

CASE study

GoVenture Teaches Entrepreneurship to Florida Youth—the Fun Way



"It's a fun game, and a good way for students to get turned on. It's a really good way for me to see the way they make decisions. And it also boosts their self-esteem, especially when they're successful. It's a wonderful fit with the rest of the course content. It ties the whole year together."

Donna Martin

Entrepreneurship Instructor
Buchholz High School
Gainesville, Florida

The End User

Donna Martin is an Instructor in Entrepreneurship at the Academy of Entrepreneurship at Buchholz High School in Gainesville, Florida.

Dianne Lauramoore is Director of the Academy. This three-year course for students in Grades 10, 11, and 12, is offered as part of a tech prep program in cooperation with Santa Fe Community College and the Alachua County School Board. In 1995, the US Department of Education selected the Alachua County Tech Prep Consortium as a model tech prep site. The Entrepreneurship Academy is one of seven model programs that helped make the Consortium a winner.

Using GoVenture in the Classroom

Donna Martin's current students have been "playing" *GoVenture* in a computer lab two days a week for six weeks to complement their main project, which is to start a business and sell a product. (Students sell donuts and fresh strawberries (in season), as well as tee shirts and novelty beads, in the school store.)

"*GoVenture* gives them a way of looking at a business they've never encountered before," she says. "It makes it more realistic. They get upset when people don't show up for work. Or, all of a sudden, you'll hear a huge groan: 'My freezer quit! How am I going to buy a new freezer?' It's real to them. They get hooked on it."

● The end users are students at the Academy of Entrepreneurship at Buchholz High School in Gainesville, Florida.

● GoVenture complements the students' main project: to start a business and sell a product.

● The simulation makes business problems realistic.

Students Learn the Nuts and Bolts of Business

Nick Matveev, 17, is a senior who has completed the three-year course and is now in independent study. "It was actually kind of fun," he reports, "because I got to watch the business grow, and I got to do inventory—buying stuff over and over again."

"One thing I learned in *GoVenture* is that if you have a business that sells more expensive products, and you have the right volume of sales, you'll make more money. That's why I did better in the clothing store than with the fast-food restaurant. There was a higher markup, and I had enough volume."

He also liked managing his own time and being the boss: "You get to run your own life. You don't have to worry about someone telling you what time to come in; you get to tell other people."

Brandon Good, 15, reports that his sporting goods store is doing a booming business. "I'm making a decent profit, I'm getting enough sleep, and I have enough employees," he observes. "I've been increasing profits since I started buying from the higher quality suppliers."

GoVenture has shown him that there is a lot more to being in business than he ever imagined. "If I twist an ankle, and can't come to work for two days, that would set me back," he offers.

So, after all that, does he still want to be in business for himself? "Yeah. I want to be in charge of a major corporation. But *GoVenture* made me realize it's going to take a lot more work than I expected."

Learning Outcomes

Asked to comment on *GoVenture's* learning outcomes, Dianne noted that the students learn they have to put all of the pieces in place, and that timing is of the essence. "You don't just start a business. They might want their phone working but they'll get frustrated if they haven't gone through the channels and processed all the forms."

"They also learn that the customer is king, and that as the owner they have to keep high morale with employees or they'll quit. And for some, it's the first time to really do anything with financials."

Dianne reports that just yesterday, two students came up to her to ask if they could purchase the game themselves "because they want to play it at home," she said. "They're addicted!"

Because of its educational value and accessibility to students, Dianne gives *GoVenture* the two thumbs up. "I've been using CD programs a long time," she says, "and I can't say enough good things about the simulation. This is the most impressive product I've seen."

by Andrew Safer, Freelance Writer



GoVenture - Live the Life of an Entrepreneur has won numerous awards in the United States and Canada and was recently given a 5-star rating by PC Magazine. *GoVenture* is available on CD-ROM and can be run on both PC and Macintosh computers. The program is supported by a comprehensive set of Instructor/Student print materials and a companion website. Contact us today for more information about *GoVenture* and our highly affordable pricing options.

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- Students learn by watching their business grow.

- Students learn about pricing, volume and profitability.

- Self-employed people run their own lives.

- It's important to strike a balance between work, personal life, and sleep.

- Being in business for oneself is a lot harder than it looks.

- It's not a simple matter. There are a lot of pieces that need to fall into place.

- The customer is king, employee morale is crucial, and financials begin to make sense.