

FOR YOUR TEAM · THE BOARDROOM



The Boardroom

Integrated Business Strategy — 4-role C-Suite Team

Run a real DTC brand as a 4-person C-suite. Distinct roles, shared P&L, per-cycle decisions, live leaderboard.

Learning objectives

- ✓ Play a distinct C-suite role and own its decisions end-to-end.
- ✓ Coordinate cross-functional strategy under per-cycle pressure.
- ✓ Read a per-cycle P&L and translate metrics into next-cycle levers.
- ✓ Balance short-term cash discipline against long-term brand equity.
- ✓ Manage inventory, pricing, and marketing as interdependent systems.
- ✓ Compete against AI competitors AND other student teams in a live market.
- ✓ Communicate + negotiate across roles using in-sim team chat.

How it runs

- 1 Morning brief**
Overnight P&L, competitor moves, and any market events land in each role's dashboard.
- 2 Role decisions**
Each C-suite member logs in to their functional dashboard and sets their per-cycle levers.
- 3 Team coordination**
Roles negotiate through the built-in chat — the CMO can't run a promo without inventory, so they talk to the COO.
- 4 Local midnight cutoff**
The engine reconciles all decisions, runs competitors, moves market share, and generates tomorrow's report.
- 5 Watch the leaderboard**
Company value updates each cycle. Teams that balance cash, brand, inventory, and growth pull away.

Pillars & scoring

STRATEGIC LEADERSHIP CEO's domain: north-star, capital allocation, hiring, guardrails.	GROWTH & MARKETING CMO's domain: channel mix, creative tiers, brand equity, retention.	OPERATIONAL EXCELLENCE COO's domain: inventory turns, supplier quality, fulfillment SLA.	FINANCIAL DISCIPLINE CFO's domain: cash runway, pricing, margin, forecast accuracy.
--	--	--	---

Key features

Four distinct role dashboards	Live 3-competitor market	Nightly engine reconciliation
Slack-style team chat	Company-value leaderboard	4 industries



Fit & format

PACING

25 cycles across 5 weeks Mon-Fri (canonical). Optional 8-week extended and semester (14-week / 70 cycles) variants.

COHORT SHAPE

Designed for teams of 4 (or 3 with role doubling). ~20-30 students per class. Multi-team classes get within-class leaderboard.

BEST FOR

MBA strategy and general management capstones. Any course that wants a full-cycle DTC business simulation that is modern, visual, role-based, and interactive.

WHAT SETS IT APART

Only sim with 4 distinct role dashboards, a live 3-competitor market, and built-in team chat.

LMS

Canvas, Blackboard, Brightspace, Moodle via LTI 1.3. Students launch from your LMS with single sign-on; one-click grade publish posts scores back with the rubric breakdown as the comment.

PRICING

\$45 / student

\$25 / student for Founding Faculty, locked 2 years

Per semester. No platform fee, no per-section charge, no seat minimums. Institutional invoicing available.

Contact: jeff@vanguardsim.com · boardroomrivals.com/contact · This page: boardroomrivals.com/for-your-team/the-boardroom