

RETO 2025

XIII INTERNATIONAL CHALLENGE
IN BUSINESS SIMULATION

Learning by doing



RULES OF THE 2025 BUSINESS SIMULATION CHALLENGE

XIII International Business Simulation Challenge by CompanyGame

<https://www.retocompanygame.com/>

RULES OF THE RETO

The Company Game Reto reaches its twelfth edition. To date, more than 800 universities and 15,000 students have participated in this Competition.

The Company Game Reto represents an exceptional opportunity for training and development in the field of **business management** and **administration**. Universities and professors who wish to do so can adopt it as a complementary activity to their training programs.

Business simulators facilitate the **practical application of knowledge acquired in the classroom**, in a **risk-free** environment. Undoubtedly, it is the bridge between theory and practice. The students are future managers in training and require activities in which they train the skills that their future profession will require.



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**Students are invited to participate in the
XIII International Business Simulation Challenge**

¡¡ACCEPT THE CHALLENGE!!

1. Introduction

The [Company Game Reto 2025](#) aims for its participants to enrich and develop their entrepreneurial spirit and practice the necessary skills for business management. With this competition, students will live an experience that will allow them to [expand their knowledge and learn to compete](#).

This competition is open [to all universities](#). The only requirement for participants is to be enrolled in these universities and to be taking at least one subject from [the 5th semester or higher](#).

The Reto will allow students to manage various virtual companies over four periods. During the category phase, after passing the qualifying round, they will have the opportunity to choose from four of the simulators offered by [the Company Game](#) platform, according to their preferred area of training.

Categories available



2. Who can participate

All [Universities or business schools or similar](#), registered as such in the country where they are located, may participate in the Reto. Participants must be students who [are taking at least one subject in the 5th semester or higher of university](#), or who are completing a master's degree or [postgraduate](#) study.

Universities that have among their training offerings the professional careers of [Business Administration, Economic or Business Sciences, Business Management, Engineering, Commercial, International Business, Marketing, Finance, Hospitality and Tourism or other related fields](#) may participate (Consult us if you have any questions).

Team Formation

Participation will be in teams, each composed of a maximum of [3 students](#). Teams formed by more than 3 students will not be admitted.

[The maximum number of teams that a teacher can register is 3 \(9 students\)](#). At the same time, the professor must certify that both he/she and the students are affiliated with the training center reported by the professor. CompanyGame reserves the right to verify such information at any time. A professor can register students from more than one university; for this, they must notify CompanyGame in advance.

[A faculty or campus of a university may register up to 12 teams](#). It should be clarified that if the teams manage to pass the qualifying stage, no more than 5 teams from the same faculty in the same category will be allowed to compete, so the teams with the highest score will retain the right to the chosen category. The rest of the qualifiers may be relocated. [Places are limited](#).

Registrations will be open from [JANUARY 15th to MARCH 15th](#) at 8:00 PM. No registrations will be accepted after this date. CompanyGame reserves the right to modify the registration period, according to the reservation of places received. Any changes will be notified in advance.



3. Registration

Registration will take place on the dates indicated in the schedule and exclusively through the page <https://www.retocompanygame.com>

Registration is divided into two parts:

1. First, [the professor or reference person from the university](#) must register on the CompanyGame platform to be able to participate in the Challenge.
2. Afterwards, the same person must register [the teams and students](#) who wish to participate.

a) Registration of the professor

During registration the teacher must provide the following information:

- Full name
- University to which the students belong
- Course(s) in which you teach
- City and country
- Official mail

Once registered, you will receive [the keys to access a private area](#) where you can access the different simulators that will be used in the competition/competition, as well as all the documentation necessary for their use. Along with this information you will also find these bases and any other explanatory documentation that is required for the development of the competition/competition.

b) Registration of the students

Each teacher will be responsible for registering their students in the Reto. To do this, you can download an EXCEL sheet that you must fill out and later deliver on the same CompanyGame platform for it to be processed.

The data that this document will have will be the following:

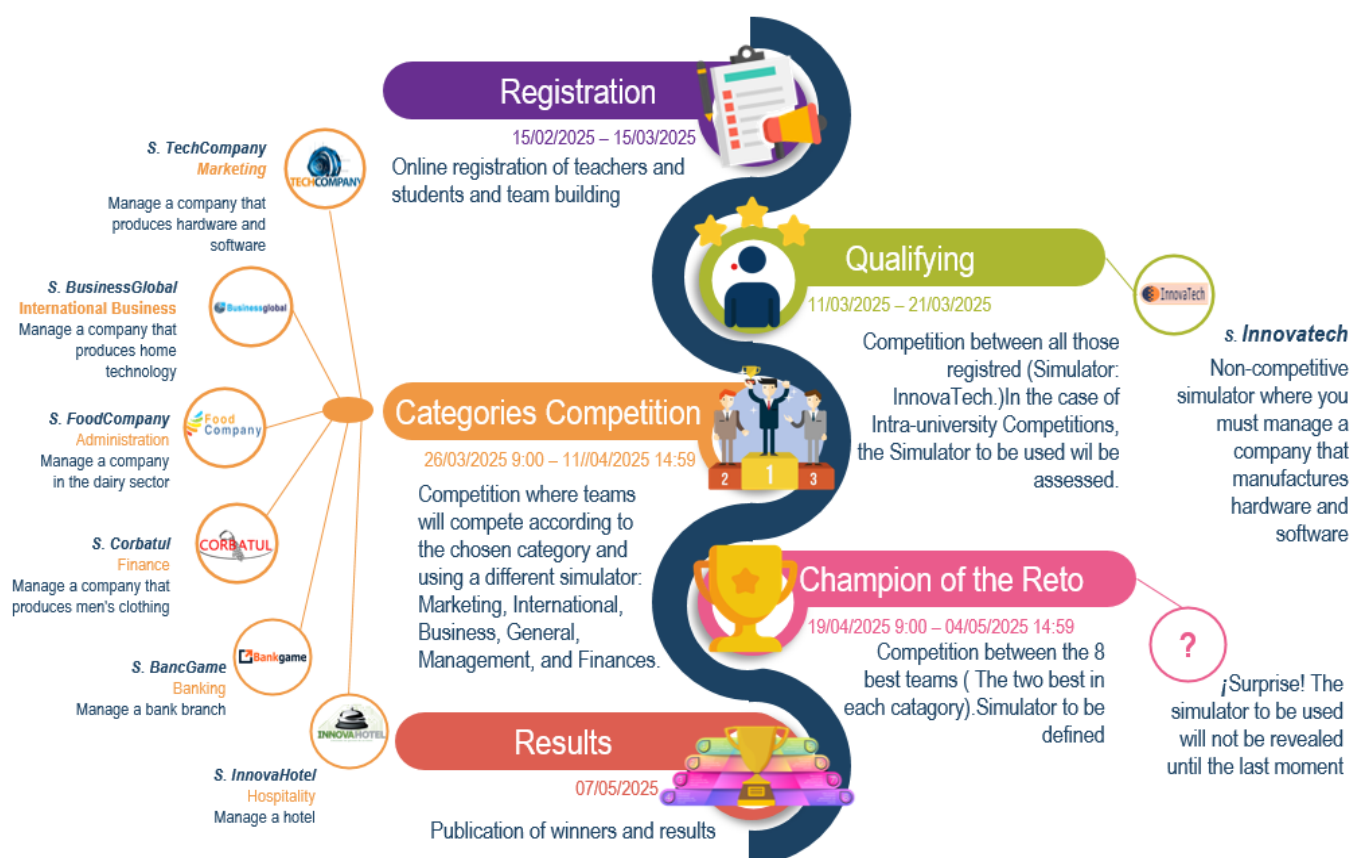
- Student's name
- Student email
- Name of the team with which you will participate.
- Category where to register (for the third phase)



4. Reto phases

The Competition will take place between the months of March and April 2025 and will be composed of the following phases:

- **Qualifying Phase:** Participants must achieve a minimum score to be able to participate in any of the categories indicated above. Intrauniversity competitions are another option to qualify.
- **Competition Phase:** The teams will compete in the simulator corresponding to the chosen category.
- **Final Phase or Champion of the Reto:** the two best teams in each of the 4 categories will compete in a final phase to become the 2025 Challenge champion.



a) Qualifying Phase

In the **Qualifying Phase**, participants will compete using the InnovaTech simulator. All teams that have scored over **1,200 points** will advance to the Categories Phase.

On **March 11th**, participants will receive a username and PASSWORD via email to access the simulators and will be able to download all the necessary information to participate in the competition (user manual and Simulation Tutorial). Through this access, they can enter the different simulators and consult the results obtained after each decision-making round.

During the phase, the professor will be able to observe the competition's progress in order to analyze decisions and results along with the participating team.

How is passing the Qualifying Phase determined?

Each of the simulators has an indicator (Company Value) that reflects the evolution of the results of each company. Based on the different decisions that are made, the **company value** will evolve positively or negatively. Each team must exceed a minimum value of 1200 points in a maximum of three periods.

Another way for participating teams to access the Categories Phase is through the Internal Competitions called "Intrauniversities" carried out by the Universities in accordance with the conditions determined jointly with CompanyGame.

b) Intrauniversities competitions

Interuniversity competitions are internal competitions in a University and for competitive purposes they have the same purpose as the qualifying phase of the Challenge. Its realization allows:

- Boost student participation.
- Promote and disseminate the commitment and participation of students in the competition.
- Select the best students to compete in the category phase.

Intrauniversity competitions have their own bases. In order to participate you must receive a special invitation from CompanyGame.



c) Catagories Phase

In this phase the participants, already placed in their respective categories, will use the corresponding simulator. Students must make four rounds of decisions according to the following calendar:

Categories		Mexico City time zone
CATAGORY INTERNATIONAL, MARKETING AND HOSPITALITY		
Simulator access: Wednesday 26 th of March		
Round	Decision-Making Limit	
1 st decision	31/03/2025 before 23:59	
2 nd decision	06/04/2025 before 23:59	
3 rd decision	10/04/2025 before 23:59	
Categories		
CATEGORY GENERAL MANAGEMENT, FINANCE AND BANKING		
Simulator Access: Wednesday 26 th of March		
Round	Decision-Making Limit	
1 st decision	01/04/2025 before 23:59	
2 nd decision	07/04/2025 before 23:59	
3 rd decision	11/04/2025 before 23:59	

Nota: De haber modificaciones en las fechas y horas, serán comunicadas con suficiente antelación en la página web del torneo y directamente a los diferentes equipos.

How are Catagory winners determined?

The simulator has an indicator (Company Value) that reflects the evolution of each company's results. Based on the different decisions made, the **company's value** will evolve positively or negatively, determining the position in the ranking of the participating teams. Each team will compete in each phase of the Reto in small universes or simulation scenarios (consisting of 3 to 10 teams). All participating teams will compete in a single ranking.

This indicator will be available 12 hours after processing each period and can be viewed at any time by entering your personal username and password. The team with the highest score will be the winning team in its category.

- Winner of the International Business category
- Winner of the Marketing category
- Winner of the Administration category
- Winner of the Finance category
- Winner of the Banking category
- Winner of the Hospitality category

At the end of this phase, professor will have access, through the CompanyGame platform, to the development of the competition to be able to analyze the results together with the participating team.

d) Final Phase or Champion of the Reto

The following teams will automatically enter the Challenge Champion phase:

- Two best classified International Business category
- Two best classified Marketing category
- Two best classified Administration category
- Two best classified Finance category
- Best ranked Banking category
- Best ranked Hospitality category

In total there will be 10 teams. These teams will be promptly notified of their participation. In the event that confirmation is not received 24 hours after this communication of results, the next classified team, 3rd in the general table, would be invited.

The Challenge Champion Phase will have its own Rules and can be consulted on the Challenge champion website.



5. Diplomas and awards

Participating diplomas and university participation reports

All participants will be able to print a participation certificate in each of the simulators used. This diploma can be printed at the end of each of the phases from the participant's access to the platform. **Participants will have 3 months to print it.**

Professors, at the end of the contest, will have access to a participation report which will reflect:

- Full name of the university and professor
- General classification of the teams managed by the teacher for each of the phases at a global and national level
- Classification, score, time used by each of the teams and students managed by the professor at a global and national level.

Qualifying Phase

The students of the team that achieves the highest score in the first phase will receive:

- A Diploma of Excellence in Business Management, issued by CompanyGame.
- A special Prize to be communicated during the registration phase.

Categories Phase

In the second phase, the first classified in each of the established categories will be awarded. Various prizes will be awarded to the winning students in each category, as well as to the professors in charge and to the University to which they belong:

- **Students:** Diploma of Excellence in Business Management, issued by CompanyGame and a special Award to be communicated during the registration phase.
- **Teachers:** A special Prize to be communicated during the registration phase.
- **University:** 50 free licenses to use the simulators during the year 2025 (maximum 2 simulators).

6. Annex

a) Reasons of disqualification

- False participant data (name, age, incorrect study completion date, or any other cause) that does not allow correct identification.
- Misuse of the platform
- Not respecting calendar dates
- Participation of a student in more than one team
- Participation of the teacher in charge in team decisions

b) Communication

The official page of the competition/competition and where all the monitoring of the Challenge will be carried out along with any information or notes will be <http://www.RetoCompanygame.com>. Likewise, its evolution can be followed in [Facebook](#), [Twitter](#), [Instagram](#) and [LinkedIn](#).

All communication will be done via email: info@retocompanygame.com

The information of the participants is confidential and will only be used by **CompanyGame** and the sponsors under the terms set forth in the website privacy contract.

c) Sponsors

The organization may incorporate sponsors and collaborators in the development of the event who may be present in the communication of the event. Communicate to info@retocompanygame.com

d) Final Note

The organizing committee reserves the right to resolve any matter not provided for in these rules as it sees fit.



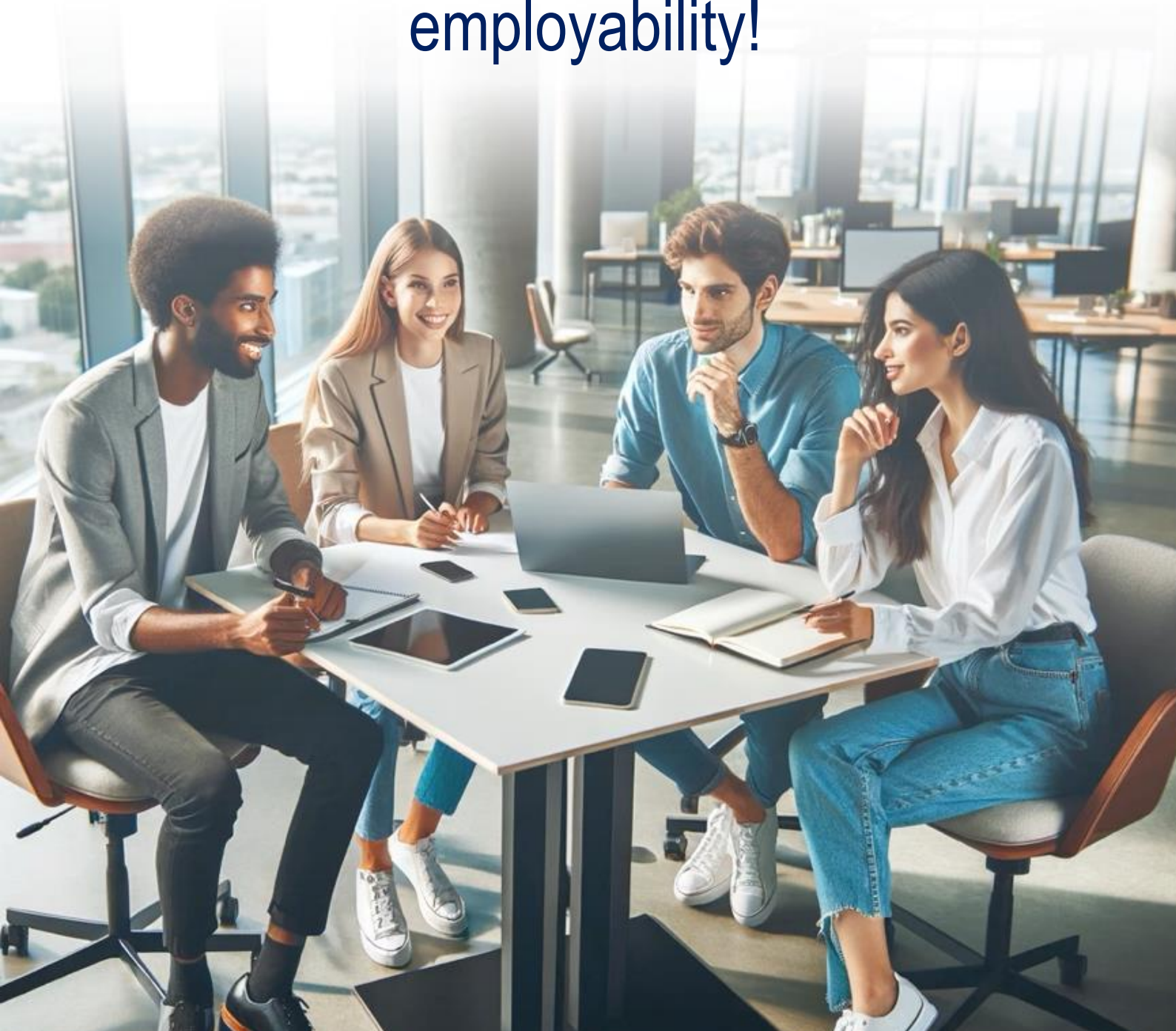
CompanyGame is a technology-based company since 1997 has specialized in the training sector, developing training tools based on business simulation and gamification, such as learning methodologies and skills development.

CompanyGame simulators cover a wide variety of business sectors and decision areas, and are used by universities, training centers and companies in Spain and Latin America.

You can find complete information about our offer and methodology at:

www.companygame.com

¡Register your teams and give them
the opportunity to improve their
employability!



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