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Cesim – Advisory Board Objectives and Plan, ver.1.0

Kasvufoorumi 10, August 25th, 2010

Veijo Kyösti, Managing Director, Cesim Oy

Työryhmä: Kasvun ja kansainvälistymisen kiihdyttäminen

KASVUYRITTÄJYYS

On olemassa empiiristä todistusaineistoa (Kahneman, Tversky), että keskimäärin yrittäjät alkavat vähentää riskinottoaan sitä mukaa kun onnistumisia tapahtuu. Käytännössä tämä johtaa siihen, että intrinsinen potentiaali jää monen hyvän yrityksen kohdalla toteutumatta ja kasvu hyytyy silloin kun se voisi perustellusti kiihtyä.

Haaste: miten estetään kasvuyrittäjän riskinottohalun vähentymiseen johtava ”loss aversion” –käyttäytyminen lupaavien varhaisen vaiheen onnistumisten jälkeen.

Ratkaisu: Valistetaan kasvun yrittäjiä eo. käyttäytymismallin vaaroista (”the only safe bet is to double your bets”), korostetaan rohkeaa asennetta, ja edesautetaan yrittäjien verkostoitumista keskenään. Verkostoituminen synnyttää positiivista kilpailuhenkeä yrittäjien keskuudessa ja riskinottohalukkuus kasvaa.

Cesim improves students' learning experience and the use of teaching resources at educational institutions. We provide browser-based business simulations that can be integrated in various business courses.

Headquartered in Finland, we operate globally through our own sales and partner network.

Since 2006, more than 50000 students from all over the world have experienced Cesim's business simulations.

More information: www.cesim.com

- Firm: Cesim Oy
 - Veijo Kyösti
 - Ilkka Vesterinen
- Advisors:
 - Jyrki Kontio
 - Kimmo Rasila

- **Kimmo Rasila**
 - Marketing and sales
 - Board level work and corporate governance
- **Jyrki Kontio**
 - Growth and scalability
 - Productization
 - Process management
 - Educational market knowledge

Ownership Strategy:

- Long-term ownership: strong growth during the next 3-5 years, high profitability thereafter

Ownership

- Owner-managers
- No external equity currently

- Global product
- Main segment selection (educational market) is given and OK
- Proven business and solid customer relationships
- External drivers for business are favorable currently
- Internal drive and capabilities need to be improved
- Scalability of operations, especially sales and distribution, needs to be built up

- The advisory Board provides advice and non-binding recommendations to the Board and Executives of the Firm
- The Board members use their experience to support the growth and value creation of the firm, as expressed by its owners
- Board focuses on following areas:
 - Growth management and resourcing
 - Sales and marketing
 - Strategy formulation and alignment
 - Decision making and prioritization practice with the firm

By end of the term the Advisory Board aims to achieve the following:

- Strategic intent for the next 2-4 years defined and documented
- Decision-making practices
 - An established practice for prioritization of focus
 - Operational focus well defined
- Sales capability improved and improving
 - Initial improvements have been implemented
 - Clear plan for next steps for improvement
- Marketing strategy refined
 - Marketing activities for key segments defined
- Establishing formal Board
 - Prerequisites and potential benefits for a formal Board reviewed

- The Advisory Board shall be operational between Aug 24, 2010 and January 31, 2011
- There shall be at least 4 meetings during this period
- All participants will sign a non-disclosure agreement
- No compensation is paid for the Advisory Board members