



MarketSim: Marketing Simulations That Build Strategic Thinkers

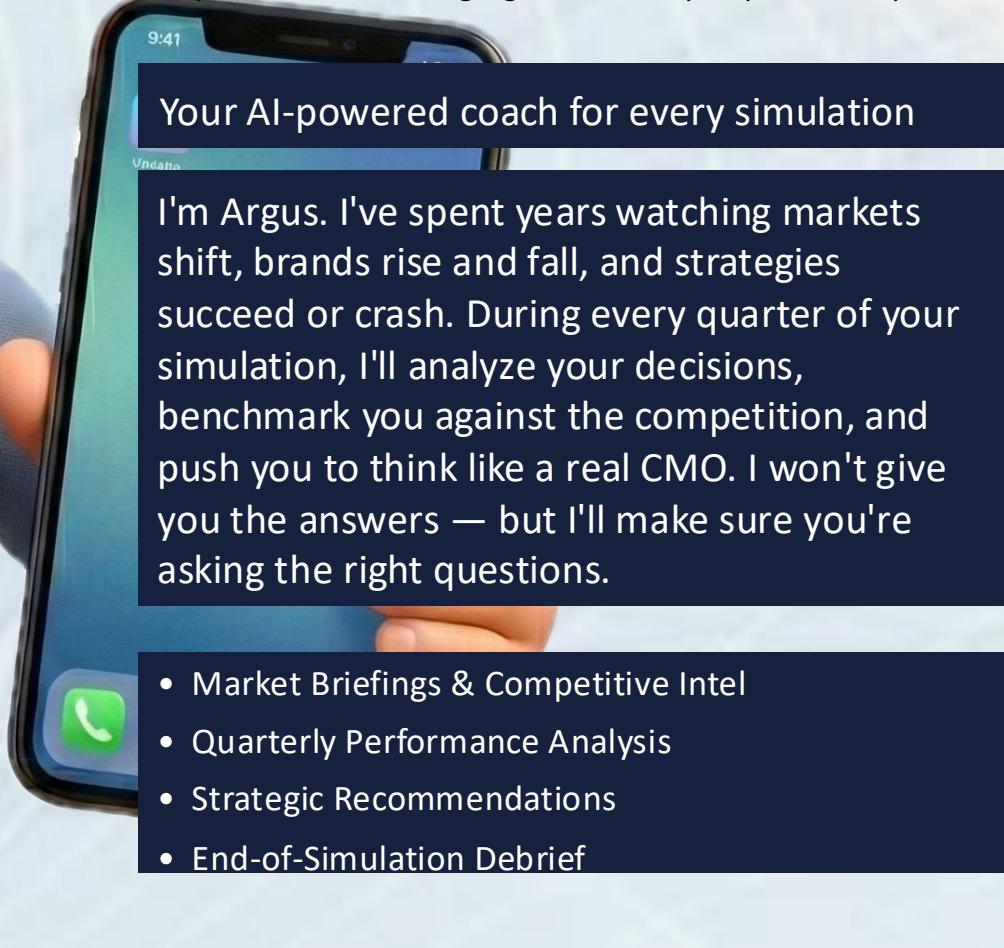
A comprehensive simulation platform for business schools and professional marketing training programs

"Created by an award-winning educator (McGill Outstanding Teaching Award, 2022) with PMP/ACP certification and 20+ years of international business & entertainment experience"

Meet Your AI Marketing Coach

ARGUS — Marketing Strategy Advisor

Powered by Claude AI — Strategic guidance every step of the way



9:41

Undata

Your AI-powered coach for every simulation

I'm Argus. I've spent years watching markets shift, brands rise and fall, and strategies succeed or crash. During every quarter of your simulation, I'll analyze your decisions, benchmark you against the competition, and push you to think like a real CMO. I won't give you the answers — but I'll make sure you're asking the right questions.

- Market Briefings & Competitive Intel
- Quarterly Performance Analysis
- Strategic Recommendations
- End-of-Simulation Debrief

Bridge the Gap Between Theory and Market Reality

The Challenge

Students learn the 4 Ps, SWOT analysis, and segmentation models. They ace the theory. But hand them a real marketing budget with real competitors and real consequences? That's where the gap shows. MarketSim closes it.

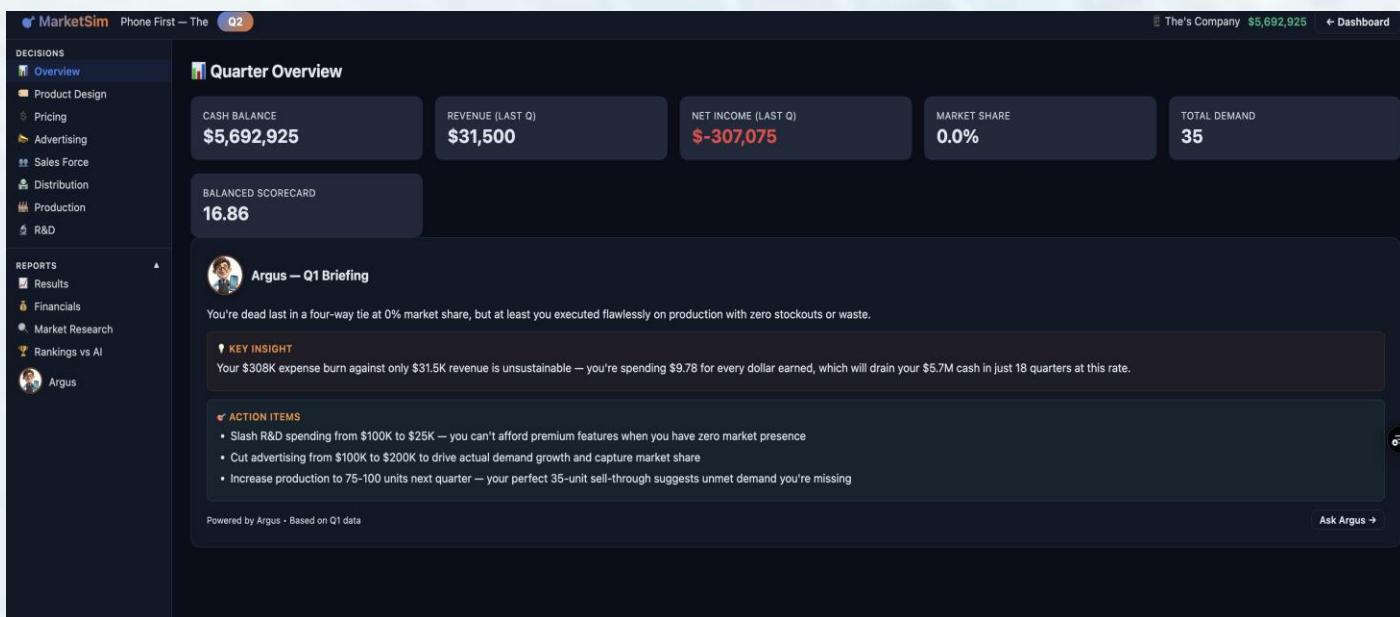
The Reality Check

Your students study marketing. But can they grow a brand in a competitive market?

No formulas to memorize. Real learning through real market competition.

Where Every Marketing Dollar Counts

MarketSim is a competitive marketing simulation where students launch products, set pricing, manage advertising budgets, build sales teams, and compete against AI-driven rivals — all in a safe environment where every decision produces measurable market outcomes.



The screenshot shows the MarketSim software interface. The top navigation bar includes 'MarketSim', 'Phone First — The', 'Q2', 'The's Company \$5,692,925', and a 'Dashboard' link. The left sidebar has 'DECISIONS' (Overview, Product Design, Pricing, Advertising, Sales Force, Distribution, Production, R&D) and 'REPORTS' (Results, Financials, Market Research, Rankings vs AI, Argus). The main content area is titled 'Quarter Overview' and displays the following data:

CASH BALANCE	REVENUE (LAST Q)	NET INCOME (LAST Q)	MARKET SHARE	TOTAL DEMAND
\$5,692,925	\$31,500	\$-307,075	0.0%	35

Below this is a 'BALANCED SCORECARD' with a score of 16.86. A 'KEY INSIGHT' box states: 'You're dead last in a four-way tie at 0% market share, but at least you executed flawlessly on production with zero stockouts or waste.' An 'ACTION ITEMS' box lists:

- Slash R&D spending from \$100K to \$25K — you can't afford premium features when you have zero market presence
- Cut advertising from \$100K to \$200K to drive actual demand growth and capture market share
- Increase production to 75-100 units next quarter — your perfect 35-unit sell-through suggests unmet demand you're missing

At the bottom, it says 'Powered by Argus - Based on Q1 data' and 'Ask Argus →'.

Transform Learning Through Competition

Fully Bilingual (EN/FR)

Every simulation, interface, and AI interaction available in English and French — ideal for Canadian institutions.

4 Industry Scenarios

Smartphone, Wearable Tech, Laptop, and VR Headset. Each with unique market dynamics and customer segments.

AI-Powered Competition

Compete against 2–3 AI companies that adapt their strategy. No two playthroughs are the same.

How MarketSim Works in Your Curriculum

1 Choose an Industry

Select from 4 scenarios: Smartphone Launch, Wearable Edge, Laptop Market, or VR Frontier. Each has unique segments and competitors.

2 Compete for 8 Quarters

Every quarter: design products, set prices, allocate ad budgets, hire sales teams, choose markets. ARGUS coaches you through each decision.

3 Analyze & Debrief

Review comprehensive scorecard with financial performance, market share, and competitive ranking. Professors get class-wide insights.

Why Academic Partners Choose MarketSim

Seamless Integration

Use as a marketing capstone, weekly lab, or assessment tool. No curriculum overhaul required.

Zero IT Setup

Cloud-based, browser-accessible. Students log in and compete. No software to install.

Institution-Wide Scalability

From 30 students to full program deployment. Flexible licensing adapts to growth.

Custom Branding

White-label options for partners who want simulations under their own brand.

AI-Coached Experience

ARGUS provides personalized strategic guidance — like a CMO mentor for every student.

Continuous Innovation

New scenarios, features, and analytics added regularly based on educator feedback.

The Partnership Opportunity

We are actively seeking academic and institutional partners who want to:

■ Differentiate Their Program

Stand out with AI-coached simulation technology competitors don't offer

■ Build Employer-Valued Skills

Graduates with hands-on marketing strategy experience employers demand

■ Increase Student Engagement

Boost completion rates with competitive, gamified marketing challenges

■ Serve Diverse Populations

Bilingual platform for diverse student populations across Canada and beyond

Flexible Licensing Models Available

Per-student pricing, per-course packages, or institutional site license. Volume discounts for multi-year commitments.

Ready to See MarketSim in Action?

Experience firsthand how MarketSim transforms marketing education. We'll customize a demo to match your program's specific needs, challenges, and learning outcomes.

Schedule Your Personalized Demo

See the platform, ask questions, and explore integration options with our education team

Review Sample Scenarios

Walk through actual student experiences and examine analytics dashboards

Discuss Partnership Terms

Explore licensing options, pricing, and implementation timelines

Let's Start the Conversation

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About

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LinkedIn

[LinkedIn Profile](#)

Credentials

Cirque du Soleil • Franco Dragone Entertainment • Beijing Olympics • Formula One • McGill University