

IPSim

Intellectual Property Simulation Game. Experiment. Learn. Win.

for Business

Inexperienced management of IP can often lead to undervalued products and services, limited options in trade negotiations and an early end to promising business ideas. It is important that managerial and non-managerial staff are as familiar with the fundamentals of IP, as they are with their organization's information security policy.

IPSim is a safe way to explore and experiment with IP strategies enabling your organization to make better decisions about IP. Businesses have found IPSim useful in helping them develop effective, long term IP commercialization strategies. [#IPSim](#) [#SeriouslyFun](#)



IPSim is
beneficial
for

Who is
IPSim for?

- ensuring employees have a sound working and commercial knowledge of IP
 - sharing high-level experience in IP, Innovation and Commercialization across the company
 - building strong, deep learning experiences using hypothetical scenarios
 - reducing the risks of IP commercialization with real IP and technology
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- executives in multinationals
 - entrepreneurs and senior managers running high growth, small and medium size businesses
 - innovation and IP managers in Universities
 - entrepreneurs starting their own ventures

About IPSim

IPSim is an online, competitive, multiplayer real-time strategy game for Mac and PC, where player(s) manage a company that trades in Intellectual Property. The objective of the game is to win by amassing the most cash and most valuable technologies through co-operation and competition with other players.

The game takes place on an isometric map where commercialization activities are physically represented by buildings and ter-

ritories with different economic strengths that add depth to the moment-to-moment gameplay.

The concepts behind effective management and commercialization of Intellectual Property are not easily taught using traditional means. These concepts are not particularly difficult to understand, the problem is in presenting them in a way that engages learners, and stimulates strategic thinking.

Our solution with IPSim, was to build a multiplayer role-playing game that mirrors the competitive nature of real business, and the strategic commercialization of Intellectual Property. Players learn through engaging gameplay from trading and negotiating with peers, and experimenting with different variants of Intellectual Property – the fundamentals of Intellectual Property Management.