SimuLearn User Guide

Updated 27 October 2026 · The Virtual Entrepreneurship Practicum · Download PDF

Start here

SimuLearn lets you run a simulated Nigerian business and prove your commercial thinking, in a game that is graded on how well you decide, not on luck. It is for undergraduate and postgraduate students, NYSC corps members, mature learners and other tertiary-level or professional participants.

You run a business for four weeks. Each week you make decisions, check your own numbers, face a change in the market, and see the result. At the end you get a performance report and, if you reach the standard, a certificate anyone can verify.

I am a…	Go to
Student with a course code from my lecturer	Students, then step 2a
Student with no course code or institutional email	Students, then step 2c (Open Practicum)
Self-learner who wants to practise	Students, then step 2b
Lecturer or programme lead	Lecturers

Open the app at app.simulearn.org. Use it on a phone or a computer; it works on a 360-pixel phone screen.

Students

1. Create your account

1. Open app.simulearn.org and choose Create account.
2. Enter your full name, choose Student, and enter your email address and a password of at least 8 characters. Use the eye icon to show or hide the password as you type.
3. Open the verification link we email you. If it does not arrive, check spam, then choose Resend verification email.

Sign-up uses email only; we no longer collect phone numbers.

2. Get access to a market

Pick the route that fits you.

Route	Who it is for	What to do
a. Join a course	You have a course code from your lecturer	On My courses, open Join a course. Enter the course code and your Identifier Number (Matric / Call-up No.), then choose Join course.
b. Practice	You want to try a market in your own time	Choose Start a practice run, pick a market, and play. Practice runs are never part of a course report and earn no certificate.
c. Open Practicum	You have no institutional email or course code, for example because your lecturer has not started using SimuLearn	On your dashboard, verify your email, then claim student-rate access for one year: ₦10,000 or $10. After payment we email you a personal access code. Enter it in the course-code field.

Foundation markets are free to practise. Advanced markets need a paid route: your course seats, the Open Practicum or student premium. Your dashboard shows what is open to you.

3. Play a market

1. **Choose your market.** Open the Market brief first. It explains how the trade works and lists each figure with a tag: Sourced, Reported or Assumption.
2. **Set up your business.** Open Your business to replace the game's estimates with your own figures if you wish.
3. **Decide, week by week.** A four-week course runs in order, and each week unlocks when the one before is finished: Week 1 Run the business, Week 2 Grow it, Week 3 Inflation and the tax office, Week 4 Raise money.
4. **Pass the numbers check.** Before a decision locks, you are asked to check your own reading of the numbers. This is part of the score.
5. **Read the result.** After each move you see the results and what changed. Your progress saves as you go, so you can leave and Continue later.

Advanced markets run a full year of twelve months or multi-year, with financial statements built from every decision and a written board pack at the end.

4. Your report and certificate

- **Practicum Performance Report.** It shows your score, what drove it, what your run shows, and a hindsight view of better moves. It is always free.
- **Certificate.** A score of 70 or more meets the certificate standard. The certificate has its own public page with a QR code, so anyone can verify it, and an Add to LinkedIn option. It is a

verifiable record of performance, not an academic credit.

- **Who pays.** Your course decides: the institution or a sponsor pays, or you pay ₦2,000. Advanced certificates are included when the course has seats.

Lecturers

1. Create and activate your account

1. At app.simulearn.org choose Create account, enter your name, choose Lecturer, then your email and password.
2. Verify your email with the link we send you.
3. Wait for approval. An administrator approves lecturer accounts before you can create courses. Your dashboard shows Waiting for approval until then.

2. Create a course

On Your courses, open Create a course and set:

- **Course title and code**, for example ENT 201 Practicum.
- **Course length:** Week 1 only, or all four weeks.
- **Week weights** for four-week courses. The default is 20, 25, 25 and 30 percent; each week is 10 to 50 and the total must be 100.
- **Market:** lock the course to one market, start from a preset, or let students choose.
- **Who pays for certificates:** the institution, a sponsor, or the student. The performance report is always free.

3. Bring your students in

1. Share the **join code** shown on the course card.
2. Students enter it with their Identifier Number (Matric / Call-up No.) under Join a course.
3. The roster lists each student by that identifier, with progress and scores.

4. Follow and finish the course

- **Roster and CSV export** for your records.
- **Class view:** average by scoring area, score distribution and a decision timeline.
- **Final-week dossier** for each student, with their capstone where the market has one.
- **Certificates:** students who reach the standard can be issued a verifiable certificate under your name and institution.

What it costs

Situation	What happens
Free pilot	The first 20 students in your courses can start Foundation markets and run all four weeks at no cost.
Groups under 50	No seats needed: each learner takes the individual student price, which applies by itself once they join your approved course.
Seats (50 or more)	An institution buys seats at ₦8,000 each for 50 to 249, ₦7,000 for 250 to 499 and ₦6,000 for 500 or more. The tier price applies to the whole order.
Advanced markets	Students pay individually, or the course has seats.

For institutional seats, pricing or a pilot, email hello@simulearn.org.

How you are scored, and what the figures mean

Your Practicum Score out of 100 comes from your decisions. The same decisions in the same market always give the same result, so scores are fair and can be replayed and checked.

Scoring area	Weight	What it looks at
Financial Rigor	30%	Did your numbers check out before you committed?
Risk and Liquidity	25%	Did you keep enough cash and avoid taking on too much risk?
Operational Efficiency	25%	Stock, waste, margins and how well you ran the business
Crisis Adaptability	10%	How you responded when conditions changed
Ethics and compliance	10%	Counts from Week 3. Serious breaches or false claims cap the week at 65.

In Weeks 1 and 2 the first four areas are scaled to 100, because ethics is first scored in Week 3. A score of 70 or more meets the certificate standard. The Entrepreneurship Quotient (SEQ) shown beside it is a SimuLearn index, your score times 10. It is not a psychometric measure.

What the figures mean

Every market brief tags each figure:

- **Sourced:** taken from a named source, with its date.
- **Reported:** from reports or trade accounts that could not be fully checked.
- **Assumption:** the game's best estimate, used to make the market playable.

The businesses, numbers, prices, tax rules and lender terms are modelled for teaching. Real Nigerian prices move all the time, so the figures show how a business behaves, not what yours would earn. They are not financial, tax, legal or investment advice, and nothing in a game should be relied on for a real decision. To practise with your own figures, use Your business in a practice run.

Your account, privacy and getting help

- **Account page.** Find Account with the Terms of Use and Privacy Notice links at the foot of the app. You can download a copy of your data or erase your account there. Lecturer accounts: email hello@simulearn.org.
- **Forgot your password.** On the sign-in screen choose Forgot your password?, enter the code we email you, then choose a new password.
- **What we keep.** Only what the service needs. Read the Privacy Notice for the details and your rights.
- **Who we are.** SimuLearn is an education initiative of Adsoft Online Ltd., ImpactHub, 22 Glover Road, Ikoyi, Lagos.
- **Help.** Email hello@simulearn.org or call +234 802 815 7761.

Common questions and fixes

Problem	What to do
No verification email	Check spam, then choose Resend verification email on your dashboard.
Lecturer: Waiting for approval	An administrator approves lecturer accounts. If it takes long, email hello@simulearn.org.
Course code not accepted	Check the code letter by letter and enter your Identifier Number (Matric / Call-up No.). Ask your lecturer to confirm the code and that the course is open.
Week 2 (or later) is locked	Finish the week before it. Weeks unlock in order.
An Advanced market is locked	Advanced markets need course seats, the Open Practicum or student premium.
No institutional email or course code	Use the Open Practicum on your dashboard: ₦10,000 or $10 for a year, with a personal access code emailed after payment.
I left in the middle of a run	It saves as you go. Open My courses and choose Continue.
My personal access code	Enter it in the course-code field under Join a course.
No certificate yet	It needs a score of 70 or more and, in a course, any capstone submitted. Practice runs earn no certificate. Ask your lecturer if your score is above 70 and it is still missing.
Are the figures real?	They are modelled for learning and tagged Sourced, Reported or Assumption. They are not for real business decisions.
Can I use SimuLearn on my phone?	Yes. It is built for a phone screen and low data.

Still stuck? Email hello@simulearn.org with your name, the screen you were on and what you expected.