**BUILD A BUSINESS
HRM 1901 – Fall 2018**

**Team Name: The Jurg**

**Team Members:**

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| **Grace Kim** |
| **Renata Rabinovich** |
| **Urwah Faisal** |
| **Josh Teperov**  |

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| **THE COMPANY** -- Primary responsibility of:*Give your company a name that captures the essence of your business. Make it memorable.*SimuSci |
| **PARENT COMPANY** -- Primary responsibility of:1. *Your company is a subsidiary of what public company?*
	1. Alphabet
2. *Explain why you selected this parent and why it makes sense for the parent to launch this subsidiary.*
	1. Alphabet owns a lot of technology, and our vision aligns with the technology and resources they are able to provide. Technology is a growing market, which will continue to grow in the upcoming decades, and they have a company culture that is geared towards making employees more productive.
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| **PRODUCTS/SERVICES** -- Primary responsibility of:*Describe the kind of products and services your company will deliver to the marketplace.* * Simulations
* Rides
* Piloting/Rides (civilians)
* Games
* Adventures
* Team building
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| **KEY COMPETITORS** -- Primary responsibility of:1. *Who are your primary competitors?*
	1. Dave & Busters
	2. Arcades
	3. Video game industry
	4. VR industry
2. *Do they offer similar product/services?*
	1. Offer similar, but not identical gaming experiences
	2. Not on the same of interaction with consumer
3. *Do they operate in the same markets where you intend to operate? You may need to research this.*
	1. Yes, we are in the entertainment industry
	2. They already have monopoly on boardwalks
	3. We want to brand ourselves as a more sophisticated brand that are geared towards an older audience
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| **VALUE PROPOSITION** -- Primary responsibility of:1. *Why should customers choose to do business with your company?*
	1. Casual gaming fans: they want to have a fun experience and they will enjoy a heightened gaming experience
	2. Corporate team building events: we can host team problem solving and bonding events that are technologically fueled
	3. VR enthusiasts: we will be able to offer them the latest and the greatest technology catering towards: their interest of virtual reality
	4. Elders/people with disabilities: they are enabled to experience simulations that they would not usually be physically able to partake in (i.e. amusement park, roller coasters)
2. *What innovation, service, or feature of your product or service will make your offering attractive to customers?*
	1. Heightened/immersive experience
	2. Nowhere else can be provided in one place
	3. Alphabet technology enhancement
	4. For broader market accessibility
3. *What are they buying from you that is not currently available in the marketplace? Or what differentiates you from your competitors who may be offering a similar product or service?*
	1. Immersive experience
	2. Cheaper services
	3. Do not have to buy the headset/games
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| **VALUES** -- Primary responsibility of:*List and describe 3-5 values of your company – these values will guide your organization and help create your company’s culture. Values are something that you should care deeply about and that guide all your actions. Since your company is a subsidiary of the parent company, your values likely will be similar to the parent company’s values.* 1. Innovation: Also looking for new to enhance our customer’s experiences
2. Inclusion: To enable consumers to experience what they could not before
3. Employee Satisfaction: Drives employees, paying people to develop new games, nice experience for lower paid employees, Alphabet benefits
4. Openness of Creativity: Employees are encouraged to provide feedback and suggestions, as well as come up with creative ideas for things they’d like to see made into virtual reality experiences.
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| **CULTURE** -- Primary responsibility of:*Describe your company’s culture – is your organization built around teamwork and innovation? Are people encouraged to do their own work well without worrying about others? Are people encouraged to step out of the box and think of new and better ways to do everything? Is your company dedicated to the relentless pursuit of customer service?* Employees are encouraged to innovate and work in teams, particularly the development team. People should step out of the box and propose their own ideas. We want customer satisfaction, but we want our employees’ input since they tend to be our prospective buyers as well. The main mission of our business is to entertain. We want our employees to have fun and we want our customers to have fun. Employees who want to come to work are more engaged and customers who have fun will likely come again and recommend this to friends.  |

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| **MISSION** -- Primary responsibility of:*In a brief paragraph, describe your company’s Mission* Statement: To provide people with immersive experiences using the latest technology* To help people with physical disabilities and those who are unable to move in a full range of motion to experience what they would not be able to access otherwise
* To entertain and grant people enjoyable experiences
* To facilitate teamwork and cooperation among groups of people
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| **VISION** -- Primary responsibility of:*In a brief paragraph, describe your company’s Vision.*Our vision is to be the most advanced company where all types of people, regardless of age and ability, are able to virtually live out some of the most exciting experiences possible in life. Through this, almost any experience someone would dream of having could be simulated and by undergoing these adventures with people they could build stronger connections, breaking the stigma of disconnect associated with being immersed in technology. |

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| **STRATEGY** -- Primary responsibility of:*Strategy is one of the most important – and difficult – things to do in business. What is your company’s primary strategy, e.g., cost leadership, differentiation? Discuss why you selected this strategy and how it supports your value proposition. As you think about it, try to answer this question: How will we succeed?* Our primary strategy is differentiation because we are trying to cultivate an unique experience for our consumers through an innovative idea that isn’t commonplace in today’s technology market. We offer services that are immersive and allow people to explore ventures in life that would not be accessible otherwise. Currently, the closest thing that exists to what we offer are amusements parks which many people dislike. We are capitalizing on the fact that while the technology of what we are doing has already been created, there is no place where one can go and experience it without spending absurd amounts of money. There are many people who wish they could use a VR headset or use a realistic racing simulator, but do not have the money to buy one so we offer these experiences at a reduced cost while also providing an alternative to amusement parks. Also, many amusement parks shut down in the winter and we would be able to provide our services year round, regardless of the weather, capitalizing on the market of people who want fun experiences while the weather is poor.We selected this strategy because of its massive appeal to many demographics of people. It supports the value proposition because we are geared towards capitalizing on these untapped markets of people. It really just creates something unique, fun, and convenient that will have massive appeal to many groups of people. |
| **LEADERSHIP** -- Primary responsibility of:1. *Select a CEO -- living or dead – who reflects the values of your company and who has the skills needed to lead it. This leader could be from the business world or from some other field.*
2. *Explain why you selected this leader to be your company’s CEO.*

Satoru Iwata will be our CEO. We chose Satoru Iwata because he reflects the values of our company while also having the technical skills necessary to understand what is being created. Before he was the CEO of Nintendo, he worked as a programmer so he understands the software that will be created. He also demonstrated humility when he took a large pay cut when the company was not doing well financially and promised employees they would not be laid off. He was very creative and under his leadership, Nintendo developed the Nintendo DS and Wii. He also was very frequently communicating with the media and fans making him very recognizable and likeable. His combination of creativity, technical knowledge, humility, and likability make him the perfect person to be our CEO. |
| **BOARD OF DIRECTORS** -- Primary responsibility of:*The Board of Directors represents key stakeholders, provides expertise, and oversees corporate governance.* 1. *Choose three people – living or dead – for your Board. What specific skills and expertise do you need? For example, do you need people with a background in finance? Marketing? Communications? Science? Technology?*
2. *Explain why you selected each as a member of your Board.*
3. Robert Herjavec: He has a lot of experience in entrepreneurship with creating his own startup BRAK Systems, a Canadian integrator of internet security software, which was later sold to AT&T for over $30 million. He is well known as a critic and advisor for startups on CBC’s Dragon Den and ABC’s Shark Tank. He has experience with his own technology startup, which ended up being a success, and sold for a significant amount of money. He spends his time investing in companies that he believes would be profitable, and would offer valuable advice about where our company can go and what we can offer, and he has many connections due to his experience.
4. Laszlo Bock: He was the former Senior Vice President of People Operations at Google--their version of HR. Before Google, he worked in many executive management-consulting positions at companies at GE, McKinsey & Company, and various other startups. During his employment at Google, the company has been named Best Company to Work For over 30 times globally and named “Human Resources Executive of the Year” in 2010. He resigned in 2016 and started his own company, but he remains as an adviser to the CEO of Google. His experience with many different corporate structures and his reputation in HR is indicative for what we can do for our company.
5. Roberta Williams: She is considered a gaming genius, and the pioneer of adventure gameplay. She owned a company called Sierra On-Line (later known as Sierra Entertainment) which she found with her husband. She created and popularized PC games like “King’s Quest” which came out with eight installments. She helped shape the history of video games as well as setting precedents for prevalent gaming concepts like “quest modes”. She was an innovator in her field, and while her inventions were created in the past, many modern video games take after her precedence in many aspects. She would be able to come up with intricate, creative new ideas for our VR experiences.
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| **ETHICS AND REPUTATION** -- Primary responsibility of:1. *Has your parent company experienced any ethical issues or scandals? Describe your parent company’s reputation.*
2. *Identify two ethical issues that your subsidiary needs to guard against. Explain thoroughly.*

Alphabet’s reputation is very mixed because on the one hand, people rely on services like Google and are very happy it exists and on the other hand, there have been multiple scandals. Recently, there was a large employee walkout because of sexual harassment and how the company handled such claims. Alphabet has also been criticized for tax evasion and avoiding monopoly laws. Google specifically has been criticized with privacy issues and manipulated search results.One ethical issue is profit sharing among employees who invent new technology or have ideas for simulations will likely ask for a certain percentage of the profit that it brings. The company’s ethical issue will be deciding how much to pay these employees. If employees work on a team, create a great new game or simulator that is implemented, and feel that they have not been compensated enough they may sue the company for some of the revenue it brings. A second ethical issue is copyright violations. A lot of the technology we are using has already been created and some of the simulations we have will certainly have similarities to hardware and software that other companies have created, so the issue will be to find a way to avoid being too similar to existing copyrights d technology and software. |
| **COMMUNICATIONS** -- Primary responsibility of:1. *Describe a campaign to get your employees aligned with the mission, vision, and values of the company.*
2. *How will you measure the effectiveness of the communication?*

Campaign: Since our company is all about having an incredible experience-, we want our customer service to be part of the amazing immersion experience. We want our employees to be able to boast and brag about our product, as well as answer any questions customers may have. In order for our employees to be as knowledgeable about the product as possible, we are going to launch training and leadership programs, where our employees go through a “fun boot camp” where they can experience and learn about all of our programs. We are also going to talk about how to represent the brand, and help align our employees to promote our brand’s image any time they engage in conversation about it. Give out surveys to all of our employees and have managers check in with them regularly to allow them to voice any concerns/grievances they may have. We would also encourage all of the employees to talk with each other and not be hesitant about asking questions or giving suggestions to those in higher positions than they are. In order to see effectiveness, we would also have it so that managers and others could walk around and ask employees in sort of a pop quiz type fashion about their tasks or the company in general. They can answer then we know it is effective and if they cannot we can ask them what can be done to improve our efforts to communicate information to them. |