

# Venture—Entrepreneurial Expedition

## Venture—Entrepreneurial Expedition

**Grade level:** 7 – 10

**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

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 tangible business skills developed through the module require users to think innovatively and problem solve which are critical skills for the 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 simulated business. Upon completion each student leaves with an ePortfolio of his/her personalized business plan and career goals.\*

## Basic business skills

As users develop a business pitch for their business, they will face real business situations and have to problem solve and make decisions about their product, pricing, hiring, marketing, and even their business pitch for a potential investor.

## Developing an entrepreneurial mindset

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.

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# 40%

of americans are expected to be business owners, freelancers, or contractors by 2020.

– *Intuit 2020 report, 2010*

# 13%

the global youth unemployment rate is the highest it's ever been.

– *Global employment trends for youth 2015*

# 54%

of millennials say they either want to start a business or have already done so.

– *Kauffman foundation study, 2011*

## Venture topics overview

### Generating business ideas

What is the difference between a business idea and a business opportunity? Students will find out in this module as they embark on a simulated food truck business and make decisions on product, location and target market.

### Introduction to market research

It's all about your audience. In this module students will select a target market segment for their business and conduct primary and secondary research.

### 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.

### Growing a business

Success begins with a solid foundation. To get through this module, students will have to choose an organizational structure for their business as well as the structure they might evolve into with growth.

### Finances—The cost of doing business

Everything comes at a price. In this module students must place specific examples of expenses into the appropriate category. Students will decide on a price for their food and help develop an income statement for their simulated business.

### 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.

### Creating 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.



\*The ePortfolio should only be used as a guideline and not viewed as a final plan. An individual should consult with a business advisor to finalize any business plans.

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