

innovativedutch

serious games for serious professionals

Simulation Games at Innovative Dutch

Innovative Dutch designs simulation-based learning environments that make strategic trade-offs visible. Participants do not study innovation theory — they experience the consequences of their decisions under pressure. For over 15 years, our simulations have been used in universities and executive settings worldwide to explore how innovation systems perform when resources, incentives and uncertainty collide.

All simulations are inspired by internationally recognised innovation management principles, including ISO 56001, and are designed to test structural capability — not just strategic intent.

Short-format Simulations:

Innovation Lab: Innovation Lab is a 2–3 hour fully digital simulation for teams of up to 40 participants, in which teams make rapid strategic decisions under pressure across three competitive rounds within a fixed, standardised setup. The format is designed to surface immediate trade-offs between short-term performance and long-term innovation, without preparation or customization.

Executive Simulations: Executive Simulations are tailored 3-hour decision labs for leadership teams (5–20 participants), designed to stress-test a specific innovation capability by simulating real organisational constraints, trade-offs and governance tensions. Sessions are built around a focused strategic challenge and supported by executive facilitation and structured debriefing.

Curriculum-Integrated Simulations:

Academic Simulation Games: Designed for business schools, engineering programmes and executive MBA cohorts, the Innovation Management Game can be delivered in both short and extended formats. Teams manage virtual organisations in competitive markets and make decisions on R&D allocation, portfolio composition, partnerships and strategic positioning across multiple rounds.

The simulation captures how decisions interact and accumulate over time, shaping innovation

performance through path dependencies, capability development and portfolio dynamics. Participants experience how strategic intent, resource allocation and organisational choices reinforce or constrain each other under competitive pressure.

The format supports faculty-led reflection and integration into courses and programmes, enabling participants to connect their decisions to underlying innovation management concepts, governance structures and real-world organisational challenges.



Innovation Management Simulator



Teams playing the game on location

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Pricing

Please find our pricing structure below. All prices exclude VAT and possible travel, and accommodation costs. The prices include all preparations, sessions, access to the simulation and materials. We'll always send you a detailed quotation first for your approval. The invoice will be sent 2 weeks prior to the first day of the training program.

Short-format Simulations:

Participants	Innovation Lab	Executive Simulation
	Up to 40 participants (teams of 3–5)	5–20 senior leaders (board / management)
Focus	Experiencing strategic trade-offs in a fixed simulation setup	Stress-testing one specific innovation capability in your organisation
Format	2–3 hour fully digital simulation (fixed setup, no customization)	3 Tailored 3-hour session with custom scenario and executive facilitation
Outcome	Shared insight into trade-offs and team decision dynamics	Clear visibility of capability gaps and strategic alignment issues
Investment	€1,250 (€995 early access, 4+ weeks ahead)	From: €4999

Curriculum-Integrated Simulations:

Format	Day Simulation (1 day)	Extended Simulation (5 days – 7 weeks)
Setup	5-round competitive simulation in an intensive format, including live guidance by an innovation expert	Multi-round simulation embedded in curriculum, including 3 half-day sessions guided by an innovation expert.
Learning Depth	Tactical decision-making & trade-offs	Strategic portfolio management & innovation governance dynamics.
Price	Participants: 1-20: €1799 21-30: €2199 31-50: €2699 >50: tailored pricing	Participants: 1-20: €2699 21-30: €3299 31-50: €3999 >50: tailored pricing

Pricing includes simulation, facilitation and all materials. Final pricing depends on format and group composition.

Our [terms and conditions](#) apply to all our offerings.