

Venture

Entrepreneurial Expedition

Entrepreneurial thinking is a critical skill for the careers of the future. By 2020, at least 40% of America's workforce will be entrepreneurs, freelancers or contractors¹, and 54% of Millennials either want to start a business or have already done so.² The workforce of tomorrow will be more flexible, independent, and entrepreneurial.

As students prepare for their careers in this new economy — as employees or business owners — they will need a very different set of skills than what has been taught in the past. Innovative thinking, creativity, problem solving, and other entrepreneurial traits will be essential for them to succeed.

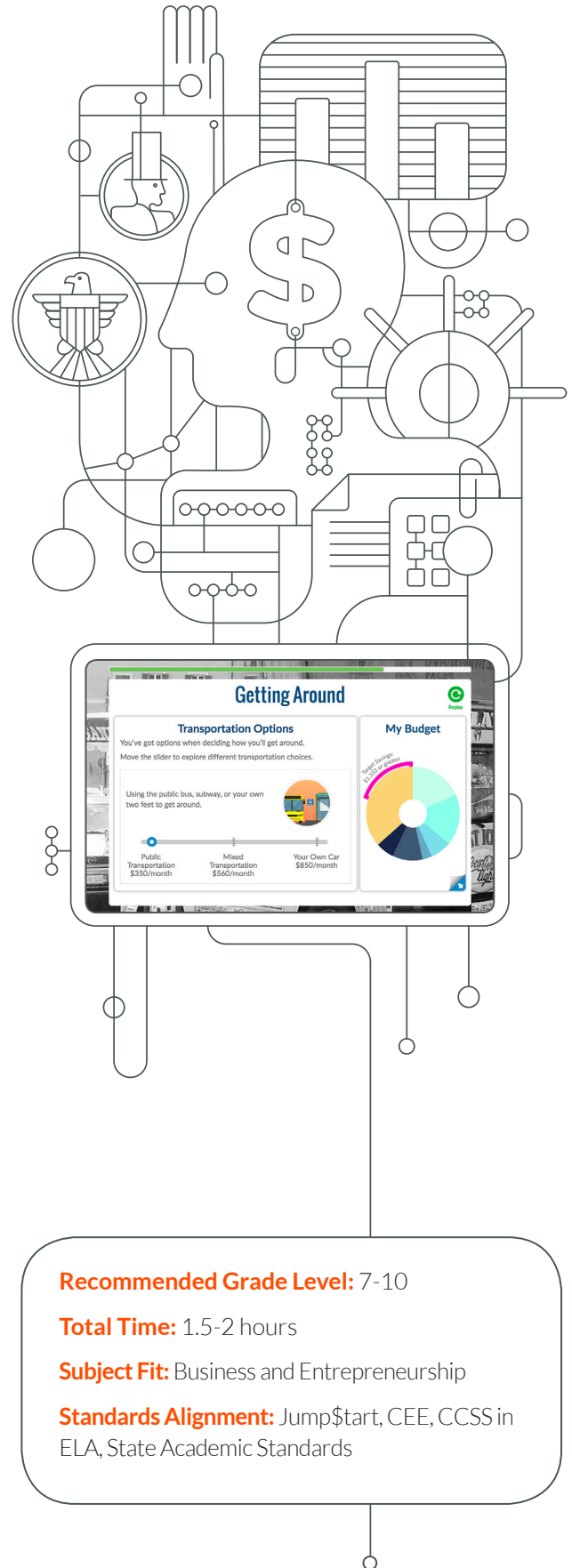
Venture - Entrepreneurial Expedition uses case studies, interactive business simulations, and personal development activities to teach students how to think entrepreneurially in business and in life.

Course Highlights

- Interactive, personalized simulation that leads students through the process of building and maintaining a business.
- Scaffolded hints and just-in-time instruction that provide targeted feedback to learners in need.
- Personalized student diagnostic highlighting entrepreneurial characteristics and skills.
- Dynamic “ePortfolio,” a visual representation of both students’ business plan and personal career goals.

Course Topics

- Saving startup capital and creating a balanced budget
- Thinking like an entrepreneur
- Building a team and managing a business
- Marketing and promoting a business
- Creating an effective business pitch



Course Flow



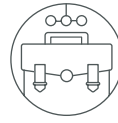
Lesson 1

Building a Budget & Saving Startup Capital



Lesson 2

The Entrepreneur in You



Lesson 3

Recognizing Business Opportunities & Starting Your Business



Lesson 4

Your Business Snapshot

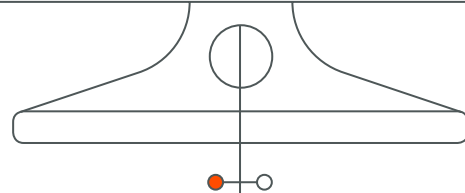
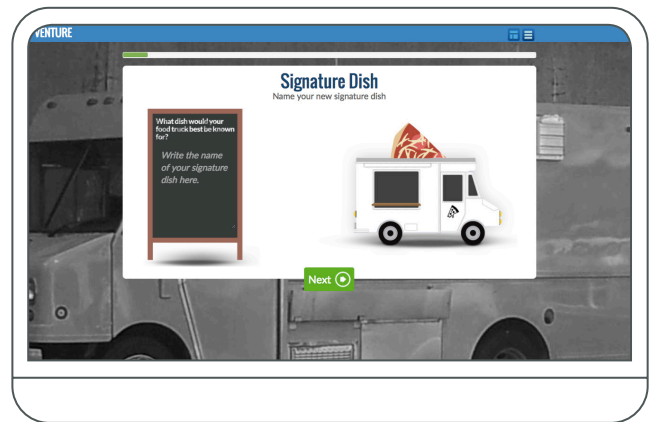
Learning Activity Highlights

Creating a Marketing Mix - In this activity, students learn about the importance of promotion and marketing in creating a successful business. Students explore the specific promotional tools and methods including advertising, visual merchandising, public relations, and sales promotion. Students then select a balanced marketing mix for their business and test it out with their simulated target customers.

Building a Balanced Budget - In this activity, students address the personal side of entrepreneurship, connecting the dots between running a business and being responsible with personal finances. Students learn about financial decision making, developing and maintaining a balanced budget, income, taxes, variable and fixed expenses, and how they can apply savings towards starting a new business.

Recognizing Business Opportunities - In this activity, students learn the importance of identifying competitors, determining a competitive advantage, and differentiating between business ideas and business opportunities. Students then define a target market and explain the importance of identifying a target market segment.

For more information about bringing this program to your school or district, visit everfi.com/k-12



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¹ Emergent Research and Intuit, 2011

² Kauffman Foundation, 2011