Team 3
Planned high-level strategy
  - Technology differentiation, corporate segment and data services

The following strategic objectives were set
  - Win the market share

Revisions, why?
  - We went after the market share by advertising a network that unfortunately was not there
Thoughts

Why we were successful / why we were not successful?
1. Pricing was right, marketing was "ok"
2. We didn’t invest in marketing and capacity at the same time
3. Manipulating others

Which mistakes were made, why?
1. Marketing without required capacity (100% use)
2. Not enough technology support (wrong estimates)
3. Differentiation failed
Expectations and Lessons Learnt

- We expected from the business game
  1. An educational experience into game theory
  2. Teamwork
  3. Having fun

- We learnt from the business game
  1. You can manipulate others by making bad decisions
  2. Better overall picture on how markets work
  3. Build capacity and market at the same time; aim at 50%

- The following was missing from the business game
  1. Relationship representation about what is affected by each dec.
  2. Making decisive corrections
  3. Sanity checks (blind decision processing)
Got market share?