



About SimAna



A Brief Story About The Product

After more than a decade of business simulation expertise we decided to develop our own solution. Our team has been delivering numerous simulation courses both in academic and corporate businesses.

They had the chance of experiencing many of top providers and received feedbacks from each solution. Our product is the result of all these feedbacks stashed upon an elongated software infrastructure.



Problems Nowadays



In today's rapidly evolving education landscape, business simulations have become essential tools for developing real-world decision-making skills.

Traditional lectures and case studies explain what happened and why—but simulations ask: "What would you do, here and now?"

The SimAna EdTech Business Simulation bridges this experiential learning gap by allowing participants to manage a virtual education technology company in a dynamic, data-driven market.

Many universities around the globe are looking for a customizable solution in terms of products, evaluation method and etc. in a business simulation. A business simulation needs to be clean, result focused and fast processed.

• Universities

• Corporate Programs



Simulation Screens

SimAna has 4 main decisions screens followed up with a financial proforma set-up and evaluation deck.

R&D

The screenshot displays the SimAna R&D simulation interface. At the top, the browser address bar shows 'platform.simana.tr'. The navigation menu includes 'Research and Development', 'Marketing', 'Production', 'Finance', 'Board', 'Debrief', and 'Summary'. The main content area is divided into several sections:

- Research and Development Guide:** Features an illustration of a scientist with a red car and a text block explaining the R&D process.
- Perceptual Map:** A scatter plot titled 'Perceptual Map January 1, 2026' showing 'Weight' on the y-axis (0-20) and 'Power Consumption' on the x-axis (0-20). It includes a legend for 'Astra One', 'Aventra', 'Aetheris', and 'Altura'.
- Perceived Age:** A line graph titled 'Perceived Age 2026-2027' showing 'Maturity' on the y-axis (0-5.0) and time on the x-axis (2026-2027). It features a legend for 'Astra One', 'Aventra', 'Aetheris', and 'Altura'.
- Products:** A section with tabs for 'Astra One', 'Aventra', 'Aetheris', and 'Altura'. It displays two sliders: 'Power Consumption' set to 10.5 and 'Weight' set to 13.6.



Simulation Screens


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Marketing

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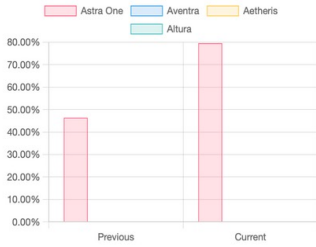
Research and Development **Marketing** Production Finance Board Debrief Summary Resources



Investments

Awareness Accessibility

Astra One Aventura Aetheris Altura



Criterion	Expectation	Importance
Ideal Position	Güç Tüketimi: 7.4; Ağırlık: 12.6	33%
Maturity	0.0	29%
Price	\$25.00 - \$45.00	25%
Durability	17,000 - 23,000 Saat	13%


Segment Request 2,294,400

Products

Astra One Aventura Aetheris Altura

Price **\$18.30**

Sales Quantity **1,470,000**





Simulation Screens

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Production

Products	Astra One	Aventra	Aetheris	Altura	Capacity Investments
Capacity	\$0	\$120,000	\$1,700,000	\$600,000	\$2,420,000
Automation	\$0	\$0	\$0	\$0	\$0
Total	\$0	\$120,000	\$1,700,000	\$600,000	\$2,420,000



Simulation Screens

SimAna has 4 main decisions screens followed up with a financial proforma set-up and evaluation deck.

Finance

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Research and Development Marketing Production **Finance** Board Debrief Summary Resources TU

Proforma Cash Flow Statement

Cash From Operating Activities	(\$12,682,385)
Cash From Investing Activities	(\$2,420,000)
Cash From Financing Activities	\$1,282,600
Net Change In Cash	(\$13,819,785)
Starting Cash Position	\$6,073,594
Closing Cash Position	\$0

Commercial Debt
Current Debt Long Term Debt
Stock Undistributed Profit

Cash From Financing Activities

GENERATE CASH

Short Term Debt 9.17% Borrow Short Term Debt	Long Term Debt 11.17% Borrow Long Term Debt	Stock Issue Bond
\$0	\$1,282,600	\$0

SPEND CASH

Long Term Debt Retire Long Term Debt	Stock Buyback Bond	Stock Issue Dividend
\$0	\$0	0.00

Finance [Guide](#)

The finance department of your company is often seen as the most difficult department for many management candidates. The reason for this is very simple, whether the company goes bankrupt or not is entirely in the hands of the manager of this department. If the company fails, there is a loan shark in the system and he gives you the money you need at a high interest rate. But he expects you to pay as soon as possible. Therefore, you will be able to track all of your company's operations and investment



Simulation Screens

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Board Deck

The screenshot displays the 'Board Deck' interface on the platform.simana.tr website. The navigation menu includes Research and Development, Marketing, Production, Finance, Board (selected), Debrief, and Summary. The main content area is divided into three sections: Indicators, Proforma Income Statement, Proforma Cash Flow Statement, and Proforma Balance Sheet.

Indicators (2026 Forecast vs 2025 Actual)

Indicator	2026 Forecast	2025 Actual
Sales Revenue	\$26,901,000	\$42,000,000
Profit	(\$16,189,579)	\$4,769,901
Share Price	\$1.00	\$12.97
Contribution Margin	(\$17,354,330)	\$11,412,670
Emergency Loan	\$7,746,192	\$0

Proforma Income Statement

Item	Amount
Sales Revenue	\$26,901,000
Variable Cost	\$44,255,330
Material Cost	\$31,588,920
Labour Cost	\$12,347,330
Inventory Carrying Cost	\$0
Scrap Cost	\$319,080
Other Costs	\$0
Issue Bond Cost	\$0
Buyback Bond Cost	\$0
Write Offs	\$0
Periodic Cost	\$7,074,848
Sales Budget	\$3,100,000
Promotion Budget	\$2,450,000

Proforma Cash Flow Statement

Item	Amount
Cash From Operating Activities	(\$12,682,385)
Profit	(\$16,189,579)
Depreciation	\$1,121,333
Write Offs	\$0
Change in inventory value	\$0
Change in accounts payable	\$1,127,610
Change in accounts receivable	\$1,258,250
Cash From Investing Activities	(\$2,420,000)
Cash From Financing Activities	\$1,282,600
Net Change In Cash	(\$13,819,785)
Starting Cash Position	\$6,073,594
Closing Cash Position	\$0

Proforma Balance Sheet

Item	Amount
Total Assets	\$14,540,417
Current Assets	\$2,241,750
Fixed Assets	\$12,298,667
Plant and Equipment	\$16,820,000
Accumulated Depreciation	\$4,521,333
Total Liabilities	\$13,661,202
Short Term Liabilities	\$10,378,602
Long Term Liabilities	\$3,282,600
Total Equity	\$879,215
Common Stock	\$3,000,000
Retained Earnings	(\$2,120,785)
Total Liabilities & Equity	\$14,540,417

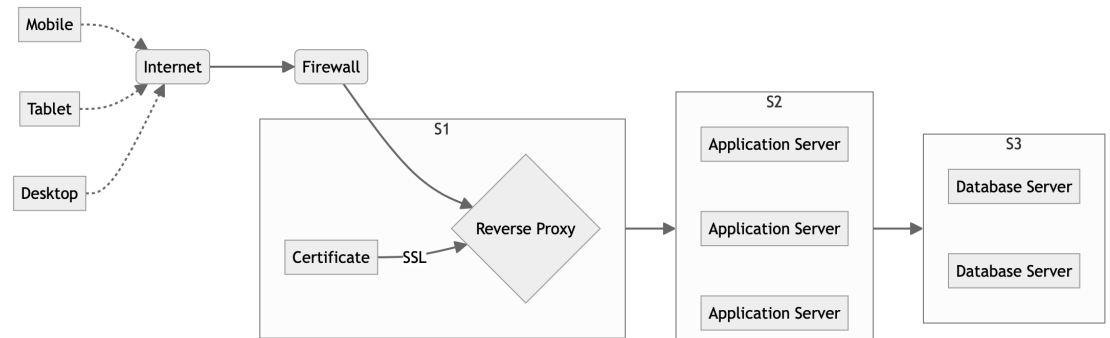


Technical Data

SimAna, as an innovative business simulation platform, is built on a robust and modern technological foundation. On the backend, the **Jakarta EE platform** ensures a reliable, scalable, and high-performance architecture.

On the frontend, **Facelets** and **PrimeFaces** deliver an intuitive and interactive user interface designed for an engaging learning experience.

Network Diagram



For reporting and data visualization needs, **LibrePDF**, **Apache POI**, and **JFreeChart** technologies are utilized. To enhance code quality and maintain long-term sustainability, **SonarQube** is fully integrated into the development pipeline.

Through **Docker**-based containerization, the application can be seamlessly deployed and managed across different environments, ensuring portability and operational efficiency.

Additionally, the platform leverages a **PostgreSQL** database server, **GlassFish** enterprise-grade application server, and **Traefik** as a reverse proxy and load balancer. Together, these technologies enable SimAna to deliver a high-performance, secure, and flexible simulation platform that meets the evolving needs of modern educational institutions and learners.



Business Model

Our Business Model

SimAna operates on a simple yet highly scalable business model. While most business simulation providers limit their offerings to student- or institution-based platforms, we go further — delivering a flexible and customizable solution adaptable across multiple industries and languages.

With EdTech adoption growing significantly faster in Eastern markets than in Europe, demand for accessible, technology-driven academic tools is soaring. SimAna is strategically positioned to capture this momentum through localized, multilingual deployments that meet regional needs without compromising global scalability.

Our robust simulation engine powers an intelligent reporting system that generates annual performance insights — enabling users to track decisions, measure impact, and continuously improve. This self-learning mechanism enhances retention, engagement, and ultimately, platform stickiness.





Competitive Advantage

Tailor-made

Products, customer expectation criteria and weighted distribution (critical ones as well)

Optional Evaluation

Academician may choose between different results to evaluate the success



Easy to Ramp-Up

Simulation screens are very clean and yet informing that students will not get lost

Easy to Control

With all admin and instructor users, all can be set individually in the simulation



Thank You



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