

## Capstone 2.0 Courier

Every round, you and your competitors will have access to an industry newsletter called the Capstone 2.0 Courier. The Courier is an extensive year-end report of the sensor industry. It includes customer buying patterns, product positioning, public financial records and other information that will help you get ahead. In business, knowledge is power. If you want to evaluate your company's performance or analyze your competitors, the Courier is the place to start. Customer survey scores for each product can be found in the Courier's Segment Analysis pages. These scores determine sales distribution. In general, the higher the score, the better the sales.

The Courier Reports the previous year's results. The Courier available at the start of Round 1 displays results for Round 0, when all companies were equal just after the monopoly's breakup. The Courier available at the start of Round 2 will display the results for Round 1. As the simulation progresses and strategies are implemented, results among the competing companies will begin to vary.

## Proformas & Annual Reports

Proformas and Annual Reports are specific to your company. Proformas are projections for the upcoming year. Annual Reports are the results from the previous year.

The Proformas will help you envision the impacts of your pending decisions and sales forecasts, but are not meant to guarantee or replicate what will happen; they are merely estimates based on the decisions you have made. The Annual Reports will help you analyze last year's results.

Proformas are only available inside the simulation. They can be accessed through the top menu bar by clicking the Reports tab and then Proforma.

The Annual Reports can be accessed inside the simulation at the bottom of the Capstone 2.0 Courier report, or through the dashboard's left-hand navigation, by clicking Reports, and then Simulation Reports.