

# About Advantexe

Advantexe is a global, award-winning talent development firm specializing in cloud-based digital and AI-enabled business and leadership simulations. We design and deliver impactful learning experiences that drive the transfer of knowledge and skills back to the job. Our simulations serve as the catalyst for change in three core areas:

Business  
Acumen



Business  
Leadership



Strategic  
Business Selling



NUVATA BRANDS

Current Spend: \$31,521,839  
Budget Remaining: \$18,830,088

Market Info Financials Financial Forecasts

Getting Started About Nuvata Dashboard Budget and Targets Planning Operating Decisions R&D Pricing Forecasting Marketing Sales Production Enterprise Management Finance

Year 2

The pricing decisions should be a reflection of your strategy. You will need to think through the tradeoffs of changing price and the impact on both the consumer and Nuvata. In this section you will set a desired price for each of your brands.

Coach's Overview Guidance Decisions

Pricing Decisions

	Price	Last Year Price	% Price Change	TDC	Current Gross Margin
Aire	<input type="text" value="\$10.96"/>	\$10.96	0%	\$4.78	56.35%
Boost	<input type="text" value="\$8.96"/>	\$8.96	0%	\$4.37	51.20%
Charge *	<input type="text" value="\$0"/>	\$0	0%	\$2.05	0.00%

\* Recommended price range for Charge: \$5.25 to \$7.25. Note: you must be producing Charge in order to see the TDC and GM%.

Consumer Preferences	Aire	Boost	Charge
Price Sensitivity	High	Medium	Medium

## Why We're Unique

Advantexe is more than a simulation provider, we are business experts with deep industry knowledge, experienced talent development professionals, and software innovators. Our solutions are backed by extensive industry expertise, ensuring our simulations mirror real-world business dynamics. With a global reach, we deliver impactful learning experiences that drive measurable results across diverse industries and geographies.

## Why Simulation?

Much like a flight simulator enables pilots to practice and perfect their skills, Advantexe's business simulations provide a safe environment for learners to "fly a business." Participants can test strategies, make decisions, and see the immediate impact on the simulated business without real-world risks. Outcomes are determined by learner decisions, allowing for authentic learning experiences where participants can experiment, receive feedback, and adjust their approach.



ADVANTEXE



Learn More

[www.advantexe.com](http://www.advantexe.com)