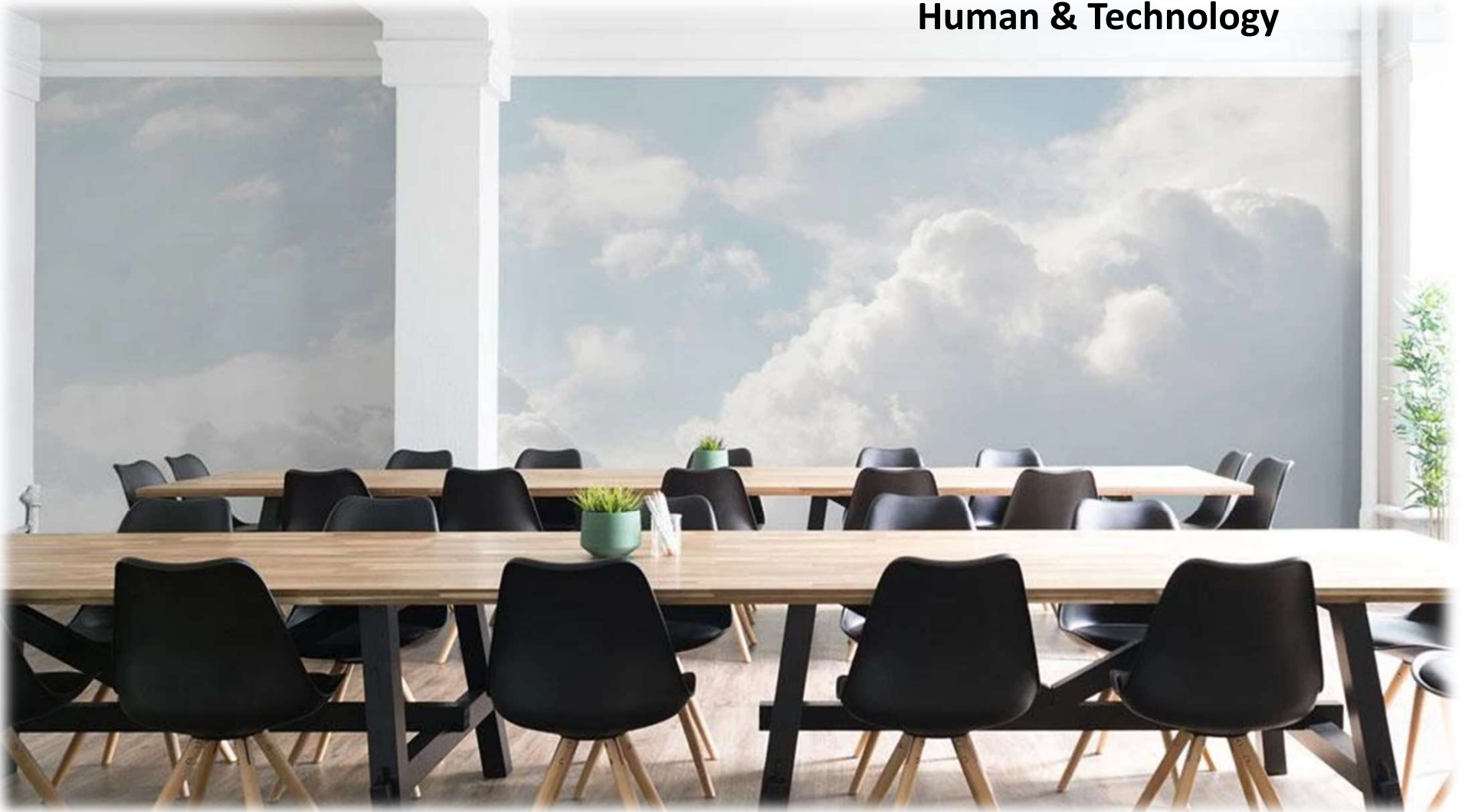




**CREATIVE TALENT**  
ASIA  
*For creating talents*

# The Miracle

developed by  
**Human & Technology**



**Who is Cretasia**

**Introduction to MonsoonSIM**

**Cretasia Business & Education  
Intelligence**

**MERMC Photos**

**Reference**

**Creative Talent Asia** Ltd. (Cretasia) mainly focuses on human capital development and corporate training with business intelligence technology.



## Our Vision

To build up creative talents in academic and business world by unleashing potential and creativity of an individuals as well as empowering the teams of corporates and organizations.

**Learn and develop through.....**



A unique, experiential Learning, pedagogical platform for participants with ERP business process ...MonsoonSIM

**MonsoonSIM** is a powerful experiential learning & educational gamification covering hundreds of business concepts serve to raise their level of understanding in doing business and ready to be discovered by participants through immersive, competitive simulation game



# **Traditional Learning**

**Too Theoretical**

**Non-competitive environment**

**Individual Learning**

**No mistake being made**

**No immediate feedback**

**Hard to draw participants' attention**

**Knowledge and wisdom is taught by trainer**

**Hard to understand holistic perspective**

**Hard to engage spontaneously**

# **Experiential Learning**

**Real Time Practical Simulation**

**Highly competitive environment**

**Team collaboration/brainstorming**

**Learnt from experience (by mistakes)**

**Immediate feedback**

**Participants are excited while playing**

**Knowledge is self acquired by participants thru the experience**

**Total business process can be easily learnt by playing the game**

**Participants is encouraged to think, analyse, synthesis, and evaluate by themselves**

## How Education institutions use

### MonsoonSIM?

#### ➤ embedded in the curriculum

in Accounting studies  
in Economy and Finance studies  
in Business Management studies  
in Information and Technology studies  
in Business simulation studies  
in Industrial Engineering studies  
in Logistics studies  
in ERP studies  
in Marketing studies  
in Entrepreneurship studies

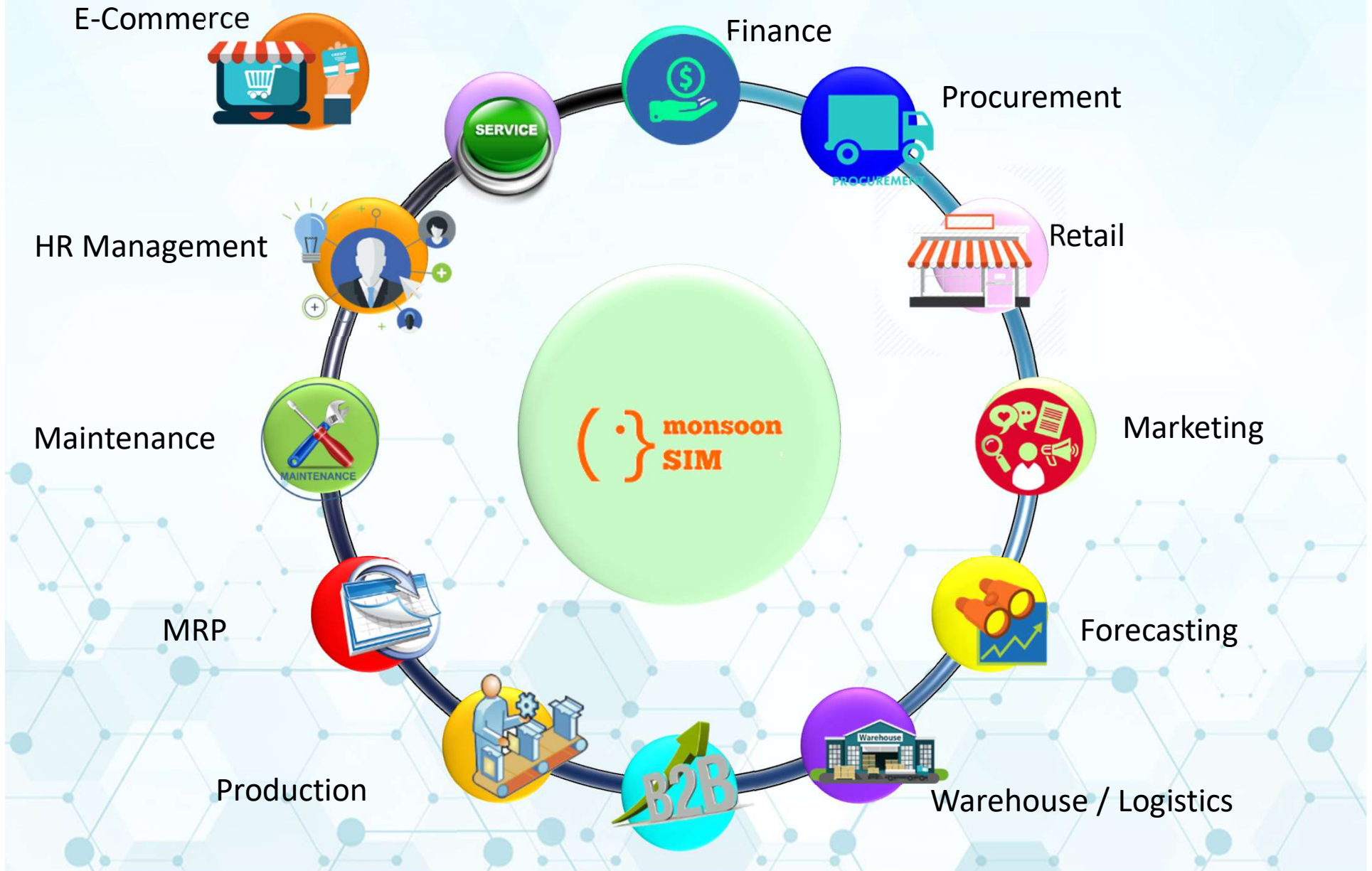
- in postgraduate research
- in labs
- in workshops
- in in-take recruitment
- in departmental competition
- in a campus-wide competition
- in a national competition
- in regional competition

## Concept Covered

- Economy
- Operation
- ERP
- SCM

- ✓ \*Business and economy fundamentals
- ✓ \*Business operational management
- ✓ \*Enterprises Resource Planning (ERP)
- ✓ \*Supply Chain Management (SCM)
- ✓ Human Resources Management (HRM)
- ✓ Marketing Management
- ✓ Outsources service Management
- ✓ International Trade Management
- ✓ Budget control
- ✓ Procurement Management

# MonsoonSIM 13 Modules covered



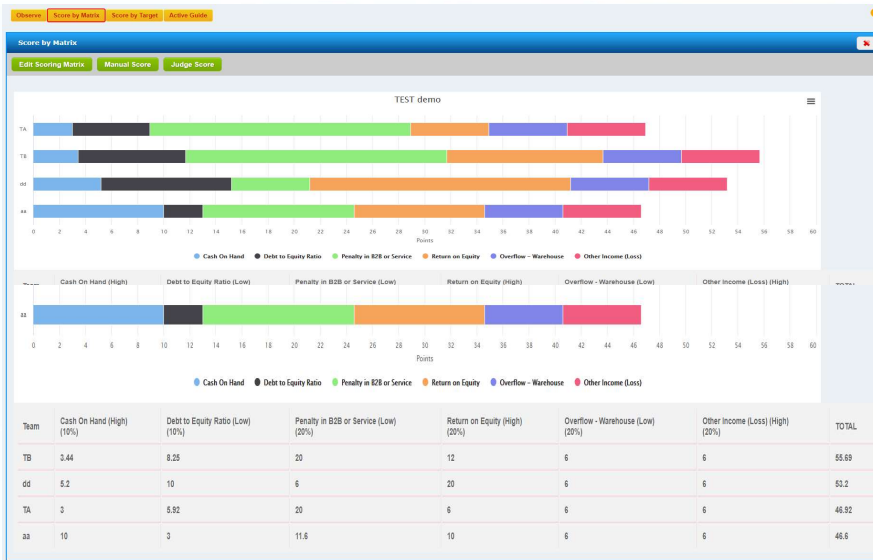


# Let Learners understand each business function and the inter-connection



# Features Highlight (1)

Facilitator can define the Scoring Matrix for the learners to compete (10 out of 45 KPIs)



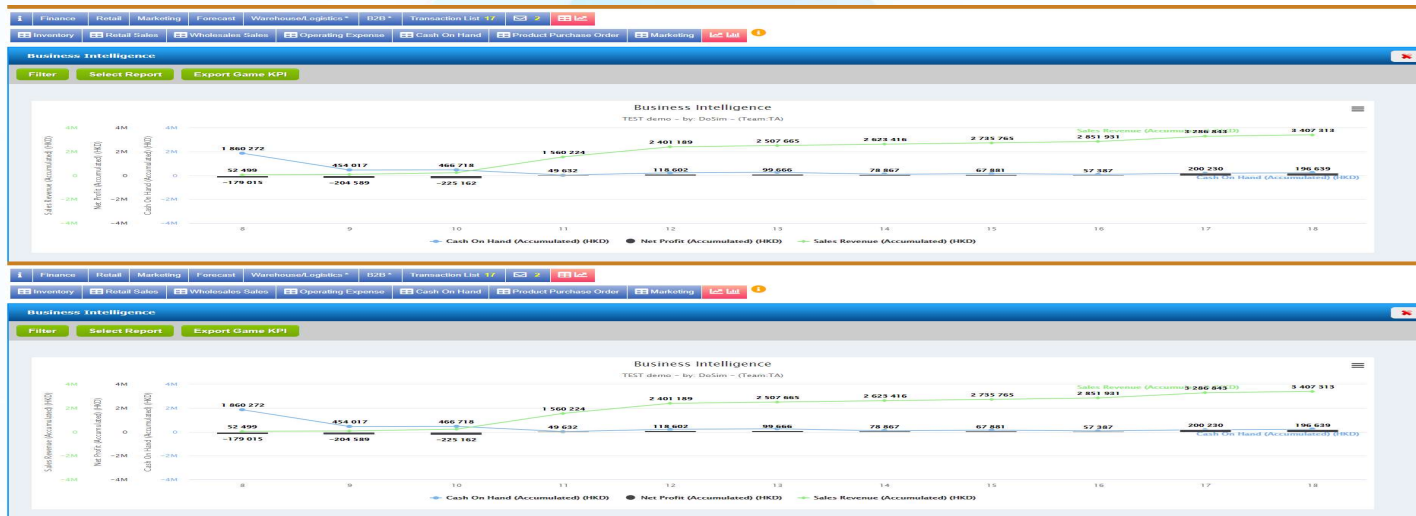
Allowed to **SAVE** different class results and analysis afterward

It is easy to understand the learners' performance after different classes with the same game setting

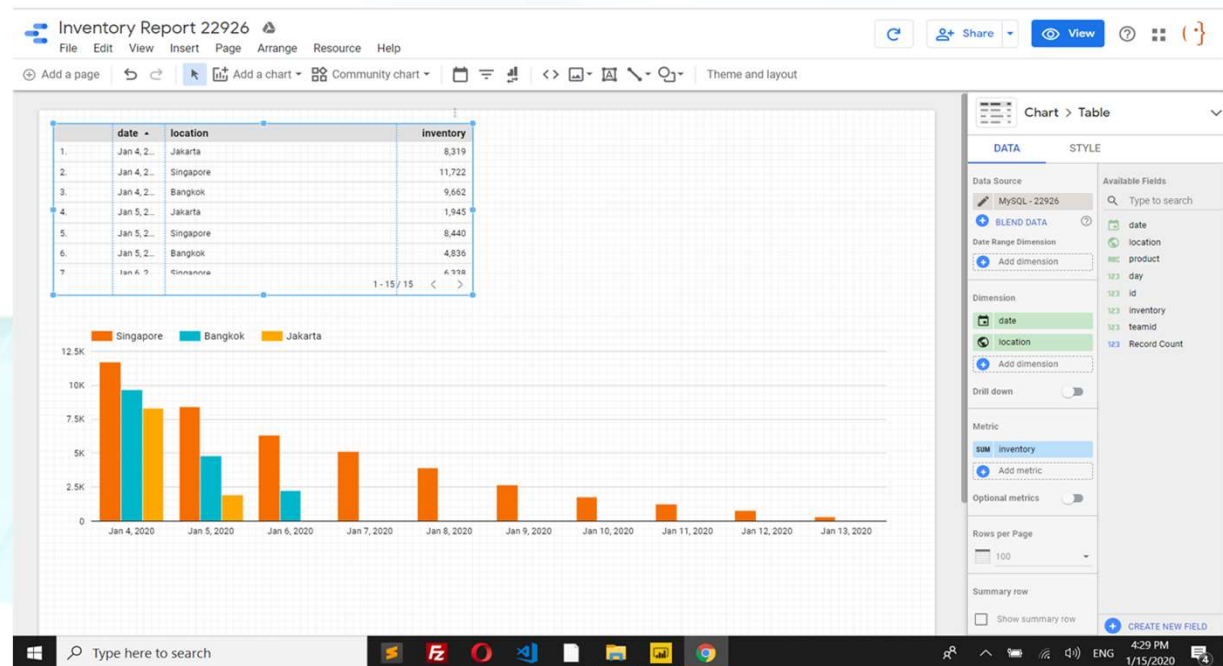


# Features Highlight (2)

More than hundred of online reports for learners to analyse

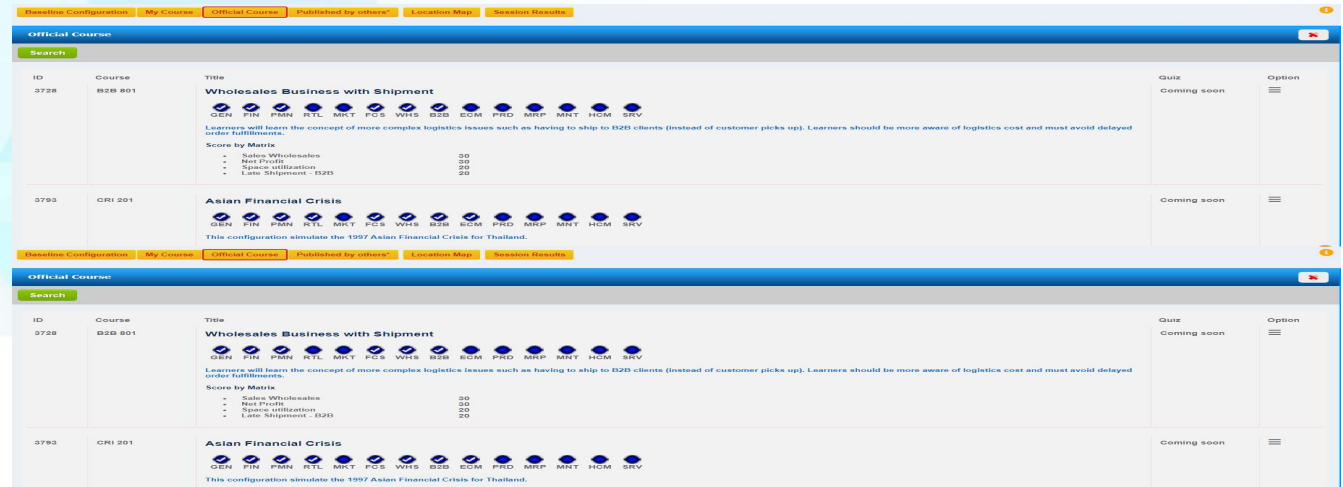


Learners can extract the data for further analysis by tools such as BI, BO, tableau etc.



# Features Highlight (3)

Many predefined courses for facilitators to select as their teaching materials



The image shows a screenshot of the 'Game Parameters - FIN' configuration page. The page has a blue header with a navigation bar containing icons for GEN, PTL, P20R, PTL, MPT, P25, M25, B25, B2M, P2D, M2P, M2T, H2M, and B2V. The main content area is a table with columns for Parameter, Setting, Edit, and Submenu.

Parameter	Setting	Edit	Submenu
Approval Process Control Allow	Yes	Edit	
Loans 1 Allow	Yes	Edit	6 [E]
Loans 2 Allow	No	Edit	6 [E]
Initial Cash	2,000,000 HKD		
Overdraft Interest	70 %	Edit	
Overdraft limit	2,000,000 HKD		
Initial Cash	3,000,000 HKD		
Overdraft Interest	70 %	Edit	
Overdraft limit	2,000,000 HKD		
Depreciation	60 Day		
Accrual Accounting Allow	Yes	Edit	1 [E]
Maximum Delinquent Payouts	70	Edit	

Facilitators can configure the games for different curriculum requirements.

# Outcome after MonsoonSIM

- 1) To experience problems can be solved by many different ways.
- 2) To learn the real business operations & results by practicing
- 3) To enhance students' communication and collaboration
- 4) During discussions, students are able to automatically integrate the knowledge and practical.
- 5) Many online reports are available for further analysis
- 6) Let students evaluate the effectiveness of their strategies & operations



# The Training Program : Our Stage (Experiential Learning for talent development)

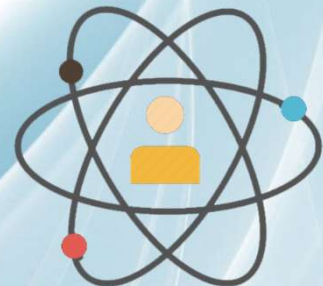
## Purpose

### For Personal Development

- An in-depth understanding of Identity
- To experience the real meaning and power of Commitment
- How to take the self-lead (Intrapreneurship)
- Disruption of those are preconceived

### For Team Development

- To Strengthen the team communication and engagement
- To realize What is the standard and how to make a breakthrough for the team
- To realize and feel the importance of Win-Win and Synergy
- The power of Appreciation

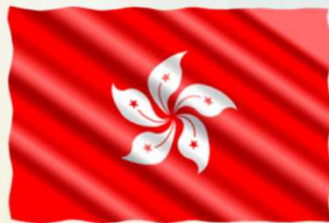


# 香港第一屆企業資源管理國際比賽

## First International MonsoonSIM Business Competition in Hong Kong

### EXPERIENTIAL LEARNING IN BUSINESS MANAGEMENT

### The First Cloud-Based Business Educational System



Supporting Organization:



THE HONG KONG  
POLYTECHNIC UNIVERSITY  
香港理工大學



CENTRE  
STARS  
Student Advancement and Resources  
學生發展及資源

Appointed Organizer:



CREATIVE TALENT  
ASIA  
For creating talents

Honorable Sponsor:



大同機械企業有限公司  
COSMOS MACHINERY ENTERPRISES LIMITED  
Stock Code 8191.HK



蔣麗莉海闊天空慈善基金  
The Lily Chiang Charitable Foundation Ltd.



Collaborating Organization:



monsoonsimhk



monsoonsimhk



www.cretasia.com

# MERMC 2019 International Competition in The Hong Kong Polytechnic University (Aug 2019)





# MERMC 2019 International Competition in The Hong Kong Polytechnic University (Aug 2019)



香港第一屆企業資源管理國際比賽  
First International MonsoonSIM Business Competition in Hong Kong  
EXPERIENTIAL LEARNING IN BUSINESS MANAGEMENT  
The First Cloud-Based Business Educational System

MonsoonSIM Enterprise Resource Management Competition is an annual inter-varsity competition hosted by MonsoonSIM and its partners. Students in teams of 5-player will be asked to run virtual companies with the concept of Enterprise Resource Management (ERM) to COMPETE against one another for the highest business KPI targets.



Supporting Organization:



THE HONG KONG  
POLYTECHNIC UNIVERSITY  
香港理工大學



CENTRE  
STARS

Appointed Organizer:



Honorable Sponsor:



CREATIVE TALENT  
ASIA  
For creating talents



Organizer



Oct 3, 2020



## Supporting Organizations

(The list of Supporting Organizations are in no particular order)





**Business Management**

**Enterprise Resource Planning**

**GLOBAL BUSINESS CHALLENGE**  
Exploring creative talents in the academic and business world

**CREATIVE TALENT**  
ASIA  
For creating talents

MonsoonSIM is a powerful real time Experiential Learning Platform and educational game. It covers hundreds of business concepts, serving to enhance student's understanding in doing business. These concepts are discovered through this immersive and competitive simulation. This innovative business model can be configured to suit students of varying degrees of competence. The benefits from this platform can be assimilated to the current secondary, tertiary & postgraduate education curriculum.

MonsoonSIM ERM Competition (MERMC) is proudly endorsed by SAP, the largest ERP provider worldwide in the last 5 years

# Reference from Universities



Dr Christine Contessotto  
Director of Teaching - Department of Accounting  
Deakin University  
221 Burwood Hwy  
Burwood, Vic, 3000

Thursday, 05 December 2019

Mr Abdy Taminsyah  
President, CEO

MonsoonSIM Academy

Dear Abdy

As you are aware, the MonsoonSIM ERP simulation game has now been incorporated into one of the third year undergraduate accounting units for all three trimesters from 2017 until 2019. We have been extremely happy with student engagement in the simulation and also with the holistic understanding of accounting and business processes that students have gained. Students really enjoyed participating in the simulation, and they report how much they have learnt from their participation. Despite our initial qualms, we found the simulation to be easy to set-up and run. The software is extremely robust and we experienced no difficulties running the game for on-campus and off-campus students.

I, on behalf of the teaching team, thank you for your continued support. Thank you for teaching us how to play and operate the game, assisting in conducting our first classes using MonsoonSIM, for your advice on structuring the complexity of the simulation, for keeping us abreast of proposed upgrades, for demonstrating the upgrade changes and for your prompt responses to our emails.

We look forward to our continued use of MonsoonSIM in 2020.

Yours sincerely



Christine Contessotto

Director of Teaching – Department of Accounting

Faculty of Business  
and Law Deakin  
Business School

Melbourne Burwood Campus,  
221 Burwood Highway,  
Burwood, VIC 3125

Department of Accounting  
Deakin University CRICOS Provider Code: 00113B



To Whom It May Concern

19 August, 2020

MonsoonSIM ERP simulation game has been incorporated into one of our major core courses of the BBA in Business Operations Management programme in the 2020 spring semester. Students are required to analyse business operations, evaluate alternatives, make decisions, and implement recommendations in a competitive, realistic MonsoonSIM game. Students also compete amongst other teams for optimising various KPIs under changing dynamic marketplace scenarios.

We are impressed with the level of complexity and realistic business simulation provided by MonsoonSIM. The real-time virtual business environment rendered by MonsoonSIM enriched the learning experience of our students. Using MonsoonSIM, students even with a limited business background can readily appreciate the tasks and integration required in an actual business setting. Moreover, MonsoonSIM can provide performance data throughout the game. Students can apply their analytic skills and learned knowledge in the course to determine appropriate business strategies. Besides, students can develop their leadership and effective communication skills through fun and exciting simulation games.

Apart from MonsoonSIM, Creative Talent Asia has also provided us excellent support services such as course instructors training, manual materials, setting configuration for the game to align with our course outlines. They also provide onsite and online technical support to assure our course is delivered in an effective manner.

Yours sincerely,



Sandy Wong  
Major Co-Leader  
BBA in Business Operations Management  
Department of Management Sciences  
City University of Hong Kong

[www.cityu.edu.hk](http://www.cityu.edu.hk)

香港城市大學  
238 Cheong Chee Avenue, Kowloon, Hong Kong  
T: (852) 342 3444 F: (852) 342 0188  
E: [itmap@cityu.edu.hk](mailto:itmap@cityu.edu.hk)

管理科學系  
Department of Management Sciences

# Reference from Customers



大同機械企業有限公司  
**COSMOS MACHINERY ENTERPRISES LIMITED**

■ 香港九龍區沙灣道10號億兆廣場10樓  
10/F, Billion Plaza 2,  
No. 10 Cheung Yue Street,  
Cheung Sha Wan, Kowloon, Hong Kong.

■ Tel No.: (852) 2376 6188  
Fax No.: (852) 2375 9626  
E-mail: cmel@cosmel.com  
Website: www.cosmel.com

19<sup>th</sup> August, 2020

## TO WHOM IT MAY CONCERN

Our company engaged Creative Talent Asia Limited for a 2 day training session for one of subsidiary companies in Zhuhai, China on 6<sup>th</sup> and 7<sup>th</sup> September, 2019. Eric and his team exceeded our expectations and objectives of the training session on teamwork, leadership, and proactive mind set.

Before the session began, Eric and his team patiently and thoroughly discussed with us the training objectives. The preparations were detailed and tailor fit our company's situation and culture.

Our company is based in Zhuhai and we consider our team to be somewhat traditional and reserved, we didn't know what to expect. Creative Talent's training approach and contents on teamwork, leadership and mind set, were unorthodox and very different to what most people expect from a workplace training session. After a short while to "break the ice", our team members were fully engaged and responded well to Eric and his team's unusual approach, even when some moments were uncomfortable in a good way. I was delighted to witness our team members were fully engaged through the experiential learning to fully grasp the importance and responsibility of teamwork. To end the session, Creative Talent conducted an innovative business simulation computer game which was challenging but very well received by our team.

Though the training session took place a while ago, the positive impact on our team's leadership and team work lasts to this day. All our team members had fond memories of the training and it left a mark because all of us experienced and grew together during those 2 days. I would highly recommend Creative Talent Asia to anyone interested in developing their teams and improve their corporate culture.

Best regards,

For and on behalf of

COSMOS MACHINERY ENTERPRISES LIMITED



Freeman Tang  
Chief Executive Officer



20<sup>th</sup> August 2020

To whom it may concern

## Creative Talent Asia Ltd (Cretasia)

It is our great pleasure to recommend the training conduction and service provided by Creative Talent Asia Ltd (Cretasia) in respect of its professionalism, execution and caring.

By implementing the innovative Business Operation Simulation Program in our staff training, no matter the need-shooting meetings of how to configure the simulation to fit for the requirement like our real operation of our company in advance, or all the back-up logistic and process streamlining in technical or clerical issues with our administrative staff, the team from Cretasia gave us a strong confidence to make our training valuable and successful, and the outcome in reality was even better than what we expected!

We know Cretasia is not only working for Corporate Training, but also Academic Education, and we do believe it would perform with high degree of professionalism and service level in both categories as we obtained.

Yours faithfully,

For and on behalf of  
**Eco-Tek Holdings Limited**



Authorized Signature(s)

Elizabeth Tang  
Administrative Manager

# THANK YOU



- Creative Talent Asia Limited



- [ep@cretasia.com](mailto:ep@cretasia.com) / [billy@cretasia.com](mailto:billy@cretasia.com)



- [monsoonsimhk](https://www.facebook.com/monsoonsimhk)



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**monsoon**  
**SIM**