



SimTech Innovations e.U.

Business Concept

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I. General Provisions

1. Company, registered office, and duration

- 1.1 The name of the entity is SimTech Innovation e.U.
- 1.2 The registered office of the sole proprietorship is Braunau am Inn.
- 1.3 The entity is not limited to a specific period of time.

2. Business purpose

- 2.1 The purpose of the company is to develop, manufacture, and market different kinds of motion simulators.
- 2.2 The entity is authorized to engage in all transactions and measures that appear necessary or beneficial to achieve the purpose of the company, in particular to establish branches and subsidiaries in Germany and abroad, to acquire and participate in other companies and corporations, to take over the management and representation of such companies and corporations, and to rent and lease economic assets.
- 2.3 The company is classified as a regulated trade in the field of mechatronics for electrical engineering and automation technology according to Austrian law.

3. Legal form

SimTech Innovations e.U. is a sole proprietorship. It can be established quickly and easily without the need for minimum capital. Simon Wimmer has full decision-making authority over the company. No large amount of capital is required to start the business, and the risk of unlimited liability is taken into account when accepting orders.

4. Goals

- 1. Increase the production capacity for our standard 2DOF racing simulator by 30 % by the end of this fiscal year in order to meet growing consumer demand.
- 2. Obtain a certificate for our quality management systems in accordance with DIN ISO 9001 within the next two years.

II. Target Audience

1. General Target Group

The company focuses on B2C transactions within the European Union.

Demographic	
Age	15 – 39
Gender	Irrelevant
Occupation	School pupils, trainees, students, employees up to middle management level
Income	Middle class
Education	Irrelevant
Personal	
Interests	Motorsports, airplanes
Hobbies	Gaming, watching motorsport events
Values	Innovative, open to trying new things, technically savvy
Behavior	Has a fair amount of free time, which she*he likes to spend playing computer games or watching motorsport events.
Purchasing behavior	Good value for money is expected; purchases are made on special occasions (Christmas, birthdays, etc.)

TABLE 1: GENERAL TARGET GROUP

2. Example Persona



Paul Müller

Age: 15

Occupation: Student

Geographic: Munich

Family: Father, mother, one sister

“Work hard – party hard.”

Desires

- Looking for an inexpensive leisure activity to get closer to his hobby, motorsports

Problems

- As a student, he has limited capital and is therefore dependent on his parents' goodwill to fulfill his material desires.

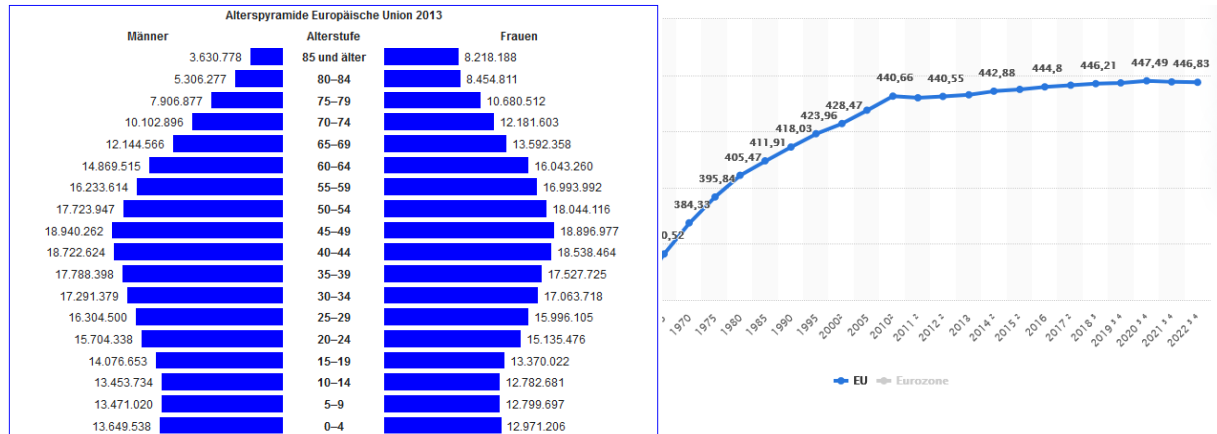
At 15 years of age, Paul is still in school and currently has a lot of free time, which he spends playing computer games and following motorsport events, among other things. He would like to devote more time to the latter interest in particular. However, like most people, he is unable to fulfill his dream of racing himself.

1: EXAMPLE PERSONA

III. Markt Potential

1. Amount of potential consumers

Amount of 15-39-year-olds within the EU 2013: 160,258,314



2: AGE PYRAMID EU 2013. RETRIEVED FROM

https://de.wikipedia.org/wiki/Demografie_der_Europ%C3%A4ischen_Union

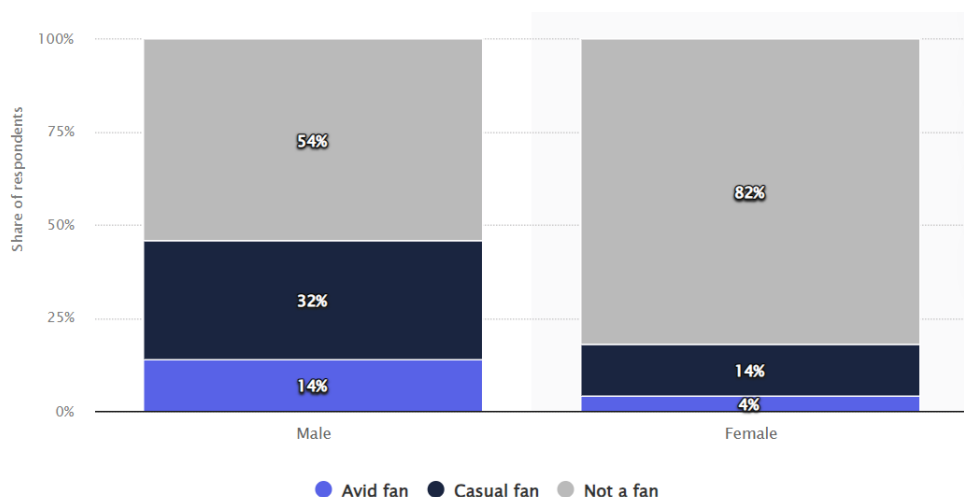
3: POPULATION GROWTH EU. RETRIEVED FROM

<https://de.statista.com/statistik/daten/studie/14035/umfrage/europaeische-union-bevoelkerung-einwohner/>.

Population growth since 2013: +1,43%

Estimated population of the target audience in 2022: $160,258,314 \times 1,0143 \approx 162,550,008$

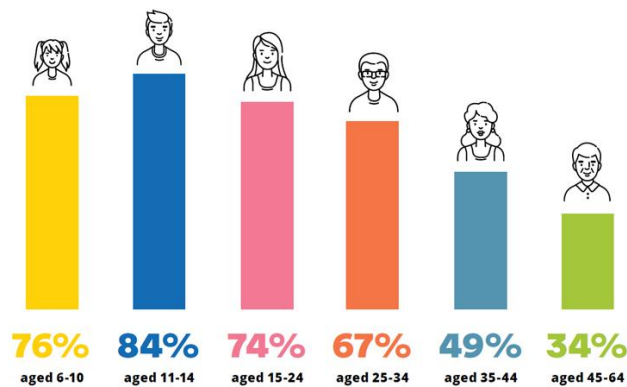
Motorsports enthusiasts (F1) in the USA (comparable to the EU) in 2023



4: LEVEL OF INTEREST IN FORMULA ONE IN THE UNITED STATES AS OF MAY 2023. RETRIEVED FROM

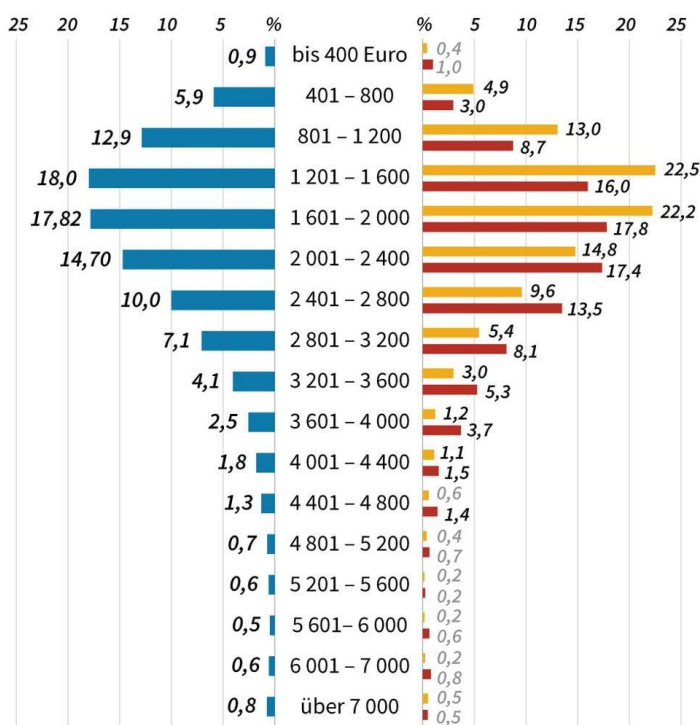
<https://www.statista.com/statistics/1107570/formula-one-series-interest-gender/>

Percentage of video game players by age segment (EU):



5: VIDEOGAME PLAYING PEOPLE. RETRIEVED FROM [HTTPS://GAMEWORLDOBSERVER.COM/2019/08/26/EU-VIDEO-GAMES-INDUSTRY-2018-STATS](https://gameworldobserver.com/2019/08/26/EU-VIDEO-GAMES-INDUSTRY-2018-STATS)

Since we are talking about an higher priced product, we should consider only people from higher income groups as potential customers: amounts to 27,9 % of the population



Based on this data, we estimate that there are approximately 11 million potential customers for our product within the EU.

$$\frac{0.84 + 0.74 + 0.67}{3} \times \frac{0.46 + 0.18}{2} \times 0.279 = 6.7\%$$

$$\frac{\text{People playing video games}}{\text{Group size}} \times \frac{\text{Motorsports enthusiasts}}{\text{Group size}} \times \% \text{ with higher income}$$

$$162,550,008 \times 0.0696 \approx 10.9 \text{ million}$$

2. Average consumption / year

The average lifespan of a high-quality driving and flight simulator is approximately 6 years. The average consumption per year is therefore $\frac{1}{6}$.

3. Average prize

The average price of a medium-quality driving and flight simulator for private customers is around €1,500.

4. Purchasing power

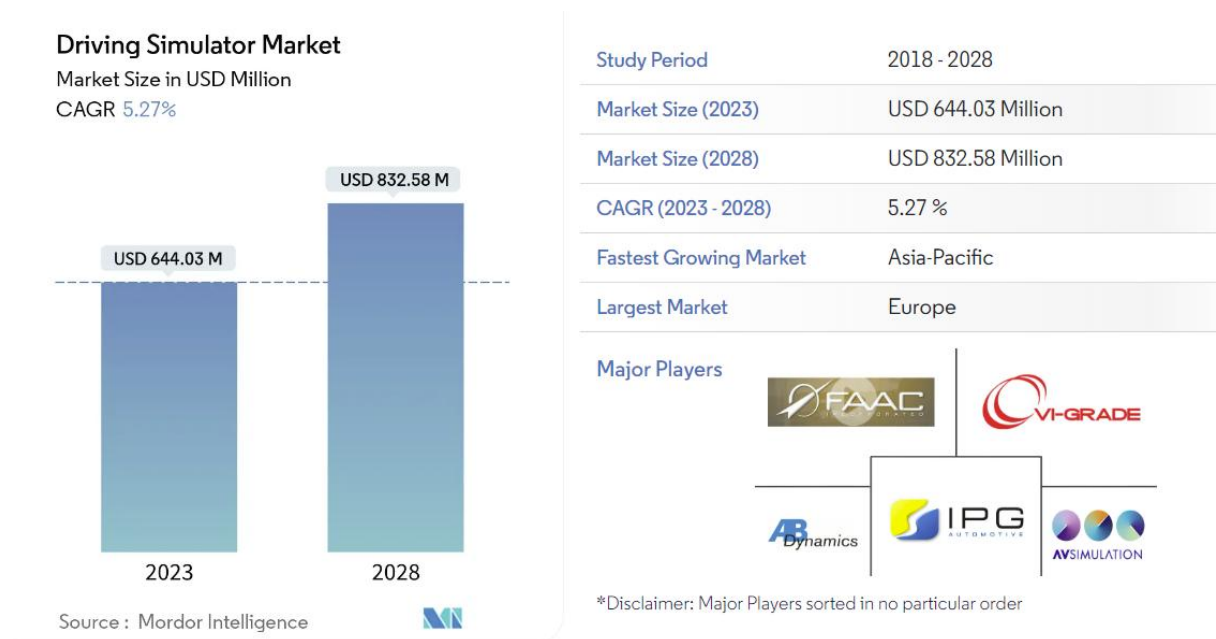
$$\frac{\text{Purchasing power EU citizen}}{\text{Purchasing power Austrian}} = \text{Purchasing power factor}$$

$$\frac{16,344\text{€}}{25,163\text{€}} \approx 0.65\%$$

5. Market potential

$$\text{Potential customers} \times \text{average consumption per year} \times \text{average prize} \\ \times \text{purchasing power factor}$$

$$10,884,348 \times \frac{1}{6} \times 1,500 \times 0.65 = 1,768,706,550\text{€}$$



6: DRIVING SIMULATOR MARKET. RETRIEVED FROM [HTTPS://WWW.MORDORINTELLIGENCE.COM/INDUSTRY-REPORTS/DRIVING-SIMULATOR-MARKET](https://www.mordorintelligence.com/industry-reports/driving-simulator-market)

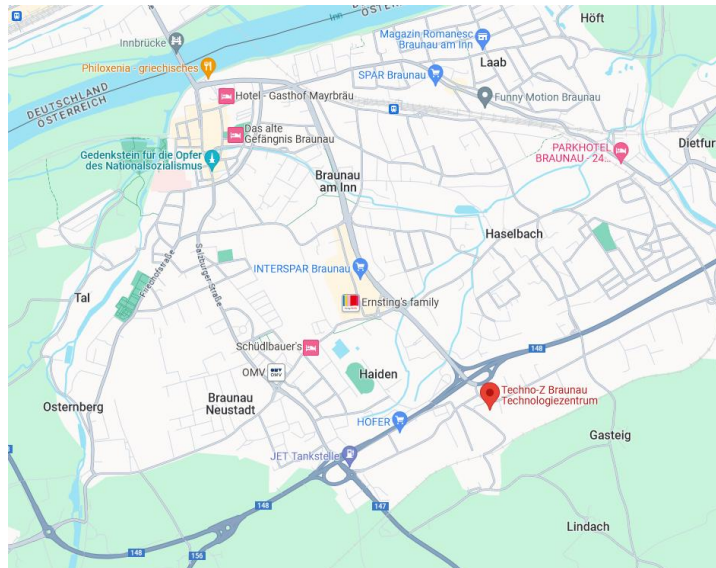
IV. Company Location

1. Address

Techno-Z Braunau Technologiezentrum

Industriezeile 54, 5280 Braunau am Inn

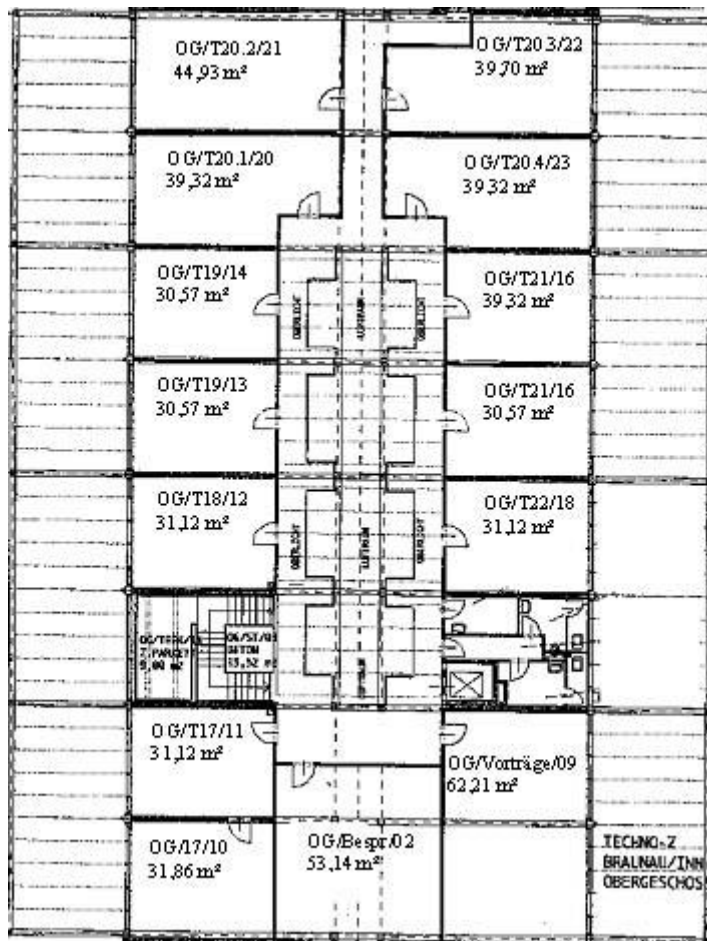
<https://maps.app.goo.gl/7ysdSjKWohQ1icB36>



7: COMPANY LOCATION

Recurring costs excluding tax	
Rent	10.03 € / m ²
Operating expenses	2.75 € / m ²
Heating	0.72 € / m ²
One-time charges	
Rental deposit	3 gross monthly rents
Key deposit	Key 60.00 € Door cylinder 180.00 € Post cylinder 90.00 €
Contract fee	220.00 €
Contract fee tax office	$\frac{\text{gross monthly rent} \times 36}{100} \text{ €}$

TABLE 2: GENRAL RENTING COSTS



8: OFFICE AREAS. RETRIEVED FROM [HTTPS://WWW.TZI.AT/INDEX.PHP/VERMIETUNG/MIETFLAECHE](https://www.tzi.at/index.php/vermietung/mietflaechen)

OG/T20.1/20 – 39.32 m²

2. Cost overview

Recurring costs excluding tax	
Rent	394.38 €
Operating expenses	108.13 €
Heating	28.31 €
Total per month	530.82 €
One-time charges	
Rent deposit	approx. 1000.00 €
Key deposit	120.00 €
Contract fee	220.00 €
Contract fee tax office	approx. 400.00 €

TABLE 3: COST OVERVIEW



9: SAMPLE OFFICE. RETRIEVED FROM [HTTPS://WWW.TZI.AT/INDEX.PHP/VERMIETUNG/MIETFLAECHEN](https://www.tzi.at/index.php/vermietung/mietflaechen)







3. Reasoning

The development of driving and flight simulators requires office space for design work and a small area for component storage and testing.

The Techno-Z co-working space offers companies fully equipped office space with infrastructure such as printers, internet, telephone, parking spaces, free use of seminar rooms, and a staff kitchen.

Braunau as a location is ideal due to its good transport connections and the presence of many engineers in the mechatronics sector, who often have experience in the simulator sector (AMST) or vehicle sector (KTM, FACC).

V. Competitor Analysis

Competitor	DOF Reality	GForce Factory	AMST
Full legal name	DOF Reality Motion Simulators Inc. 	Gforcefactory B.V. 	AMST-Systemtechnik GmbH 
Homepage	https://dofreality.com/	https://www.gforcefactory.com/	https://www.amst.co.at/
Location	11320 US-9 # 3548, Champlain, NY 12919, USA	Eligenstraat 70, 3512 PT, Utrecht, Netherlands	Lamprechtshausener Straße 63, 5282 Ranshofen, Austria
Market region	Worldwide (North America and EU focus)	Worldwide (EU focus)	Worldwide
Product range	2 – 6 axis motion platforms for private users. Do not offer gaming hardware or drivers. 	6 axis motion platforms; offer customizable hardware and configurable drivers. For private and business customers. 	Fully equipped flight simulators and medical equipment solely for professional customers. 
Average pricing	1,100 - 8,500 €	9,000 ++	Price on request; 5 to 6 digit range
Employees	5 - 20	5 - 20	approx. 90
Sale	< 1 million €	< 1 million €	approx. 9 million €
Risk analysis	Moderate rivalry	Moderate rivalry	low rivalry

Decision	The company focuses on customers with a strong technical affinity, while our target group also includes laypeople.	The company also offers fully equipped flight simulators, but their pricing makes their products unattractive to the majority of the target group. Another risk is that the company is also active in the product-as-a-service business, which creates further overlap with our business model. The company's products are not only expensive, but also require a lot of maintenance, which means that the company's customers are not only paying for the product itself, but also for the maintenance and support services that come with it.	The company focuses on B2B business, which means that there is no overlap in the first instance. However, there is the possibility of us expanding into B2B business, and the reverse scenario (AMST B2C) should not be underestimated either. Geographical proximity in particular can pose further risks.
Recommendation	Consider user-friendliness	Pay attention to pricing	Monitor

TABLE 4: COMPETITOR ANALYSIS

Conclusion on current rivalry in the market:

The current competition in the market for flight and driving simulators, especially for private end customers, is extremely low. There are few manufacturers, and their target groups differ from ours. We expect great potential in the market for flight and driving simulators that are also suitable for laypeople and priced below the €1,000 mark.

Threat by emerging competitors:

According to the rules of the free market, an underserved market attracts new suppliers. The barriers to market entry are moderate. Know-how in electrical, mechanical, and IT implementation is required, but the investment capital is low. In addition, mobile machines are subject to strict regulatory guidelines. The majority of development, design, and programming tasks can be completed on computers. A small workshop is sufficient for prototype construction.

The risk of new entrants in the business field is high, but can be offset by pioneering status and possible exclusive contracts with software manufacturers. Cooperation with controller manufacturers such as Thrustmaster™ or Logitech™, as well as simulation software manufacturers such as Microsoft Flight Simulator™ or iRacing™, can bind customers to the product and ultimately to the company in the long term. Such cooperation is conceivable, as none of the software or controller manufacturers have ambitions in the mechatronics sector.

Threat by substitutes:

The product is difficult to substitute. Alternatives in the real world involve significantly higher costs and administrative effort (flight or racing license). Simulating movements realistically in other ways or enabling a comparable simulation experience by other means is technically highly unlikely.

VI. Procurement


Field	Simulator components	Electrics / Mechanics	Mechanics	Electronics
Supplier	Logitech Europe S.A 	igus polymer Innovationen GmbH 	Motedis Austria GmbH 	RS Components Handelsges.m.B.H 
Homepage	https://www.logitechg.com/de-at	https://www.igus.at/	https://www.motedis.at/de	https://at.rs-online.com/web/
Nearest branch office	EPFL – Quartier de l'Innovation Daniel Borel Innovation Center, 1015 Lausanne, Switzerland	Photo-Play-Straße 1, 4860 Lenzing, Austria	Margaretenstraße 48/9, 1040 Wien, Austria	Albrechtser Straße 11, 3950 Gmünd, Austria
Specific product offerings	Driving wheels, joysticks, instrument panels, pedals, seats 	Actuators, gears, cables, bearings 	Profile rails, mechanical basic components, mounting materials 	Controllers, electronical basic components 
Pricing	Complete set 350 €	Bearings approx. 5€; actuators 60 €	Profile rails 10€/m	Basic components for a few cents each; Controllers starting from 30€
Quality	High	High	Mediocre	High
Alternatives	Thrustmaster	Mädler ZF, Conrad	Mädler ZF, Ettinger	Farnell, Conrad, Pollin
Dependence	High	Low	Low	Extremely low

TABLE 5: SUPPLIER ANALYSIS

VII. Bargaining power of customers and suppliers

1. Bargaining power of customers

As the competitor analysis shows, there are currently no particularly relevant competitors in the field of flight and driving simulators for laypeople with low to medium budgets. Accordingly, there are currently no sufficient alternatives available to the designated target group.

Private customers already have less bargaining power because they do not have the resources to issue tenders or conduct large-scale product comparisons.

The target group consists primarily of laypeople, so self-production of the product is very unlikely.

However, the product is a luxury item that customers would quickly forego if they were dissatisfied or found the price too high. Accordingly, pricing must be handled with sensitivity.

2. Bargaining power of suppliers

Electronics and electrical suppliers have the least bargaining power. The components are standardized and easily replaceable. There is fierce global competition, and suppliers offering favorable terms are particularly abundant in the Far East.

The selection of mechanical suppliers is more difficult because there are large differences in quality and a limited selection. Due to the high safety requirements, it is advisable to stick with suppliers from Europe.

There are only two major suppliers of simulation components worldwide: Logitech and Thrustmaster. Although there are smaller suppliers, their production volumes are very limited and long-term supply cannot be guaranteed.

Low bargaining power	Average bargaining power	High bargaining power
Electronics	Mechanics	Simulation components

TABLE 6: SUPPLIER EVALUATION

VIII. Sample Invoice

As we plan to generate a significant portion of our revenue in other European countries, we will in all likelihood exceed the €11,000 threshold below which taxation in the country of origin is permitted. We have therefore voluntarily decided to tax all our revenue in the relevant target country via the EU One-Stop-Shop (EU-OSS).

More information is available at: <https://www.usp.gv.at/steuern-finanzen/umsatzsteuer/Umsatzsteuer-One-Stop-Shop/EU-OSS.html>

	SimTech Innovations e.U.	
	Techno-Z Braunau - Industriezeile 54-20, Braunau am Inn, Upper Austria, 5280, AT +43 664 12355 723 sales@simtech.eu	
Invoice No. 127		
Invoice Date: 2023-12-3	Delivery Date: 2023-11-30	
RECIPIENT		OF
Paul Müller Brosamerstraße 32, Munich, Bavaria, 90687 + 49 660 8459 4384		2 DoF Motion Simulator Christmas Package
Item	Individual	Total
2 DoF Motion Simulator	399,90 €	399,90 €
Controller AddOn	149,49 €	149,49 €
Display AddOn	150,00 €	150,00 €
F1 2023 Deluxe Edition	39,00 €	39,00 €
Subtotal		738,39 €
Discount (Christmas Package)		10%
VAT (Germany)		19%
Delivery fees		30,00 €
Grand Total		820,82 €
Payment to AT17 1672 3590 2776 BIC: RZOOAT2L303 UID: AT836472536		
If you have any questions about this invoice, please use the following contact information: Contact: +43 664 7053 763, sales@simtech.eu		
THANK YOU FOR YOUR ORDER!		

10: SAMPLE INVOICE

2100 (Delivery claims EMU)

664,55 /

4015 (Export earnings) 790,82

3500

126,27 /

Accounting entries:

Debit	Amount	/	Credit	Amount	Details	I	L
6200	3.153,19	/	3540	381,83	Posting of salary payments including income tax and health insurance contributions. Subsequent payment via bank account.	-	-
			3600	663,12			
			3850	2.200,00			
3850	2.200,00	/	2800	2.200,00			
2700	699,00	/	4000	582,50	Over-the-counter sale of racing simulator in Austrian store.	+	+
			3500	116,50			
1050	1.000,00	/	3.300	1.200,00	Purchase of aluminum profile rails from supplier Motedis on 60 days credit terms.	-	n
2500	200,00						

TABLE 7: ACCOUNTING ENTRIES

Amounts in €



SimTech Innovations e.U.
 Techno-Z Braunau - Industriezeile 54-20,
 Braunau am Inn, Upper Austria, 5280
 +43 664 12355 723 | payroll@simtech.eu

Payroll for November 2023
 Cost centre: 3200-25100

Employee
 Johann Treibach
 Ringstraße 23, Braunau am Inn, Upper Austria AT, 5280
 + 43 664 6754 0097
 IBAN: AT17 8934 5648 2362

Date of entry: 15.09.2023
 Social security: 3745270978

Employer expenses	Amount
Gross	3.153,19 €
Social security	663,12 €
DB	116,67 €
DZ	10,72 €
Municipal tax	94,60 €
Income tax	381,83 €
Net	2.200,00 €
Total employer expenses	4.038,30 €

If you have any questions regarding your salary payment, please use the following contact information:
 Contact: + 43 664 3452 765, payroll@simtech.eu

used allowance: 0,00 tax allowance: 0,00
 commuter allowance: 0,00 MV/K contribution: 0,00
 union contribution: 0,00 children: 0

IX. Sales Strategies

1. Product-market matrix

		Products	
		existing	emerging
Markets	existing	<p>Market penetration:</p> <p>Targeted advertising on various social media platforms (focus on Instagram); advertising highlights the cost-effectiveness and, above all, user-friendliness of our product compared to competitor products.</p>	<p>Product development:</p> <p>We offer additional modules for our simulators that not only enable classic simulations such as racing or flying, but also replicate various physical sports such as mountain biking or skiing.</p> <p>In addition, we develop our own simulation games that are specially optimized for our simulators.</p>
	emerging	<p>Market development:</p> <p>Through exclusive partnerships with traditional electronics stores, such as Mediamarkt, we are expanding our distribution channels so that we are not only available via our own online presence, but also through established stores, where customers can benefit from personal advice.</p> <p>We are planning to expand from the European market into the American and Asian markets. To do this, we need experts who are familiar with the applicable standards and regulations for technical devices as well as the tax specifics of the sales markets.</p> <p>We are also opening our own stores in regions that are strongly associated with video games, particularly in Asian (Tokyo and Seoul), American (Los Angeles and San Francisco), and European (Berlin and Paris) cities.</p>	<p>Diversification:</p> <p>We also offer general gaming accessories such as mechanical keyboards, mice, and headphones.</p> <p>Furthermore, we develop simulation devices for civilian and military use. In addition to improved and professional flight simulators, we also offer centrifuges and hyperbaric chambers for fighter pilot training.</p>

TABLE 8: PRODUCT-MARKET MATRIX

2. Tools of Persuasion

Reciprocity:

Our simulators can be test driven during designated operating hours. To leave a lasting impression on potential customers, we offer promotional gifts such as branded energy drinks, notepads, or wrenches. Afterwards, participants receive informational material and have the opportunity to take part in a sales pitch. We also implement this concept at various motorsport trade fairs, such as the IAA (International Motor Show), the iMOT (International Motorcycle Show), and the AERO (Aviation Trade Fair).

In the future, we plan to set up a dedicated experience center when we move to a larger company building. Here, potential customers will not only be able to try out the simulators, but also learn about the history of motorsports and participate in public viewings of motorsports events.

In addition, we will organize events here with our brand advocates (more on this under “Authority”), who are prominent figures from the world of racing and aviation. Interested individuals will then have the opportunity to participate in autograph sessions or meet & greets. In addition, we publish driving and flying tutorials with our brand advocates on our website, as well as maintenance tips, DIY instructions for personalizing our products, and analyses of motorsport events.

Social Proof:

Of course, our customers can publish reviews on our website. In addition, after purchasing our products, we send out customer satisfaction surveys at regular intervals, the results of which are also published on our website. These surveys can also be used to identify areas for improvement in our products and to maintain customer loyalty in general.

Liking (Overlap with Authority):

We place particular emphasis on a friendly, inclusive, and sustainable way of working. We recognize our responsibility to play our part in the transformation of the economy, environment, and society.

To demonstrate this to the outside world, we strive to obtain various seals of approval that underline our expertise in both technical and social areas. These

include family friendliness, inclusion, ESG compliance, and our master craftsman award. (Overlap with Authority)



12: SEAL OF APPROVAL

Scarcity:

For special milestones, such as one of our brand advocates winning a championship, we offer limited quantities of simulators with special branding for sale. These are also actively marketed by the respective brand advocates, for which they receive a commission. (cf. Michael Jordan)

Commitment and Consistency:

The modularity of our simulators allows customers to implement add-ons at any time after the initial purchase.

In addition to our core products, we also offer cross-selling by distributing general gaming accessories such as controllers, mice, and audio equipment.

Authority (Überschneidung mit Liking):

We recruit brand advocates who promote our products with their expert opinions. These can be prominent figures from the world of motorsports, aviation, or gaming. We offer these brand advocates either long-term sponsorship contracts, free provision of simulators, or the opportunity to participate in affiliate marketing. These brand advocates not only act as authorities who share their expertise, but also radiate positive character traits, which has a positive effect on our company's image. (Overlap with “liking”)

3. Attracting a variety of buyer groups

We reach different buyer groups primarily through the customizability of our products. As a first option, the customer can choose between two, four, or six drive motors, which determine the corresponding number of degrees of freedom and thus also the realism of the device.

These basic devices are then extremely modular in design. Customers can choose everything themselves, from the quality of the seat to the type of steering wheel and the screen used. All these components can also be replaced after purchase, allowing us to meet the increasing quality requirements of our customers.

The high degree of individuality of the product and the possibility for the user to customize the product themselves leads to the Ikea effect, which results in an increased appreciation of the product and a deeper connection with us as a supplier.

The modularity also allows us to advertise easy maintenance, which has both economic and ecological advantages. In contrast to the current mantra of the technology industry, which is to keep users as far away from technology as possible, we want to involve them and thus generate a deeper connection to us as a company.

4. Price differentiation

In this specific example, we have a product with the same chassis but with a different number of motors (€60 surcharge). In addition, the F1 Academy model has the extended motherboard (€10 surcharge), which allows up to two additional monitors to be connected. The additional monitors are not included in the offer.



SIMTECH STREET RACER

2DOF Motion Platform with LogiTech G29

Simulates acceleration, deceleration, and lateral forces at an unbeatable price

Customizable setup

13: PRICE DIFFERENTIATION STREET RACER



SIMTECH F1 ACADEMY

High reactive 4DOF Motion Platform with Thrustmaster F1 1000 wheel and Samsung Alround View Monitor

Simulates acceleration, deceleration, and lateral forces with high realism

Customizable setup

14: PRICE DIFFERENTIATION F1 ACADEMY

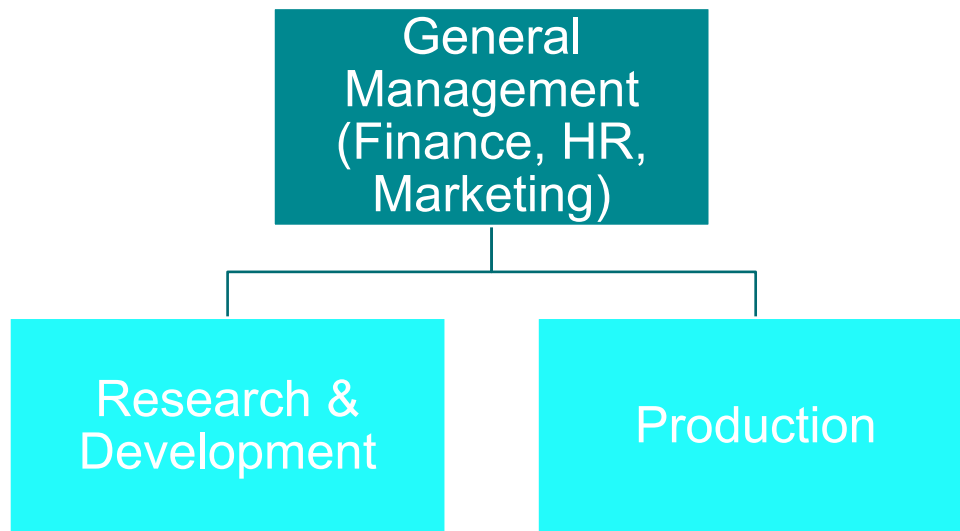
X. Corporate Governance

1. Mission Statement

Mission	SimTech Innovations strives to push the boundaries of realism in driving and flight simulators by offering high-quality, affordable, and customizable products. Our goal is to give everyone the opportunity to experience their passion for motorsports and flying up close, regardless of technical expertise or budget.
Vision	Our vision is to become the world's leading provider of simulation equipment for private and commercial applications. We strive to create affordable and sustainable leisure activities for private individuals while training professional pilots safely and effectively.
Guiding Principles	<p>Quality: We create a working environment in which mistakes and suggestions for improvement are recognized and valued, and those who identify them are rewarded.</p> <p>Inclusion: Our company should reflect the diversity of our customers and society. We are not only tolerant, but actively seek to incorporate diverse points of view.</p> <p>Customer focus: The customer is the orchid in the garden of our endeavors. The grail of our self-realization. That is why their wishes always come first in our efforts.</p> <p>Sustainability: We impose strict sustainability requirements not only on ourselves, but also on our suppliers and collaboration partners. Regular audits ensure this.</p> <p>Community: We promote an open and supportive community of SimTech users, where experiences are shared and enthusiasm for motorsports and flying is experienced together.</p> <p>Innovation: We never put dull profit maximization strategies above the spirit of innovation. Only those who are constantly changing can survive. Even if this approach may encourage mistakes or profit losses.</p>

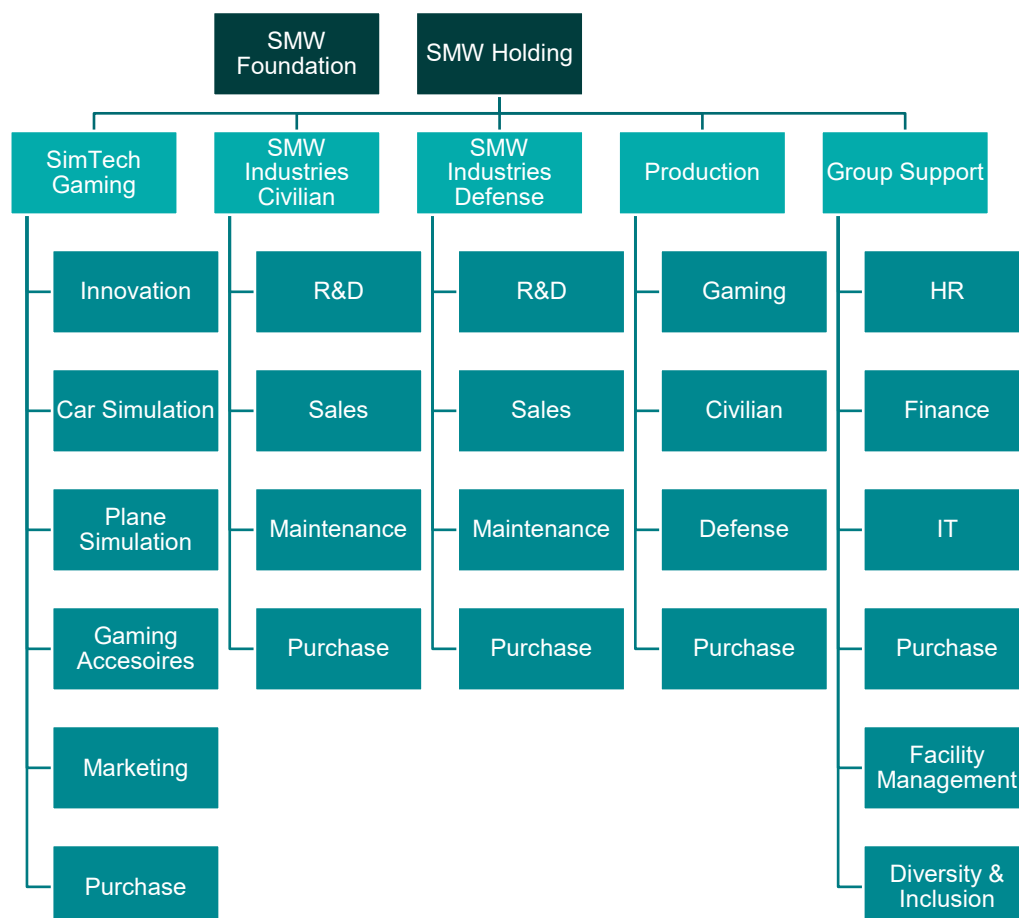
2. Organizational chart

Disruption phase:



15: ORGANIZATIONAL CHART DISRUPTION PHASE

Long-Term:



16: ORGANIZATIONAL CHART LONG-TERM

3. Job and activity description

Ultimately, the company will be divided into three divisions:

- SimTech Gaming will take over the core business with simulators for private customers and other gaming accessories.
- SMW Industries Civilian will handle larger projects for commercial customers, such as amusement parks and flight schools.
- SMW Industries Defense offers a range of products from simulators to hyperbaric chambers and centrifuges for training in a military context.

The individual divisions are independently responsible for developing their product range, so each division has its own R&D department. In the Gaming Division, this is called “Innovation” because it independently creates new products, while the B2B divisions develop solutions for specific orders.

In the B2B divisions, the sales departments are responsible for securing orders, communicating with customers, and delivery. The maintenance departments take care of ongoing customer support and provide maintenance teams. Since sales in the Gaming Division are mainly conducted via external marketplaces, there is a marketing department that is responsible for brand awareness.

To avoid long procurement channels, all divisions have their own purchasing departments, which handle the procurement of necessary parts.

SimTech Gaming has three additional departments that are responsible for the further development of their specific product ranges. However, additions to the product range are initiated by the innovation department.

To reduce costs, production for all three main divisions takes place in centrally controlled plants under the leadership of the Production division.

To standardize important business processes, there is also the Group Support division, which supports the entire group in employee recruitment, financial management, IT and building infrastructure, as well as diversity and inclusion.

The corporate structure is led by the management of SMW Holding, which determines the overall development of the group and acts as the final authority in disputes.

The management is appointed and advised by the SMW Private Foundation, which owns the majority of the company shares.

4. Sample job vacancy

Job offer: SimTech Gaming R&D Mechatronical Engineer

Location: Techno-Z Braunau Technologiezentrum, Industriezeile 54, 5280 Braunau am Inn, Austria

About us:

We are a leading company in the fields of driving and flight simulator development, manufacturing, and marketing. Our goal is to push the boundaries of realism and offer high-quality, affordable, and customizable products. We strive to become the world's leading provider of simulation equipment for private and commercial applications.

Your responsibilities:

- Development of mechatronic components for our racing simulator in the B2C market
- Collaboration on the improvement of our existing 2DOF and 6DOF simulators
- Testing and optimization of prototypes
- Collaboration with our suppliers and partners to ensure that all components meet the highest quality standards

Desired skills:

- Completed training in mechatronics, electronics, or a comparable field.
- In-depth knowledge of mechanical design (SolidWorks, Creo, etc.)
- Experience with motion simulators or general vehicles and their components is an advantage
- Well-founded knowledge of electronics and mechanics
- Ability to work in a team and good communication skills
- Independent and structured way of working
- Conversational German and English

What we offer:

- A dynamic and innovative working environment in an up-and-coming company
- The opportunity to contribute to the development of state-of-the-art simulation equipment.
- Flexible working hours and the option to work from home
- Attractive salary and benefits
- Opportunities for further training and professional development

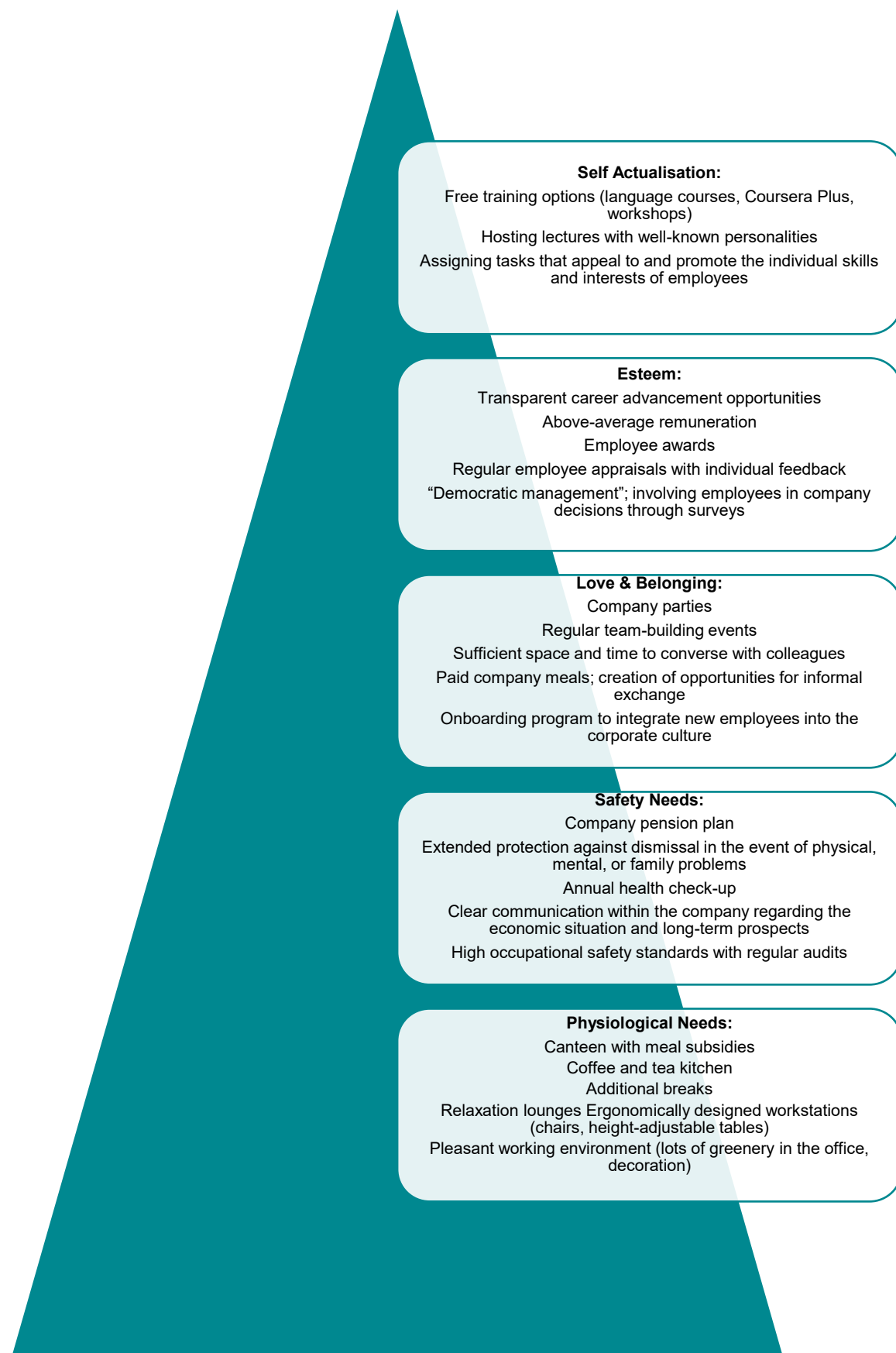
Application process:

If you are passionate about developing simulation equipment and would like to become part of an innovative team, please send us your complete application documents (cover letter, resume, references) by email to: jobs@simtech-innovations.eu.

Contact: SimTech Innovations e.U. Industriezeile 54, 5280 Braunau am Inn E-Mail: info@simtech-innovations.eu Web: <https://sites.google.com/view/simtech-innovations/mit-uns-arbeiten>

We look forward to receiving your application and working with you to shape the future of motion simulation!

5. Maslow's Hierarchy of Needs



6. Herzberg's two factor theory

Hygiene factors:

- Direct contact with knowledgeable supervisors through divisional structure (company policy, administration, and technical competence of supervisors)
- Team-building events, company parties, and paid team lunches modeled after Meta ensure good collegial relationships (personal relationships with colleagues)
- The working environment is kept clean by cleaning staff, sufficient washrooms are available to employees, and decoration improves the aesthetics of the office (working conditions)
- Company pension plans and extended protection against dismissal ensure job security (security)
- Flexible working hours and the availability of home office options ensure a good work-life balance (impact on private life)
- Above-average pay based on professional experience ensures fair remuneration (salary)

Motivators:

- Free training options in the form of online courses or workshops give employees the opportunity for personal development (progress).
- Successes are always celebrated as a team and rewarded with a wide variety of bonuses (including non-financial ones) (recognition).
- Flat hierarchies are practiced within the divisions, and employees are assigned tasks based on their past experience that challenge them and for which they take responsibility themselves (personal growth and responsibility).

XI. Financial Statement

To start the business, I will withdraw approximately €35,000.00 from my securities portfolio, which I have saved up to date, and inject it into the sole proprietorship as equity capital.

The remaining capital will be obtained through an investment loan of €50,000.00 from the local Raiffeisenbank Mattigtal.



17: AVERAGE INTEREST RATE FOR COMPANIES IN GERMANY TILL SEPTEMBER 2022. RETRIEVED FROM <https://www.institutional-money.com/news/maerkte/headline/unternehmenskredite-zinsen-liegen-aktuell-auf-elf-jahres-hoch-218577>

Due to the falling inflation rate and the stabilizing market situation, I expect a slightly cheaper loan with an interest rate of 3.00%. With a term of 5 years, this results in a monthly loan installment of €898.43.

Kreditsumme 50.000 €

5.000 € 200.000 €

Zinssatz 3,00 %

0,00 % 10,00 %

Laufzeit in Jahren

5 7 10 15

monatliche Rate:

898,43

18: CREDIT CALCULATOR FOR COMPANIES. RETRIEVED FROM <https://www.sparkasse.at/erstebank/unternehmen/produkte-firmenkunden/finanzieren/investitionsfinanzierung/investitionskredit>

XII. Style Guide Website

See Website: <https://sites.google.com/view/simtech-innovations/>

Color Scheme

Use case	Color	Hex	RGB
Background	Schwarz	#282828	40, 40, 40
Neutral	Weiß	#fafcfc	250, 252, 252
Primary	Cyan	#009688	0, 150, 136
Secondary	Lila	#673ab7	103, 58, 183
Warning	Rot	#b71c1c	183, 28, 28

TABLE 9: COLOR SCHEME

Text

Desktop

Name	Use case	Font	Size	Color
catchword	Catchwords, which fill the screen	Roboto Bold	118px	Neutral
leadtext	Detail text under catchword	Roboto Regular	32px	Neutral
h1	Main header	Roboto Bold	80px	Neutral
h2	Sub header	Roboto Bold	64px	Neutral
tablehd	Table header	Roboto Regular	48px	Neutral
p	Text	Roboto Regular	16px	Neutral

TABLE 10: DESKTOP TEXT

Mobile

Name	Use case	Font	Size	Color
catchword	Catchwords, die den Bildschirm füllen	Roboto Bold	70px	Neutral
leadtext	Beschreibungstext unter dem catchword	Roboto Regular	16px	Neutral
h1	Main header	Roboto Bold	60px	Neutral
h2	Sub header	Roboto Bold	48px	Neutral
h3	Kleinere Überschriften für die mobile Ansicht	Roboto Bold	32px	Neutral
tablehd	Tabellenüberschrift	Roboto Regular	24px	Neutral
p	Text	Roboto Regular	12px	Neutral

TABLE 11: MOBILE TEXT

Icons

<https://fonts.google.com/icons>

Icons normally use color: Neutral (white)

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