



Simulation #1: Crossing the Chasm

3/8/2023

75/75 Points

Offline Score:
75/75

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2/25/2023 to 3/8/2023

▼ Details

Simulation #1

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MGT 5804

Assignment Overview: The purpose of the Innovation Marketing Simulation is to challenge you to apply the key concepts and objectives we have discussed in the modules on the technology adoption lifecycle to build and execute an effective technology strategy to "cross the chasm." Unlike the case discussions where you are challenged to analyze cases and provide conceptual arguments and recommendations for a company, the simulation will challenge you to actually make a set of decisions in a dynamic, simulated environment where your success is directly dependent upon the successful application of the key concepts we have covered in our discussions of Crossing the Chasm.

We have covered these principles in a significant amount of detail over the past few weeks through our reading, class discussions, office hour discussions, and lectures. As we also discussed in class, there is no one "best market" to focus upon in order to cross the chasm into the mainstream. Instead, it is the strategic choices you make in order to cross the chasm that will determine your overall success.

The critical goal in this game is to set up a coherent strategy starting in the first decision period to "cross the chasm."

You will be able to play the game up to 15 separate times this week. Use the early runs to help you learn how to play the game and to test your strategic choices and understanding of the material. Once you understand what is going on, you will put yourself in a good position to execute an effective strategy for crossing the chasm. The simulation is challenging so please make sure that you start the process of playing early so that you can try the game a few times in order to figure out an effective strategy.

Assignment Objectives:

- Analyze strategic problems of generating innovation diffusion across the S-curve
- Develop and implement emergent strategies to improve product diffusion rates across the TALC

- Evaluate the effectiveness of formulated and implemented strategies and identify key areas of improvement

Instructions:

- You can access the background materials and game through the Harvard coursepack link for our class. The game is listed under "Innovation Marketing Simulation: Crossing the Chasm"
- Please make sure you read the background materials thoroughly before trying to play the game. You will be able to access all of the background materials you need through the game (no outside materials are required)
- Unfortunately, no late "runs" can be accepted so please make sure you have completed your gameplay before Sunday, October 9 @11:59 PM
- The system will record each of your "runs" and we will use the "best run" to calculate your overall grade. You will not need to submit anything else apart from completing the game as your grade will be based on your performance in the game.

Details:

- This is an individual game. Each person will play the game on their own. So please do not contact your teammates or collaborate with anyone else when playing the game.
- Before you play the game, please make sure you read through the case materials that are linked with the simulation.
- Please note that in this particular version of the game, I have to set up "runs." So you will only be able to play the game once each run. You can play the game up to 15 times. I will reset the game each day (starting on Monday) at 9AM and 9PM (M, T, W, Th, Fr, Sat, Sun). Please note that if you miss a day, I can't add individual "runs" for students. Unfortunately, this is a constraint imposed by the game designer. I have to manually reset the game each time so please note that it might not occur precisely on the hour each time.
- Points will be allocated based on a combination of your success in reaching different phases of the technology adoption lifecycle and based on your financial performance in the game.

Grading Rubric:

- A -- Success in Crossing the Chasm & Achieving the "Bowling Pin Effect" (75 pts)
- A- -- Success in Crossing the Chasm into the "Early Majority" (74 - 67 pts) -- the variation in score will be determined the total amount of revenue you generate in the game.
- B+ -- Success in reaching the "Chasm" (66 - 64 pts)
- B -- Success in reaching "Early Adopters" (63 -62 pts)
- B- -- Success in reaching "Innovators" (61 - 60 pts)
- C or lower -- incomplete gameplay (<60 pts)

The specific numeric score you will receive will fall within the ranges listed above and will also depend upon your total revenue. For example, if you cross the chasm into the mainstream (based on market share) but have a low relative amount of revenue compared with other players who also cross the

chasm, you would earn a 67/75. Conversely, if you cross the chasm and have the highest amount of revenue than other players who have crossed the chasm, you will earn 74/100. I will release the statistical distribution of revenue performance thresholds on Monday. The numeric scores within each category (e.g., A, A-, B+, B, B-) will be calculated based on a statistical distribution of scores achieved by the whole class.

If you have any questions, please feel free to email me at dtown@vt.edu