



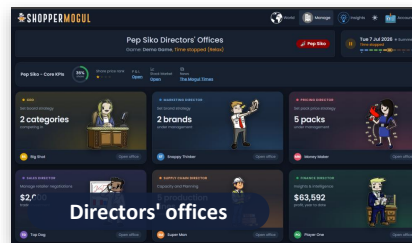
The next generation commercial strategy simulation

Information pack · 2026

Learn commercial strategy by doing it

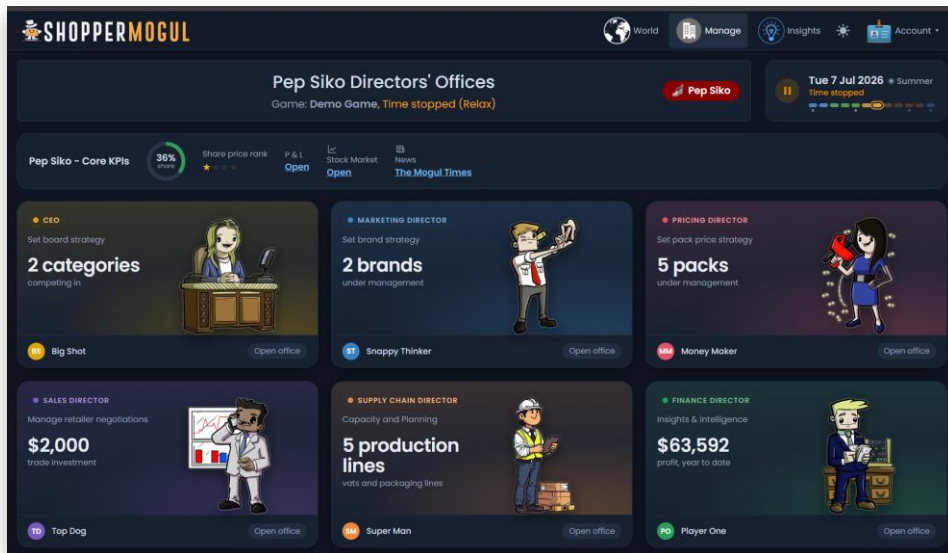
Shopper Mogul is a live business simulation: teams run competing consumer goods companies in a shared market, in real time.

- 
A living market
 Explore a world map, step inside shops and talk to AI shoppers and retail buyers
- 
Every commercial role
 Market assessment, portfolio planning, pricing, negotiation and capacity planning
- 
Real negotiation
 Buyer sentiment, binding deal cards and on- and off-invoice terms
- 
AI advisers that coach
 Smithers and Charlie give evidence and options, not answers
- 
Easy to run, secure
 Run sheets, broadcasts and task tracking; sign-in with Google or SSO, no passwords



Shopper Mogul in 30 seconds

Teams run competing consumer goods companies in a shared, live market. Each player takes a director's role: launching brands, setting prices, negotiating with retailers and planning production, while simulated shoppers decide what to buy.



1 Decide
brands, prices, trade terms, capacity

2 Simulate
shoppers buy, retailers allocate shelf

3 Results
P&L, market share, share price

4 Learn
insights, advisers, debrief

Real time, month after month: every decision feeds the next.

What's new



A living market

Explore a world map and step inside the shops



Smarter shoppers

People buy across several categories



Real negotiation

Relationships with retail buyers win the shelf



AI advisers

Characters who coach rather than play the game



Built for facilitators

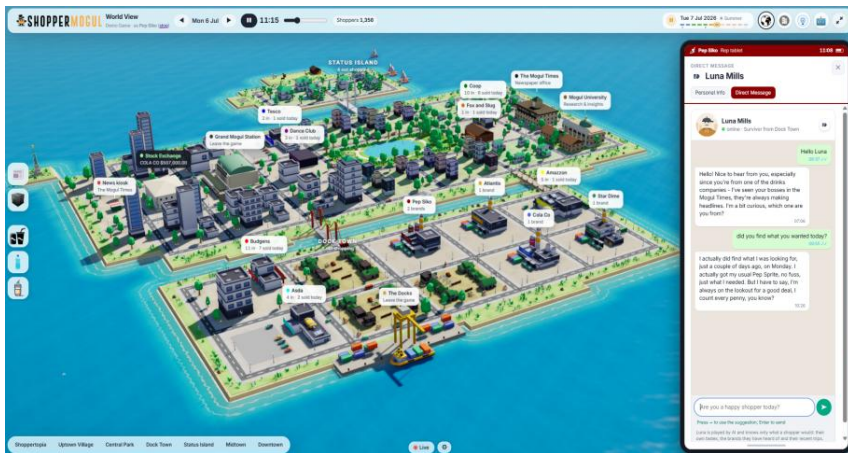
Run sheets, broadcasts and live market shocks



Secure sign-in

No passwords: Google, SSO or university login

A living market



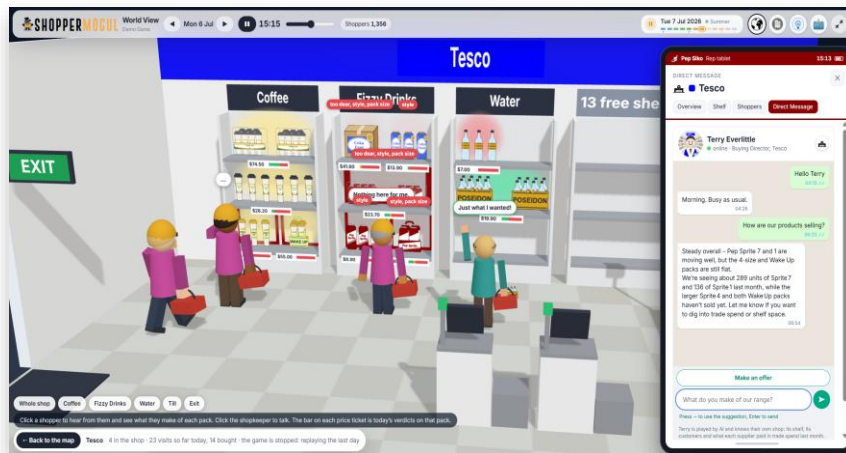
Explore the world

Every shop, district and rival



Step inside

See what's on the shelf.
Observe and talk to AI
shoppers



Interview & negotiate

Chat with retail bosses
(AI) and agree joint
business plans



Natural differences

Each consumer is unique and they differ based on where they live and shop

Better insight, more realistic shoppers & buyers



Real shopping baskets

Shoppers buy across several categories, not just one



Insight you can buy

Research packages show who buys what, and where



An analyst on the team

Charlie, the data analytics adviser, explains the charts

Demographics insight: who lives where, what they spend, and who goes home empty-handed

Real negotiation

Shelf space is no longer determined solely by trade spend. Manage relationships with each buyer to improve shelf presence.



Retailer sentiment

Each buyer rates you as a supplier – improve standing to improve presence



Requests and deals

Buyers make requests; offers and counter-offers become binding deals



Invoice terms

Learn how on- and off-invoice terms impact profitability and relationships alongside other KPIs

The sales office: each retailer's mood, your trade terms, and a buyer to talk to



AI advisers that coach, not play



Smithers Chief of Staff

Briefs the team, lays out options and turns agreed decisions into cards the players confirm



Charlie Data Analytics Adviser

Explains the charts and insight packages, and never makes the decisions



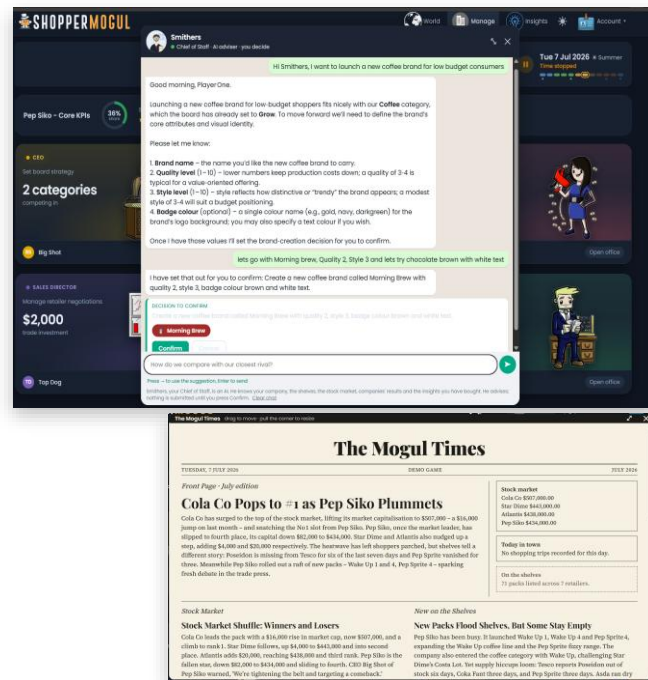
The Mogul Times Market newspaper

Follow the game news via a cheeky tabloid where the players are the celebrities



Use own AI tool MCP Connectivity

Players may choose to interact with the game from their own preferred AI tool (Claude, ChatGPT etc.) via MCP



Advisers give evidence and options, not answers. Students learn to use AI without switching their brains off.

Built for facilitators



Run sheet

Plan the day in the sim: briefs, breaks, recalls and announcements, all timed and changes visible to players



Track team progress with tasks

Set tasks such as “Unlock and review market insights” or “Plan a new brand launch” and see live which teams have begun or completed
Games start with basic initial tasks preset



Easy set-up

Import a whole cohort in one go; multi-game events with several professors



Broadcasts

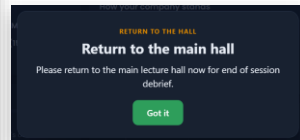
Message every team at once, with no more WhatsApp groups

Facilitator Tracker

Facilitator tasks	50% done
Task	
Allocate company roles and responsibilities done when every board seat is taken (six with production capacity on, five without)	☐ ☐ ☐ ☐ ☒ ☐
Name your company done when the name differs from the starting name	☐ ☐ ☐ ☐ ☐ ☐
Set your company's vision and mission done when both have been written	☐ ☐ ☐ ☐ ☐ ☐
Set your category competitive strategy done when no category is left Undefined	☐ ☐ ☐ ☐ ☒ ☐
Review the game world and the market insights done when the world has been visited and insights bought	☒ ☐ ☐ ☐ ☐ ☐
Plan one new product launch done when a new brand and a new pack are in creation	☐ ☐ ☐ ☐ ☒ ☐
☒ Done ☒ In progress ☐ Not started Hover over a mark for the detail	
Add a task or note	Faded companies have no players, or are out of the game, and are not counted.

Player Task View

FROM YOUR FACILITATOR	
Running Information	
Game starts	Monday at 9:30
Next planned break	10:30 (15 mins coffee)
Your team's tasks	
5 of 8 done	
☐ Not started	Name your company Give your company a name of its own in the CEO's office. Still the starting name
☐ Not started	Set your company's vision and mission Write both in the CEO's office. Neither written yet
☒ In progress	Set your category competitive strategy Choose a strategy for every category you do not yet sell in. 1 category still undefined
► Completed (6)	



Modern, secure platform



Zero trust sign-in

No passwords to store, share or reset. Access is controlled through your own identity provider: Google, single sign-on or your university's own login.



Runs in the browser

Nothing to install, on any laptop



Built to scale

Runs on a global cloud network, from one class to a whole cohort, scaling on demand



A modern look

Fresh design, with a dark mode



IT-friendly

Fits your existing sign-in policies

How an event works



Set up

Agree goals and facilitation approach, configure the market and import your students



Kick-off

Teams form boards, take roles and set their strategy



Live play

The market runs in real time, with shocks, breaks and media moments.
Data captured through game for retrospective analysis



Debrief

Results, share prices, prizes and lessons learned, team by team

Typical format: 1–2 days, teams of 4–6, from 20 to 200+ students

Optional elements: Media room with taped interviews, Investor visits and presentations, Mid game Head Hunting – teams round out their board by poaching from each other, Linked evening activities such as Trade Safaris



Put your students in the boardroom

Let's book a 30-minute demo and talk
about a pilot

“Tell me and I forget.
Teach me and I may remember.
Involve me and I learn.”



Benjamin Franklin / Xunzi, c. 300 BC

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