazing prize package including \$1000 and National recognition at the 2012 National CEO Conference in Chicago the weekend of November 1-3 (conference registrations are NOT included in the prize package). Other prizes include:

- 1st Place: \$1,000 Cash (distributed evenly among team members), National Recognition, Online Article Published on the Team and School, Framed Certificate for the University's Display, Individual Certificates for Team Members, Recognition on CEO's Website, and any additional prizes to be announced*.
- 2nd Place: Framed Certificate for the University's Display, Individual Certificates for Team Members, and Recognition on CEO's Website, and any additional prizes to be announced*.
- 3rd Place: Framed Certificate for the University's Display, Individual Certificates for Team Members, Recognition on CEO's Website, and any additional prizes to be announced*.

**Additional prizes may be awarded. These will be announced prior to the start of the competition.*

Please contact Michael Luchies with any questions or comments about any part of the competition.

Michael Luchies

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