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ENT 2112 Entrepreneurial Opportunity Analysis

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Post Simulation Reflection Paper

# Introduction

In Quarter 3 Atomic Bikes announced a temporary branding shift. Our new mission statement was to “give value to our friends, and attract, recruit, and retain smart and hard-working friends.” While this was only a temporary change, it shows the core of who we are as a team. We all knew and were friends with at least one other member of the team before forming Atomic Bikes. Austin introduced me to RJ and highly recommended him for the team. I had no objections as I have worked with Austin before and trust his judgement. Arden and Ben I both knew from past classes and had collaborated with on various assignments or study guides, met through mutual friends, or both.

# Quarter 1

Going into the simulation, the only thing I knew about it was that the “business” was making and selling bikes. I was over the moon. As someone who loves bicycles, this was going to be my thing and I was going to kill it. I am super familiar with market trends, components and their differences and applications, and any other bicycle related pieces of information. I already knew several different kinds of bikes I wanted to design and was confident that our company, Atomic Bikes, would be the best in the market.

Imagine my surprise when I logged into the simulation for the first time and saw components names that were general descriptions of a part and did not indicate quality. In addition, some of the part descriptions or depictions were not accurate to real life. For example, the simulation recommends a 2x7 drivetrain for road bikes. 2x7 has not been standard since 2013 and most road bikes today are on 2x11 or 2x12. The narrow range is extremely limiting. This sudden shift from reality quickly broke the simulation for me and I found it very difficult to divorce reality from the simulation to make the right decisions in game. Thankfully, I was not in charge of designing the bikes and Ben did a great job designing them to meet the simulated market needs.

# Quarter 2

# Quarter 3

# Quarter 4

# Quarter 5

# Quarter 6

# Conclusion