



GETTING STARTED WITH MAVEN

INTRODUCTION

Below we specify the computer requirements for using *Maven*. We also tell you how to login and register so that you can use the *Maven* software.

EQUIPMENT NEEDED

In order to use the *Maven* web programs, you will need a computer with one of the following browsers that is connected to the internet: Chrome, Firefox, or Internet Explorer version 11.0 (or higher). Students have reported success using Safari with Macs and iPads, but we don't support it.

If you experience difficulty opening the program, you may have to turn off any "pop-up" blockers or ad blockers and configure your browser to accept cookies. If you need assistance with this, initiate a search for "How to enable cookies" on Google for your particular browser. Finally, although optional, we advise that you use a printer so that you can generate printouts of your quarterly results.

PREPARING TO REGISTER

You need **three** items **before** you can register to use the *Maven* programs.

1. Game Name. This is the name that your instructor gave to the *Maven* game you will be playing. Typically, this will be the name of the course you will be taking, such as Mgmt 300.
2. A Validation Code provided by your instructor. The Validation Code will assign you to the proper *Maven* game for your course and instructor on the server's database.
3. Proof of purchase. You can pay to access *Maven* in one of two ways.
 - a. Use a credit card to pay online as part of the registration process.
 - b. A valid *Maven* Passkey number from your instructor. **This will happen only if your institution includes the registration fee for Maven in its tuition fees.** You will need to do this *prior* to beginning the registration process. **Passkeys are valid for only one registration. If the Passkey number has been used previously, it is invalid. You will NOT be able to use it to register for using the Maven programs!** Once you have registered, you can login and use the *Maven* programs as often as you like by using the username and password you established during the registration process.

REGISTERING TO USE THE MAVEN SOFTWARE

Once you (1) have a Validation Code from your instructor and (2) have a credit card or a valid *Maven* Passkey ready for online purchase, you can begin the registration process. To register the *Maven* programs, follow these steps:

1. Connect to the Internet. Ensure that you are continuously connected to the Internet through a cable modem, wireless access or DSL access.
2. Open Internet Explorer v11 or higher, Chrome, or Firefox Browser. Open a browser by selecting Start, then Programs, then the desired browser or on click on that icon if you have it on your desk top

or task bar. While students have reported successfully using Safari as a browser with Macs and iPads, it is not supported at this time.

3. Open the *Maven* Web Site. Enter the web for *Maven* in the address bar for your browser. The web address is <http://oaktreesim.com/Maven>. Once you do this, a screen like that shown in Exhibit 1 will appear on your monitor.
4. Select the “Create a student account” option (See arrow in Exhibit 1).

Exhibit 1

5. Next, enter the required information as detailed in Exhibit 2. Then click on “Next”.

Exhibit 2

6. To register for the correct game, first select either the letter of the alphabet for your institution (e.g., “W” for University of Wisconsin”) or enter your instructor’s surname then click on “Find” (See Exhibit 3, below).

Exhibit 3

7. As shown in Exhibit 4, if you selected a letter of the alphabet you may have multiple institutions/instructors displayed (see left side of Exhibit 4). This is less likely if you entered your

instructor's surname. Regardless of which option you use, if your instructor has more than one simulation game operating, make sure you select the correct one.

Exhibit 4

Selecting a <i>Letter</i>	Selecting an <i>Instructor</i>
<p>Find the Industry (Step 2 of 3)</p> <p>Search for the industry by institution: ALL A B C D E F G H I J K L M N O P Q R S T U V W X Y Z OR by your professor's name: _____</p> <p>Find</p> <p>Minnesota State University, Mankato</p> <p>Mark Hall</p> <ul style="list-style-type: none"> <input type="radio"/> mrkt490section01spring2017 <input type="radio"/> mrkt490section02spring2017 <p>University of St Thomas</p> <p>Phil Anderson</p> <ul style="list-style-type: none"> <input type="radio"/> Mktg 300 <input type="radio"/> One Product <p>Sandy Prince-Black</p> <ul style="list-style-type: none"> <input type="radio"/> MMMM 3-27-17 <p>Register</p>	<p>Find the Industry (Step 2 of 3)</p> <p>Search for the industry by institution: ALL A B C D E F G H I J K L M N O OR by your professor's name: Anderson</p> <p>Find</p> <hr/> <p>University of St Thomas</p> <p>Phil Anderson</p> <ul style="list-style-type: none"> <input type="radio"/> Mktg 300 <input type="radio"/> One Product <p>Register</p>

- After selecting the correct game option, a pop-up box will appear asking you to enter a validation code (see Exhibit 5). Enter the validation code your instructor gave you and click on “Submit”. As noted in Exhibit 5, if you do not have the validation code, you need to contact your instructor before you can proceed any further.

Exhibit 5

Find the Industry (Step 2 of 3)

Search for the industry by institution:
 ALL | A | B | C | D | E | F | G | H | I | J | K | L | M | N | O | P | Q | R | S | T | U | V | W | X | Y | Z
 OR by your professor's name: Anderson

Find

University of St Thomas

Phil Anderson

- Mktg 300
- One Product

Register

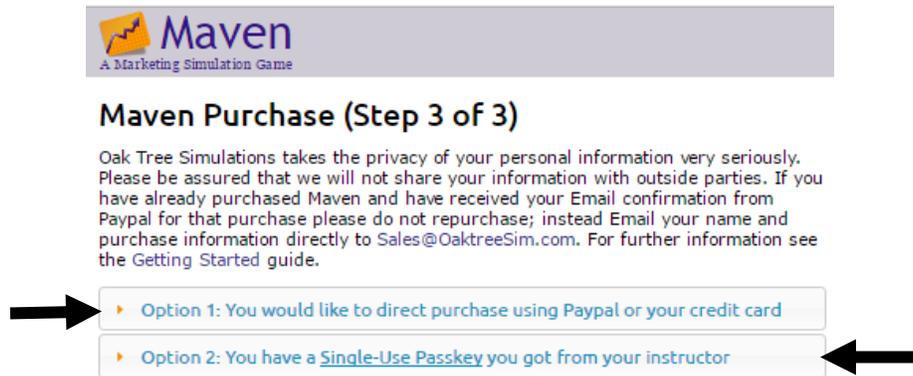
The simulation you selected requires a validation code from your instructor. If you have not been given a validation code yet please contact your instructor and re-register at a later time.

Validation Code: _____

Submit **Cancel**

- After you click on the Submit button, a screen similar to that shown in Exhibit 6 will appear on your monitor. To complete your registration for *Maven*, you need to pay for your *Maven* account by either (a) doing a direct purchase using PayPal or (b) entering a Passkey.
 - To purchase *Maven* using your **PayPal** account or a credit card, select Option 1 (See left arrow in Exhibit 6.) Then go to Step 10, below.
 - If you your instructor gave you a **Passkey**, select Option 2 (See right arrow in Exhibit 6.)

Exhibit 6



Maven
A Marketing Simulation Game

Maven Purchase (Step 3 of 3)

Oak Tree Simulations takes the privacy of your personal information very seriously. Please be assured that we will not share your information with outside parties. If you have already purchased Maven and have received your Email confirmation from Paypal for that purchase please do not repurchase; instead Email your name and purchase information directly to Sales@OaktreeSim.com. For further information see the Getting Started guide.

▶ Option 1: You would like to direct purchase using Paypal or your credit card

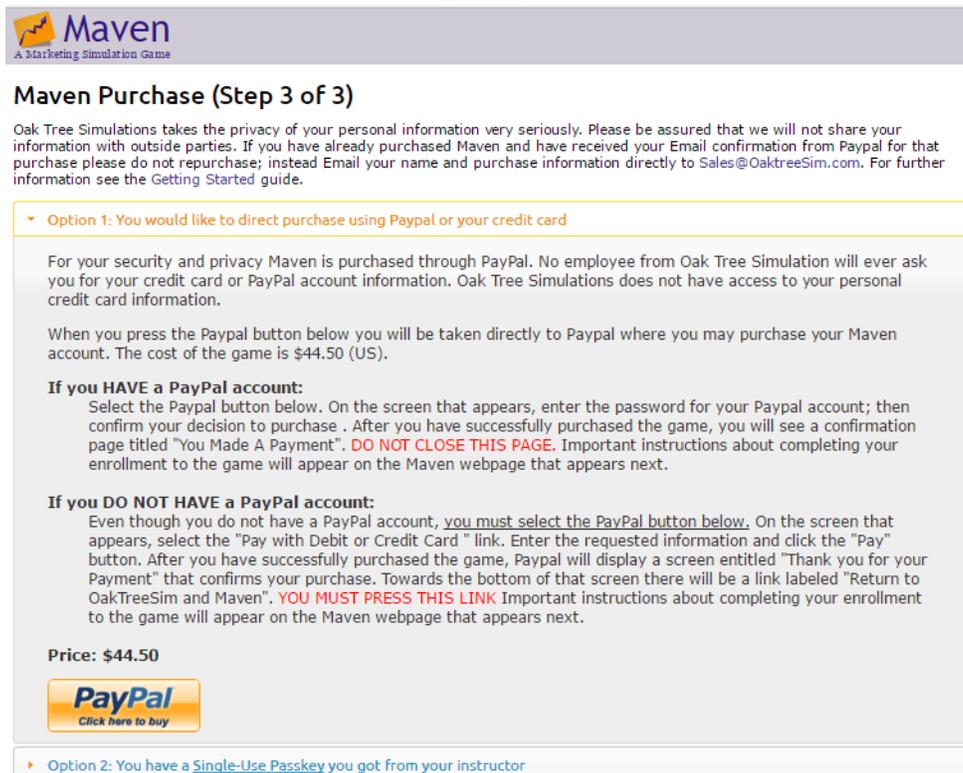
▶ Option 2: You have a [Single-Use Passkey](#) you got from your instructor

(NOTE: PayPal periodically changes its screens, so there may be some variation to what you see as you complete the payment process.)

10. Option 1: PayPal or Debit/Credit Card Option.

If you select Option 1, a screen like that shown in Exhibit 7 will appear on your monitor. Read the directions on this screen *closely* for how to proceed, then select the PayPal button even if you will be using a debit/credit card to pay for your purchase.

Exhibit 7



Maven
A Marketing Simulation Game

Maven Purchase (Step 3 of 3)

Oak Tree Simulations takes the privacy of your personal information very seriously. Please be assured that we will not share your information with outside parties. If you have already purchased Maven and have received your Email confirmation from Paypal for that purchase please do not repurchase; instead Email your name and purchase information directly to Sales@OaktreeSim.com. For further information see the Getting Started guide.

▼ Option 1: You would like to direct purchase using Paypal or your credit card

For your security and privacy Maven is purchased through PayPal. No employee from Oak Tree Simulation will ever ask you for your credit card or PayPal account information. Oak Tree Simulations does not have access to your personal credit card information.

When you press the PayPal button below you will be taken directly to Paypal where you may purchase your Maven account. The cost of the game is \$44.50 (US).

If you HAVE a PayPal account:
Select the Paypal button below. On the screen that appears, enter the password for your Paypal account; then confirm your decision to purchase. After you have successfully purchased the game, you will see a confirmation page titled "You Made A Payment". **DO NOT CLOSE THIS PAGE.** Important instructions about completing your enrollment to the game will appear on the Maven webpage that appears next.

If you DO NOT HAVE a PayPal account:
Even though you do not have a PayPal account, you must select the PayPal button below. On the screen that appears, select the "Pay with Debit or Credit Card" link. Enter the requested information and click the "Pay" button. After you have successfully purchased the game, Paypal will display a screen entitled "Thank you for your Payment" that confirms your purchase. Towards the bottom of that screen there will be a link labeled "Return to OakTreeSim and Maven". **YOU MUST PRESS THIS LINK** Important instructions about completing your enrollment to the game will appear on the Maven webpage that appears next.

Price: \$44.50



▶ Option 2: You have a [Single-Use Passkey](#) you got from your instructor

11. After you have selected the PayPal button, a screen like that shown in Exhibit 8 will appear on your monitor.

- a. If you have a PayPal account, enter your password (see **first** arrow on the right), then confirm your decision to purchase Micromatic.

Exhibit 8

Oak Tree Simulations

PayPal \$44.50 USD

Pay with PayPal English

As a member, your eligible purchases are covered by PayPal Purchase Protection.

Mavenreg@example.edu

Password

Stay logged in with One Touch™ ?

For your security, we'll always ask you to log in to update your PayPal personal or financial info.

Log In

Having trouble logging in?

or

Pay with Debit or Credit Card

- b. If you **DO NOT** have a PayPal account, select the “Pay with Debit or Credit Card” option (see **second** arrow on the right, and enter the requested information (See Exhibit 9) to complete your purchase.

Exhibit 9

Oak Tree Simulations

PayPal \$44.50 USD

PayPal Guest Checkout

We don't share your financial details with the merchant.

Country
United States

AMERICAN EXPRESS CARDVISA DISCOVER

Card number

Expires CSC

First name Last name

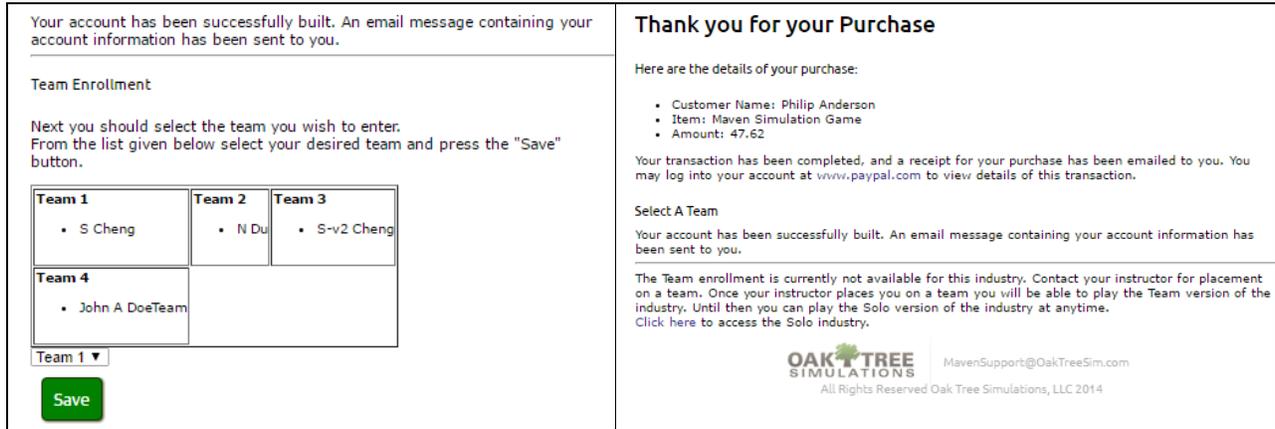
Billing address

Street address

Apt., ste., bldg.

- c. After you complete your purchase, one of two screens will appear on your monitor (See Exhibit 10). If the Team game is set up for you to choose your team, you will see a screen like that on the left. Click on the , select your team, and select "Save". After completing this step, you will return to the web site for *Maven* (see Exhibit 12). If your instructor has not set up the Team game or is making the team assignments, you will see a screen like that on the right. Select the "Click here" link to return to web site for *Maven* (see Exhibit 12).

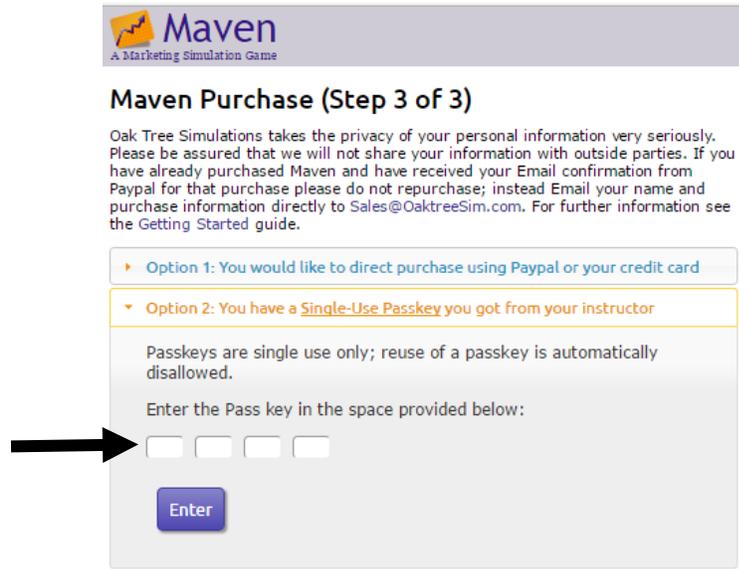
Exhibit 10



12. Option 2: Passkey Option.

If you have a Passkey from your instructor and select Option 2, a screen like that in Exhibit 11 will appear on your monitor.

Exhibit 11

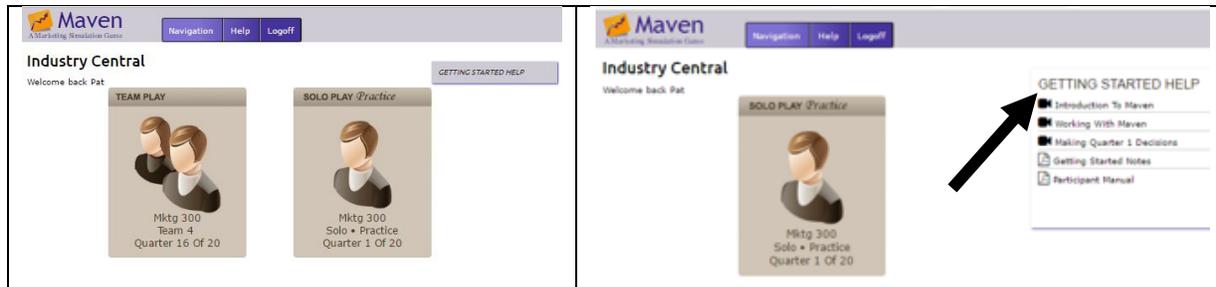


Enter the Passkey number and select Enter. One of the two screens similar to those shown in Exhibit 10 and explained in Step 11c will appear on your monitor.

- 13. You can now begin working with your *Maven* program by clicking on the icon for the game you wish to play, *Maven* Team or Solo (See left side of Exhibit 12, below). If you have not yet been assigned a

team, you will only see the Solo icon (See right side of Exhibit 12, below). From this time forward, you will only need to enter your username and password to reach the Industry Central screen.

Exhibit 12



You will use the Industry Central screen to switch between using the Team game and the Solo game. You can return to this screen at any time you are working with the *Maven* programs by using the Industry menu. We discuss this in Chapter 4 of the *Maven* Student Manual.

GETTING STARTED

If you click on the “Getting Started Help” button (see arrow Exhibit 12), the dropdown menu will provide you with resources that introduce *Mogul*. There are four video tutorials that will greatly facilitate your understanding of the game. These videos will provide you with an overview of the simulation and will walk you through the how to work with the game. We *strongly* encourage you to view these videos. Note: You can access these four videos as well as some additional videos from the Industry tab (Video Tutorial Center) that appears after you enter either the *Mogul* Team or *Mogul* Solo program. In addition to the videos, Getting Started Help provides a link to the Student Manual.

ACCOUNT MAINTENANCE

You will use this screen to make changes to your *Maven* account data. Do this by clicking on the Navigation menu option. Then select the Account Maintenance option. A screen like that shown in Exhibit 13 will appear on your monitor.

Exhibit 13

Account Maintenance

Update the account settings below:

First name

Middle name

Last name

Email

Desired Language

Password

Confirm Password

*Leave password and confirm password blank if no change is desired.

Change Email Address. This option allows you to change the email address from the one you initially entered when registering to use *Maven* to a new one. To do this, type in your new email address and select “save”.

Change Password. You may decide, for security reasons, to change your company's password. You can change your password as often as you wish, but be careful. It is usually advisable not to select as a password the name of a family member or a nickname that others are likely to guess. Also, frequent changes can lead to confusion. If you forget your password, you will not be able to access your files to make decisions for the upcoming quarter of operation. If this happens, see your instructor for help.

TROUBLESHOOTING

If you experience difficulty registering to use or opening the program,

- **Turn off any "pop-up" blockers and configure your browser to accept cookies.** If you need assistance with this, initiate a search for "How to enable cookies" on Google for your particular browser.
- **Make certain that you have started Micromatic directly from Chrome, Firefox, or Internet Explorer version 11.0 or higher.** Do not launch the program from inside another program environment such as Blackboard. While students have reported successfully using Safari as a browser with Macs and iPads, it is not supported at this time.

USING THE STUDENT MANUAL WHILE ONLINE

When you access the *Maven* Student Manual online, rather than a printed version, you have the option to navigate quickly around the manual using the "Find" feature in the Adobe Reader menu bar (See arrow in Exhibit 14). If the Find feature isn't displayed, press CTRL + F or select the View option in the menu bar, then the Tools option, and then click on "Find".

Exhibit 14

