SimPlay Studio

Custom Learning Simulations. Delivered at Scale

$340 Billion

Invested Annually in Corporate Training

(Source: Josh Bersin, Technavio, etc.)

What's the return on that investment?

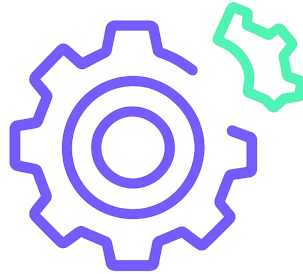# The Reality of Corporate Training is Broken

70%
Of training content forgotten within 24 hours

Source: Ebbinghaus Forgetting Curve

12%
Of employees apply learned skills on the job

Source: 24x7 Learning

$1,200+
per employee

Wasted annually on ineffective training

Source: L&D Industry Reports

The L&D Leader's Dilemma
Simulations work but only if customly built

Scalable but Ineffective

Characteristics: Low cost, template-based, limited quality.

Example Players:

articulate Kahoot!

Effective but Inaccessible

Characteristics: High cost ($500K+), long timelines (6-12 months), unscalable.

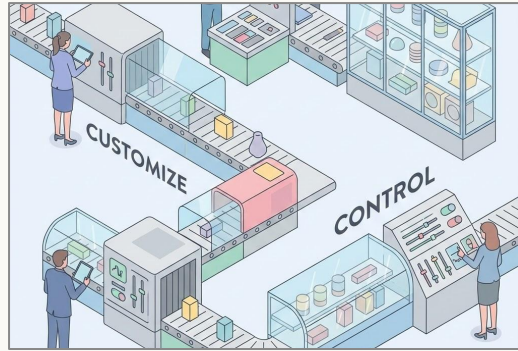**Example Players:**

STRIVR   bts   /forio

The End of Trade-Offs
Introducing SimPlay Studio

DIY/Quiz Tools

Articulate | Kahoot!

Limited quality, not true simulations.

SimPlay Studio

The only solution combining speed **(up to 10x faster)**, affordability **(70% less)**, custom quality, and integrated analytics.

Premium Custom

BTS | Forio | Strivr

$500K+ price tags, 6-12 month timelines.

Low Cost / Fast / Template Based　　　　　*High Cost / Slow / Custom*

Our Dual-Platform Approach
Fast to deliver and easy to track

AI-Powered Production Service

From Brief to Playable Simulation in Days

- Up to 10x Faster (**5-60 days** until rollout)
- 50-70% Less Costly (**$15K-$150K**)
- AI-Assisted Quality control, brief collection and change management

SaaS Gaming Portal & API

Deploy, Measure, and Integrate with Ease

- Real-time Analytics (Kirkpatrick Level 1-4)
- Enterprise Integration (LMS/HRIS)
- Branded Employee Experience
- Multi-platform accessibility

SaaS gaming portal and API usage
For any company size

Standalone Simulation

$5,000

One time payment
Integration into LMS
3-7 days

SMBs

$1,499/mo

Up to 250 employees

+1 Free
Simulation Game

Pro level Subscription

$3,999/mo

Up to 1,000 employees

+2 Free
Simulation Games

Enterprise

$9,999/mo

Unlimited employees

+4 Free
Simulation Games

How It Works: From Problem to Proven ROI

Client Brief

AI-guided intake on our platform

AI-Assisted Production

Multi-agent AI team builds the simulation (45 days average)

Client Review

Iterative feedback at key milestones

Platform Deployment

Instant access via branded Gaming Portal

Real-Time Analytics

Measure skill application and business impact.

Early Traction and case studies

✓ Technical Validation

- Multi-agent AI production system is operational
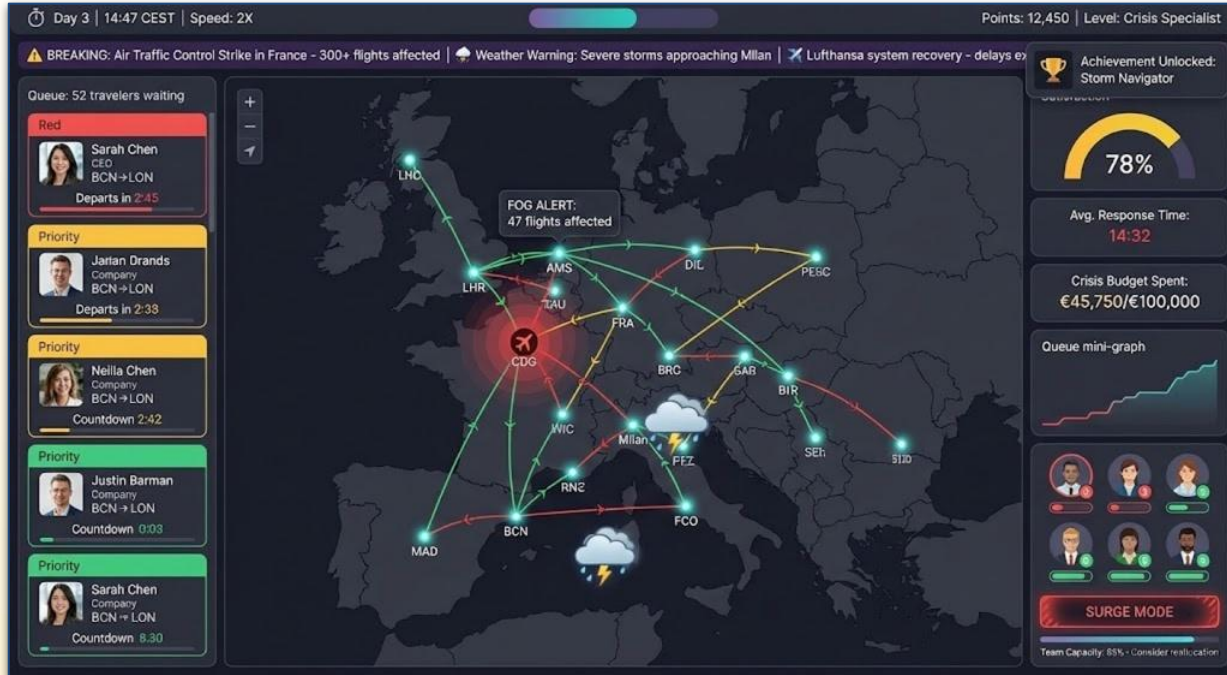- Gaming portal MVP is in development

✓ Commercial Validation

4 Products in Pilot development and/or prototyping

- **Crysis management simulator** for business travel coordination agency
- **Training platform for merchandisers** in retail
- **Fast onboarding game** for hotel housekeeping personnel
- **Decision making simulator** for student career path discovery

Early Traction and case studies
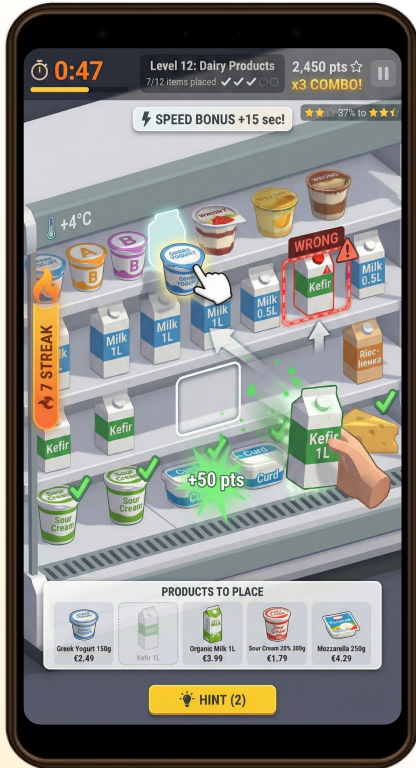## *Crysis Command simulator*

Crisis Command gamifies travel disruption management, training customer service teams through realistic flight crisis simulations.

Players handle strikes, weather events, and system failures while managing real-time customer queues, team resources, and budgets.

Target result: 50% faster crisis response and 85% better collaboration rate.

Early Traction and case studies
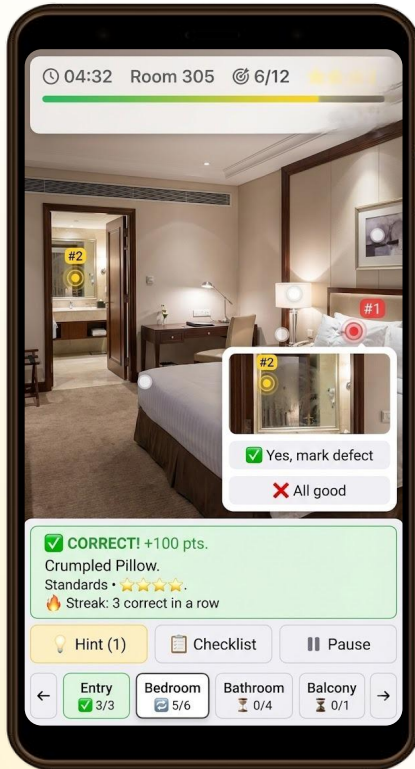## *Shelf Master*

Hyper-casual simulator that trains retail merchandisers through fast-paced product placement challenges. Employees learn proper shelf organization across all product categories.

Key Benefits:

- **70% Faster Training**
  5 days of gameplay vs. 3 weeks traditional training. 100+ scenarios build muscle memory for all product categories.

- **Complete Analytics**
  Track accuracy, completion rates, and problem areas per employee. Automated LMS integration.

- **40% Fewer Errors**
  Simulation drives 80%+ completion rates. Active practice delivers 3x better knowledge retention than passive e-learning.

- **Your Products, Your Shelves**
  Upload actual planograms and SKUs via admin portal.

Early Traction and case studies
CleanUP Master – Housekeeping Quality Game

Mobile-First Training: Tap to inspect. Zoom to discover. Train anywhere.

Professional hotel room photography combined with intuitive mobile gameplay transforms quality training into an engaging 10-minute session. Staff identify cleaning defects through realistic scenarios, building visual memory and brand standards compliance on any device.

Key Benefits:

- **ROI-Proven Training Efficiency:** 90-minute gameplay achieves equivalent learning outcomes to 8-10 hours of traditional training

- **Rapid Brand Customization:** White-label platform deploys in one week with client-specific room models

- **Behavioral Change at Scale:** Simulation increases engagement 48% and completion rates to 80%+, while spaced repetition and scenario variety embed long-term behavior change

- **Data-Driven Performance Management:** Kirkpatrick Level 2-3 analytics track accuracy rates, speed metrics, error patterns, and competency progression

Early Traction and case studies
LifeChoice: Decision-Driven Growth for Teens in Poland

Plan your week, make strategic decisions, and watch your future unfold. A browser-first interactive life simulator blends weekly time management, narrative choice, and RPG-style skill progression into an engaging journey through high school life. Players allocate limited weekly hours to routine tasks, social events, study, and personal goals, unlocking consequences that shapes individual future of a character.

Key Benefits:

- **Enhanced Real-Life Skills Through Play**
- **Deeper Engagement & Knowledge Retention**
- **Behavior Insight & Consequence Awareness**
- **Mindful Self-Discovery**

Egor Grishchenko - Founder & CEO

17 Years Building Games That Engaged 100 Million Users

Co-founder, Game Garden (~100M installs)

Managed 50+ man development teams

Early adopter of AI in game creation workflows

Founder Axione.AI platform for personal game making

❝ *"I've spent two decades making playing and learning addictive. Now, with AI, we're bringing that power to the enterprise."* ❞

SimPlay Studio

Transform Training Into Measurable Business Impact