

## Project

This project consisted of a market analysis of the opportunities relating to the introduction of a professional board game to the European market.

The conclusions drawn within the project showed that – while the business case existed for the investment in an English speaking environment – the costs relating to translation and production, as well as a variety of issues relating to the IR ownership of the translated materials, precluded a sensible return on investment in the German-speaking market.

## Concept

The *Project Value Game* is board game based on the principles of System Dynamics. The object of the game and of the supporting lecture material is to gain an understanding of the dynamics of project management. It is a very valuable tool to convey the concepts of scope creep, work and re-work and other key project management concepts.



System Dynamics is an approach to business and real-world modelling that was developed at MIT in the 1960's by Jay Forrester. The basic premise is that apparently simple problems are in fact part of more complex systems and that these systems are dynamic. The delays inherent in these systems mean that causes and their effects can be widely separated across time and distance and thus not immediately apparent. As a result, real world systems often exhibit counter-intuitive behaviour.

The *Project Value Game* is implemented as a board game to overcome the abstract nature of System Dynamics modelling; the format supports discussion, group decision-making and team-play – all important aspects of Project Management.

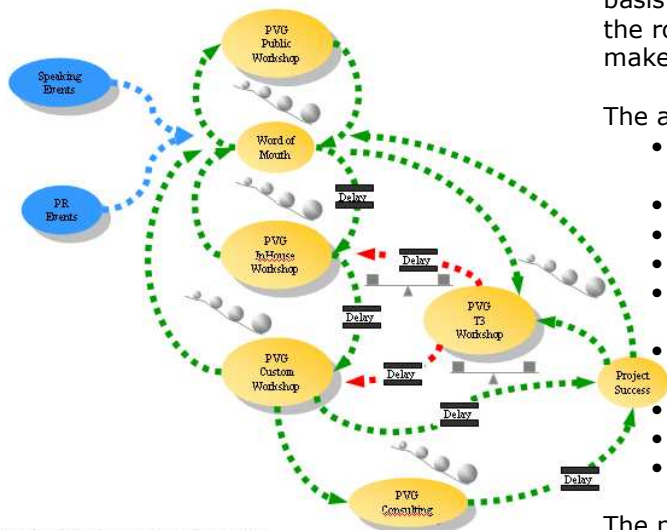
## Role

The Project Value project was one of my own initiation, with the aim to determine if a viable business could be built on the basis of the game and the supporting material. As such, I held the roles of project champion, investor and final decision-maker.

The actual activities involved were as follows

- Identification of suitable products in the area of project management training tools
- Liaison with the owners/re-sellers
- Definition of a portfolio of products and services
- Creation of pricing model
- Determination of production costs for a German language version
- Development of financial model and outline business plan
- Identification and clarification of legal issues
- Presentation to potential investors
- Decision regarding go/no go

The project was eventually rejected, as the business case could not be justified for a German-language version of the game.



reserved. Colm Toolan, Business Architect, 2002