



FACILITATED LEARNING SIMULATION

SUPPLY CHAIN · FINANCE · DECISION-MAKING

Pour Decisions™

A **2–3 hour live simulation** where your team runs a craft brewery's supply chain under pressure — and walks out fluent in cash, margin, and the bullwhip effect. **Built for L&D. Designed to be remembered.**



THE PREMISE — ASHEVILLE, NC



Asheville was recently overrun by zombies. Good news: they're gone — turns out they hate IPAs. Bad news: most of the brewery staff didn't make it. Your team is assembled to operate what's left of **Zombie Apocalypse Brewing Co.** — grain to glass — for a town of thirsty survivors. **The wrapper is fun. The learning is real.**



SUPPLIER
GRAIN & HOPS



BREWERY
CRAFT PRODUCTION



DISTRIBUTOR
REGIONAL ROUTING



RETAILER
TAPROOMS & STORES



SURVIVORS
LIVE DEMAND

Four roles. Twenty-four rounds. One shared P&L.

Your team operates a four-tier supply chain across simulated weeks. **Each role sees only their slice** — coordination is forbidden mid-round. Demand fluctuates. A SetFire facilitator **injects live business events on the fly** — hop shortages, demand spikes, transport breakdowns — to pressure-test decisions in real time. Every order, every shipment, every stockout hits a real income statement. The team that protects margin under uncertainty wins.

WHAT YOUR TEAM ACTUALLY FEELS

- **The bullwhip effect** — not described, experienced in their own decisions
- **Working capital pressure** — finished goods, raw materials, and WIP all consume cash simultaneously
- **Lead-time discipline** — orders placed this round don't arrive until next round, no exceptions
- **Margin vs. volume** — two products at 22.5% and 31.8% margin force genuine SKU-mix decisions
- **Information asymmetry** — only the Retailer sees real consumer demand; everyone upstream is guessing
- **Stockout vs. overstock economics** — backorders cost 2× the carrying rate; retail lost sales never come back

WHAT MAKES IT DIFFERENT

- **Two-product economics** — different margins force genuine SKU-mix decisions, not just quantity
- **Live facilitator events** — supply shocks and demand swings injected in real time, not pre-scripted
- **Full P&L scoring** — net profit decides the winner, not minimized inventory cost
- **Customizable demand & event mix** — tuned in advance to your specific learning objectives
- **Hybrid debrief** — SetFire leads the concept debrief; your team lands it inside your business context
- **100% browser-based** — any device, no install, no IT lift, zero prep for players

2–3hrs
DURATION

24
ROUNDS

4–40+
PLAYERS

100%
VIRTUAL

Live
FACILITATOR

WHERE IT FITS

Intern programs

New-hire onboarding

Finance for non-finance leaders

Cross-functional leadership

Operations & SCM training

Team offsites

Book a live 30-minute walkthrough.

Watch a real round in motion, talk logistics, and get a quote tailored to your cohort size and learning objectives. On-site sessions available on request.

SetFire Foundation is a 501(c)(3) nonprofit public charity. Proceeds support our free undergraduate mentorship program.

info@setfirefoundation.org
setfirefoundation.org/pourdecisions