



DECISION SIMULATION PLATFORM

MATSI

Management Team Simulation

A real decision, made together, under a clock.

WHAT IT IS

A decision your team has to make together

A facilitated session where teams work through a series of business decisions about a real organisation — discussing, committing, and living with the consequences.



A real decision

Every option has a genuine trade-off. There is no safe answer to hide behind.



A real team

People decide together, out loud, and are trying to reach a commitment.



A real clock

Each round is timed, so the discussion has to get somewhere.

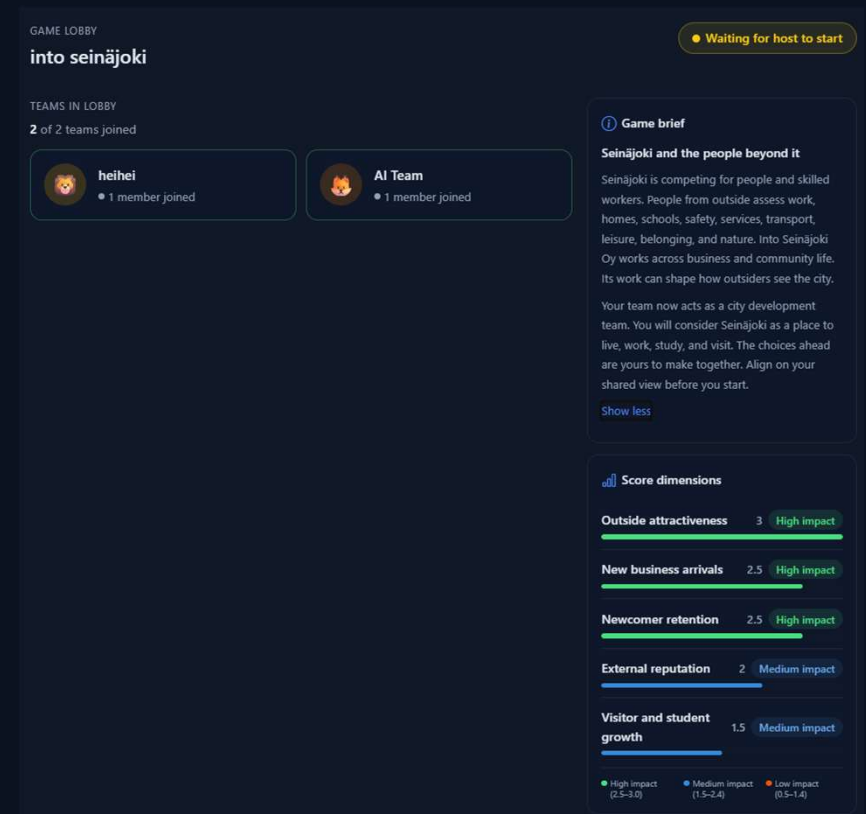
15–90 minutes

1–20 teams

Runs in a browser

No accounts

Nothing to install



Teams decide together constantly. They almost never practise it.



Nowhere safe to practise

Deciding together is learned on the job, in meetings where the stakes are real and nobody is watching how the team decided.



Real decisions cost real money

The decisions worth learning from are exactly the ones an organisation cannot afford to get wrong for the sake of practice.



Generic cases do not land

Material about somebody else's company gets treated, quite reasonably, as somebody else's problem.



MATSI gives your own people a realistic decision, a safe place to get it wrong, and a debrief that shows how they decided.

HOW A SESSION RUNS

Four stages, one session

1

Build

The facilitator names a company and a topic. The scenario is built from that.

Minutes, once

2

Join

Teams scan a QR code on the projector and are in. No accounts, no install.

Seconds

3

Decide

A series of timed rounds. Discuss, commit, live with it, move to the next.

5 minutes each

4

Debrief

Results, rankings and written feedback — the discussion the session was built for.

Where the value lands

THE FACILITATOR

Most of the work is already done for you



Before

Name a company and a topic.

The scenario, the options and the trade-offs are written for you — no case authoring, no scoring spreadsheet.



In the room

QR codes on the projector, teams in within seconds.

Who has joined, who is ready and how far each team has got — all on one screen.



Debrief

Rankings and results per dimension, ready to talk through.

Conversation hooks such as the fastest and the most unanimous team.

GAME NAME

Into Seinäjoki

SET GAME TIMER

20 min

SIMULATION TOPIC

How to make Seinäjoki more attractive for people o...

DECISION MODE

Voting mode

INCLUDE AI TEAM

Yes

NUMBER OF DECISIONS

4

MAX PLAYERS PER TEAM

—

Game readiness

1 of 2 teams ready

1 team has no players yet

You can still start, but empty teams will not participate.

▶ Start game

JOIN YOUR TEAM

 **Untitled**
Code: 5tba



MEMBERS (0)

 No members yet

 **AI Team**



MEMBERS (1)

 AI-BASS 

Show all codes

+ Add new team

What one decision round looks like

1

Read the dilemma

A situation, and a set of options that each cost something.

2

Discuss it

Out loud, face to face — there is no chat in the app, by design.

3

Commit

Everyone votes, or one person locks the team's choice.

4

Live with it

The choice is final, and the next decision is already waiting.



A vote cannot be taken back, so the argument has to happen before the commitment.

DECISION ROUND

Do we target priority audiences or stay broad?

Total Time - 19:53

0/4 decisions locked

DECISION TIME 04:53

Into's 2026 plan follows weak broad conversion. Seinäjoki has 66,611 residents; eight municipalities reach about 150,000 diverse people. One budget funds one proposition.

Select an option below to vote.

☐ 1. Present one regional proposition for everyone

We reach companies, students. A broad message may prove less relevant to each outside audience.

☐ 2. Keep the broad message for one year

We preserve current channels and give stakeholders a familiar proposition. Weak conversion may continue while focused regional rivals gain attention.

☐ 3. Target companies that may relocate

We track qualified enquiries from thousands of annual contacts. Students, visitors and families get fewer campaign reasons.

☐ 4. Target students, workers and families

We link jobs, education and daily life for outside households. Fewer resources reach company decision-makers and relocation leads.

WHAT PARTICIPANTS GAIN

Two things happen at once



They see the problem differently

Every option is a genuine trade-off, so nobody can retreat to the obvious answer.

People must take a position and defend it, surfacing reasoning that usually stays private.



They learn who they work with

Under a clock you find out who weighs risk how, who changes their mind, and who speaks up.

Colleagues of many years regularly discover something new about each other.



MATSI is also a research platform: participants rate how well they know their teammates before the session — and again after it.

THE ROLE OF AI

AI does the preparation, not the judging



It builds the scenario around your organisation

Your sector, your topic, your context — ready in minutes instead of weeks of case writing.



It can play against you

An optional AI team plays alongside the human teams, so even a single group has something to measure itself against.



It writes each team's debrief

Written feedback on every team's strengths and blind spots, which the facilitator would otherwise write.



The AI writes the words, not the result. Scoring and ranking are fixed rules — and the AI opponent never sees how points are awarded.

Research in Progress

• Researching...

75%



Researching the company

Into Seinäjoki is owned by the City of Seinäjoki and Seinäjoki University of Applied Sciences.



Studying the topic

Seinäjoki's relevant catchment is substantially larger than the municipality: the city reports approximately 67,000...



Designing the metrics

Outside attractiveness, Newcomer retention, New business arrivals, External reputation, Visitor and student growth



Seeding scenarios

● Stop Research

Want to cancel? You can stop the research anytime, but progress will be lost.

WHAT YOU TAKE AWAY

What the team and the organisation keep



The team leaves with

Where they placed, and why.

What each decision earned against what was available — including the stronger option they missed.

Written feedback on their strengths and their blind spots.

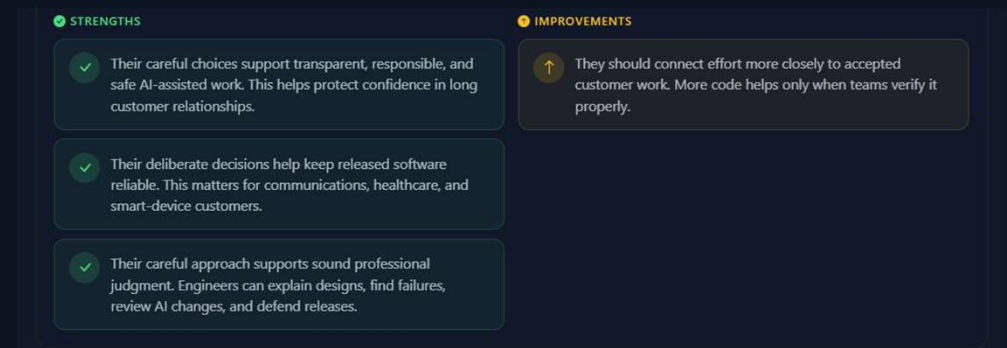


The organisation keeps

The same scenario, replayable with another group.

A side-by-side comparison of how different groups decided.

Exportable session data you own and keep.



WHO IT IS FOR

Any group that has to decide together



Municipalities and public sector

A cross-department team rehearses a service reform before it reaches residents.



Universities and education

Students practise strategic decisions in a discussion-led, assessable session.



Companies

A management team pressure-tests a growth decision in its own market.



Health and social services

Unit leads work through a resourcing trade-off with no risk to care.



Associations and networks

Boards and volunteer leaders align before the real decision arrives.

WHERE IT FITS

Leadership development · Onboarding
Strategy alignment · Change management
Cross-department collaboration · Teaching



Why MATSI

matsi.rd.tuni.fi



Built around your organisation

Your sector and your topic — not an off-the-shelf case.



Ready when you are

Minutes of setup instead of weeks of case writing.



Finnish and English, plain or professional

Each participant reads in the language and style that suits them.



Everyone leaves with something

Feedback for the team, exportable data for the organisation.