**BUS-110 Project: Help me understand the tabs in the game.**

The table below highlights the tabs across the top section of the game. Note you have a choice for most of viewing in graph format or in data format. Note: in the game you can always view the definitions by checking out the blue circle next to each word.

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| --- | --- | --- |
| Tab | Information and Definition | How to Use |
| Overview | **Cash**: The firm’s current cash holdings.  **Net Income**: Revenue less cost.  **Sales/Units**: The number of units sold.  **Employees**: The number of employees.  **Employee Ratio**: How many are engineers vs. salespeople. | This is a dashboard a business might use to gain a quick overview of the firm’s performance. *Keep an eye on your cash and net income especially early in the game.* |
| Sales | **Addressable Market**: total number of potential buyers for both your firm and your competitors.  **Accumulated Sales**: Total unit sale since the start of your firm.  **Active Prospects**: Total number of perspective buyers in the pipeline.  **Quarterly Sales (Units**): Unit sales for the current quarter. | Sales information a firm would use to understand current and potential future performance. *Keep an eye on your sale growth*. |
| Income Statement | **Revenue from Sales**: Unit sales X price.  **Revenue from Service**: Service revenue.  **Cost of Goods Sold**: Cost of the product or service.  **Gross Profit**: Revenue – Cost of Goods sold.  **Salary Expense**: Sales and Engineers salaries.  **General & Admin Costs**: Admin Costs.  **Operating Income**: Revenue – Costs.  **Tax**: Amount of tax owed.  **Net Income**: Revenue – Costs - Tax  **Cumulative Profits**: Profits since start of game.  **NPV of profits**: net present value of profits ( not needed to know for this course but ask if interested).  **Start-up losses**: Cumulative losses before firm became profitable.  **Cumulative losses**: Net losses since start of game.  **Price**: Unit price  **Unit Direct Costs**: Unit cost  **Gross Margin %:** Gross margin as percent of revenue.  **ROS (Return on Sales)%:** Net Income divided by Revenue.  **Quarterly Purchases**: unit purchases. | Profit information, tells if you firm is making a profit. *Keep an eye on how your profits change from quarter to quarter.* |
| Cash Flow | **Cash**: The amount of cash on hand.  **Runway**: The time in years your firm will run out of cash at current rate of cash consumption.  **Cash Flow from Operation**: how much cash your firm is generating from operations. Does your day to day business generate cash.  **Cash Flow from Financing**: how much cash your firm is generating from financing either via debt financing (VC: venture capital) or equity (IPO: initial public offering of stock). | Lack of cash will result in your firm going bankrupt. *Keep an eye on cash and runway especially early in the game. If you are not generating cash from operation you may need to generate cash from financing.* |
| Shares | **Firm Valuation**: Market value of the firm. Number of share times stock price.  **Stock Price**: the price on one share (ownership) of the firm.  **Founders’ Net Worth**: The net worth of the founder of the company.  **Employee Net Worth**: The net worth of the employees of the company.  **VC Net Worth**: The net worth of the creditors of the company.  **Public Net Worth**: The net worth of the equity (stockholders of the firm). | This section outline who actually owns the company: It can be owned by the founder (this would potentially be high if it the firm was self-financed), Employees (this would potentially be high if the firm issues stock options or grants), VC or Creditors (this would potentially be high if the firm finances with a lot of debt), Public (this would be potentially high if the firm issued a lot of stock to the public). |
| Product | **Payback period**: Amount of time it takes for customers to recoup investment.  **Customer service quality**: scale of 1 very high customer service vs 0 which is very low customer service.  **Energy cost savings (%):** % of energy the customer is saving with our product. | This product information can also be viewed vs. your competition under the competition tab. |
| HR | **Reported Job Attractiveness**: 4 very good 1 very poor.  **Quality of new hires:** new hires only.  **Average employee quality:** all employees.  **QTRLY turnover %:** number of employee who left firm divided by total employees.  **Avg workweek sales**: average number of hours sales employees are working per week. **Avg workweek engineers**: average number of hours engineering employees working per week. | This is an important area of information your overall human resources planning. |
| Projections | **Projected Employees**: Forecasted of number of employees.  **Projected Sales**: Forecasted of sales  **Projected Net Income**: Forecasted of net income. | Projection or forecast as used by business. |
| Competitors | **Burn Rate**: The amount you firms is losing each quarter, if you are not losing money the burn rate is zero.  **Multiple Metrics**: Note you can compare your sales, your employees, your quality, your pricing all against your competition. | Note you receive important information on competitors who are incumbents (already in business) and other net start-up firms you are competing with. |
| Decisions | Allows you to review all your decisions. |  |
| Energy | Measures the energy savings for your firm along with the competition. |  |