



TAGEE

Tech for Advancement &
Greater Good Business Simulation





Explore the Possibilities

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Tech for Good: A Strategic Imperative

Our simulation empowers leaders and organizations to harness technology for good, driving innovation and sustainable solutions that create positive societal impact and business impact.

In today's rapidly evolving technological landscape, technology has the power to revolutionize industries, improve lives, and address global challenges. As businesses and organizations harness the potential of AI, machine learning, and other cutting-edge technologies, it's imperative to ensure that technology is used for good.

As technology continues to evolve at an unprecedented pace, it is crucial for organizations to invest in their people and prioritize the ethical use of technology. By fostering a culture of innovation, collaboration, and social responsibility, we can ensure that technology is used as a force for good.

Aeqia empowers individuals and organizations to leverage technology for positive impact. Our immersive simulations equip leaders and teams with the skills to navigate the digital age. By focusing in areas such as AI, digital transformation, and sustainability, we help organizations build a future-ready workforce.

TAGG: Tech for Advancement & Greater Good

Our TAGG simulation equips individuals and organizations with the skills to harness technology for good. By immersing learners in real-world scenarios, we foster critical thinking and ethical decision-making. Join us in building a better future.

Why Tech for Good Matters

Attract and Retain Top Talent:

A strong commitment to social responsibility can help attract and retain top talent, especially among younger generations.

Enhance Brand Reputation:

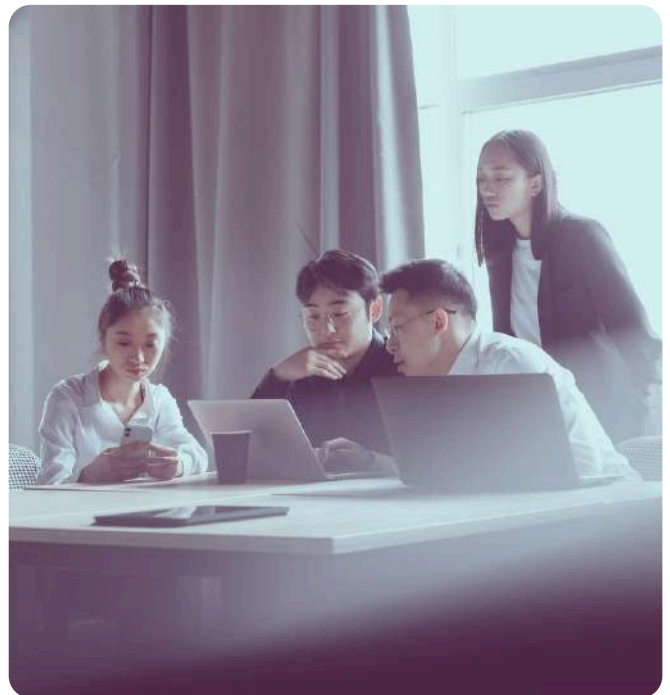
Demonstrating a commitment to sustainability, social impact, and ethical practices can significantly enhance a company's brand reputation.

Drive Innovation:

Organizations can develop groundbreaking solutions to address global challenges by fostering a culture of innovation and experimentation.

Mitigate Risks:

Prioritize ethical use of technology to protect reputation and ensure long-term sustainability.





About the Sim'



**BUSINESS
SIMULATION**



**ANALYTICS OF
CHOICES & RESULTS**



**FACILITATED
LEARNING & DEBRIEF**



STORYTELLING & CONTEXT

Nexa Brands, a leading player in the FMCG sector, is at a pivotal moment as it seeks to drive high growth over the next decade in an increasingly competitive landscape. As consumer preferences evolve and markets become more dynamic, Nexa is doubling down on innovation and technology to maintain its edge and capture new opportunities.

To fuel its growth ambitions, Nexa is focusing on three core pillars: **Product Innovation**, **Operational Excellence**, and **Tech for Good**. Recognizing the transformative power of technology, Nexa wants to integrate digital solutions across its supply chain, customer engagement, and product development efforts to not only meet consumer demand but also anticipate future trends.

As part of its commitment to Tech for Good, Nexa is launching an internal innovation lab — a space dedicated to exploring cutting-edge ideas and piloting initiatives that leverage technology for social, environmental, and community impact. The lab will be tasked with developing and testing solutions that align with Nexa's long-term vision of contributing positively to society while also driving business value. From enhancing product sustainability through smarter packaging to creating platforms that promote inclusivity and health, the Nexa Lab will serve as a critical engine for new growth avenues.

Through this strategy, Nexa Brands is positioning itself not just as an industry leader in FMCG, but as a forward-thinking company that aligns profitability with purpose. The goal is clear: to thrive in the next decade by embracing both high performance and responsible business practices.



Learning Outcomes

Learning Design

1. Play the Sim

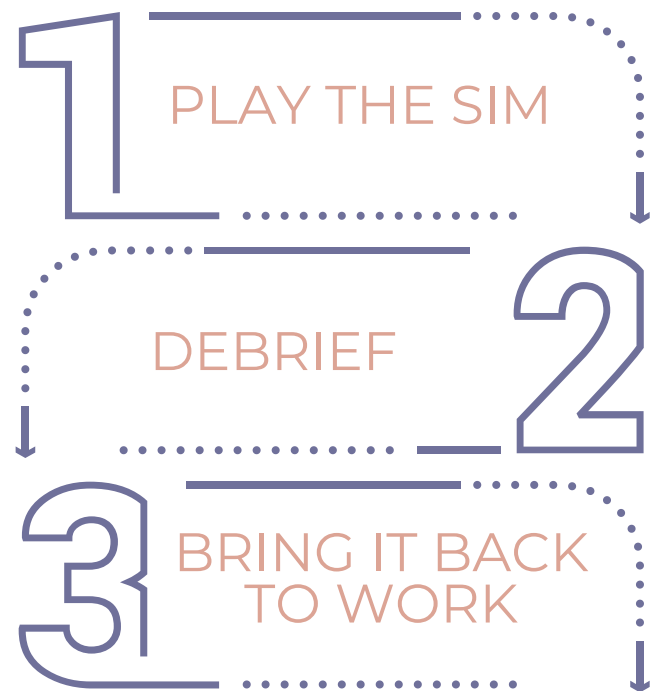
Dive into an engaging and interactive simulation that and collaborate with your team to tackle real-world challenges and explore innovative solutions.

2. Learn in Debrief

After the simulation, participate in a comprehensive debrief. You'll reflect on your experiences, deepen your understanding of key concepts, and discuss insights gained during the game.

3. Bring It Back to Work

Equip yourself with actionable strategies and knowledge to implement in your workplace. Leverage what you've learned to enhance your team's performance and drive meaningful change.



Expected Outcomes

DIGITAL
TRANSFORMATION

ETHICAL
DATA & AI

INCLUSIVE
INNOVATION

SUSTAINABLE SUPPLY
CHAIN

EMPOWERING
COMMUNITIES

CHANGE
MANAGEMENT

CIRCULAR
ECONOMY

PRODUCT LIFECYCLE
MGT

- Understand how technology can drive both business growth and positive social impact by leveraging tools such as AI, blockchain, and IoT for sustainable innovation.
- Develop strategies for leading digital transformation initiatives that prioritize ethical considerations and social responsibility while maintaining competitive advantage.
- Gain insight into managing change within organizations to foster a culture that supports purpose-driven innovation.
- Explore the role of ethical data collection and usage in creating transparent, fair, and socially beneficial solutions.
- Learn how to design and implement inclusive innovation strategies, ensuring that tech developments are accessible to all, including underserved communities.
- Understand how to use technology to create sustainable supply chains, focusing on waste reduction, transparency, and efficiency.
- Develop an understanding of how tech-driven circular economy models can extend product lifecycles and reduce environmental impact.



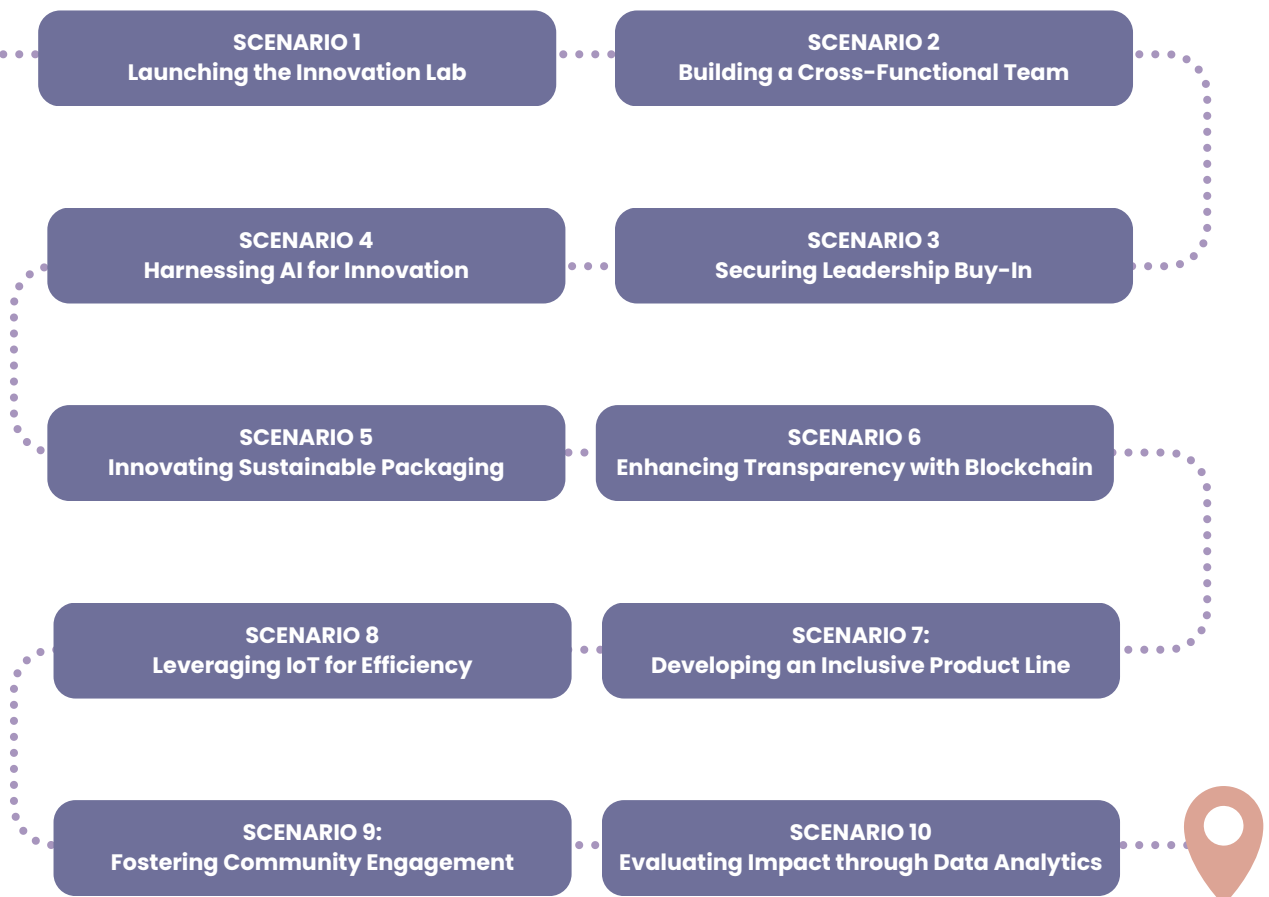
Gameplay

The Participant Journey & Scenarios

Throughout the TAGG business simulation, participants will embark on an exciting exploration of Tech for Good, immersing themselves in real-world challenges and opportunities.

They will experience the launch of an internal innovation lab, collaborating in diverse teams to brainstorm and develop impactful solutions that leverage technology for good. Each scenario presents a unique opportunity for participants to apply their skills, enhance their creativity, and foster a culture of accountability.

By the end of the simulation, they leave with a profound understanding of how to drive meaningful change within the FMCG sector, equipped with the tools and inspiration to lead the way in ethical practices.





Use Cases

What's Unique About It



- Engaging, fun, and highly interactive
- Simplifies the complexities of Tech for Good
- Bridges the gap between theory and real-world practice

Implementation Options

From team offsite to leadership development program, executive education, or enterprise roll-out, the simulation is the perfect solution to make it engaging and impactful!



Virtual or F2F
Workshops



Executive Education
Seminars



Leadership
Development Program



Enterprise
Roll Out

Logistics

- Multiplayer gameplay
- 5 to 500+ participants
- 90min to Full Day
- Debrief customized to client
- Industry-agnostic

Target Audience

- C-Suite and Executives
- Senior Leaders
- Middle Managers and Employees



About Aeqlia™

Aeqlia: Your Partner in Future-Ready Leadership

Aeqlia is a pioneering next-gen learning platform that leverages the power of immersive simulations to equip leaders and teams with the skills they need to succeed in today's complex and rapidly changing business landscape. Our tailored solutions, designed specifically for the unique needs of organizations in the Asian and META markets, empower individuals to develop the critical thinking, problem-solving, and decision-making skills essential for driving innovation and achieving business goals.

By immersing learners in realistic scenarios, Aeqlia's simulations foster a deeper understanding of complex issues, enhance collaboration, and build resilience. Our focus on practical application ensures that participants gain actionable insights and are able to apply their learning to real-world challenges.

Trusted by Hundreds of Companies and Partners Globally

200+

partners & resellers globally

15+

business simulations, and growing

40K+

learners in the last 3 years

6

academies focused on future-proofing organisations





Get in touch



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