

What do SIMULATIONS cost?

When purchasing simulations, organizations typically buy them as off-the-shelf versions or commission custom-developed simulations that are built to match their learning needs.



Mini-game>>

Small, easy-to-access game built to be simple and addictive, which typically focuses on mastering an action and can provide awareness of more complicated issues

Off the shelf:
\$5-\$40 per user
Custom developed:
\$10,000-\$40,000 per unit

Branching story>>

A simulation in which students make a series of decisions to progress through an event via a multiple-choice interface

Off the shelf:
\$30-\$500 per user
Custom developed:
\$30,000-\$500,000 per unit

Virtual lab>>

A series of challenges that are solved using on-screen representations of real-world objects and software

Off the shelf:
\$10-\$100 per user
Custom developed:
\$30,000-\$150,000 per unit

Interactive spreadsheet>>

A simulation in which students try to influence variables by allocating resources along competing categories while getting feedback on their decisions through graphs and charts

Off the shelf:
\$30-\$500 per user
Custom developed:
\$30,000-\$500,000 per unit

Practiceware>>

Real-time, typically 3-D simulations that encourage repeating the same situation over and over until skills become reflexive in real life

Off the shelf:
\$100-\$1,000 per user
Custom developed:
\$100,000-\$1,000,000 per unit

Complex game>>

A game that offers advanced graphics, single and multiplayer options, complex systems, and well-honed game play

Off the shelf:
\$15-\$200 per unit or site license
Custom developed:
\$5 million-\$20 million per unit

These estimates may vary depending on the amount of facilitation needed.



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