

Venture—Entrepreneurial Expedition

Venture—Entrepreneurial Expedition is an immersive and interactive experience focused on teaching fundamentals of business and entrepreneurship. Users learn important skills in finance, marketing, team-building and market research to help them think entrepreneurially about business and life. The module requires users to innovate and problem-solve, teaching tangible business skills that are critical for careers of the future.

The educational experience

The Venture course introduces important business concepts through case studies, interactive business simulations and personal development activities. Users will learn to make informed decisions as they develop their food truck business. Upon completion each student leaves with an ePortfolio of his/her personalized business plan and career goals.



LEVEL: MIDDLE & HIGH SCHOOL

LENGTH: 1.5 – 2 HOURS

TOPICS COVERED:

- Generating business ideas
- Introduction to Market Research
- Building an Entrepreneurial Team
- Growing a business
- Finances: The Cost of Doing Business
- Marketing: Promoting your Business
- Creating your Business Pitch

Basic financial concepts

As users develop their business, they will be presented with real situations that require them to problem-solve and make decisions about their product, pricing, hiring and marketing. They will even develop a business pitch for a potential investor.

Applying lessons to real life

Users must think critically and creatively to solve real world challenges. The module identifies each user's individual entrepreneurial characteristics as they develop a personalized plan for their business.

Select Course Modules

Building an Entrepreneurial Team – A company is only as good as its people. During this module, students must hire complementary employees to create a strong team. Students discover the importance of understanding potential employees' strengths and weaknesses when hiring.

Marketing: Promoting your Business – As the adage goes, good marketing is worth a thousand great products. In this module, students learn the role promotion plays in the success of a business, from selecting different marketing methods to reaching their target market.

Building your Business Pitch – There's an art to writing a concise, effective business pitch. In this module, students learn the importance of a well-crafted message, and gain practice revising and delivering their final pitch.



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