



# **BUSINESS ADVISOR GUIDE**

*FACILITATING BUSINESS  
SUCCESS WITH GOVENTURE*

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# GOVENTURE® – LIVE THE LIFE OF AN ENTREPRENEUR

## BUSINESS ADVISOR GUIDE

*FACILITATING BUSINESS  
SUCCESS WITH GOVENTURE*

### WELCOME

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This Business Advisor Guide is provided to help you use MediaSpark's *GoVenture – Live the Life of an Entrepreneur* simulation in business consulting, training, and advisory services. If you are not already familiar with the award-winning *GoVenture* business simulation, we invite you to visit the *GoVenture.NETwork* at [www.goventure.net](http://www.goventure.net) or to contact us at 1-800-331-2282.

An electronic version of this document is also available on the *GoVenture.NETwork*.

### ABOUT *GOVENTURE*

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#### **GOVENTURE HELPS YOUR CLIENTS GAIN YEARS OF BUSINESS EXPERIENCE IN MINUTES...**

*GoVenture – Live the Life of an Entrepreneur* is a highly visual and realistic business simulation that recreates the day-to-day experiences involved in starting and running a small business.

Like a flight simulator for small business, *GoVenture* will engage your clients in realistic situations and problems. It will let them take their own test flights, at their own speed. Within the world of *GoVenture*, the decisions and the consequences are highly realistic. So virtual entrepreneurs rapidly gain the authentic wisdom that normally only comes from on-the-job experience.

## **GOVENTURE ENHANCES BUSINESS AND ECONOMIC DEVELOPMENT PROGRAMS...**

*GoVenture* can be effectively used in a variety of business development programs, including:

- Entrepreneurship and Small Business awareness and promotion
- Entrepreneurship and Small Business training and support
- Career Transition initiatives
- Personal Skills development
- Youth and Adult Employment strategies
- Urban and Rural development

## **GOVENTURE PROVIDES TANGIBLE BENEFITS...**

### **Strengthens and Extends the Reach of Business and Economic Development Programs**

- *GoVenture* compresses the time required to gain business experience from years and months to hours and minutes!
- *GoVenture* offers a fun and engaging experience that appeals to both youth and adults.
- *GoVenture* works well within both facilitated and self-directed learning environments.
- *GoVenture* can be used as the core element within a training program, or as a valued supplement.

### **Improves Business Success**

- *GoVenture's* risk-free environment helps your clients avoid common start-up mistakes by immediately immersing them in the decisions and challenges that entrepreneurs must face when starting and running a business.

### **Enhances Personal Success**

- The *GoVenture* experience goes beyond traditional business training, by fostering the development of critical business and life skills such as creative thinking, problem solving, decision-making, leading, organizing, planning, time management, team building, and balancing the competing demands of work and life.

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## GOVENTURE RESOURCES

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Your *GoVenture* license may include some or all of the following resources:

### **CD-ROM Simulation Software**

A highly visual, realistic, and interactive business simulation software program that emulates the startup and operations of a business. The CD-ROM includes over 6,000 graphics, animation, sound, video, and detailed information about entrepreneurship that will challenge your clients to balance the demands of starting and growing a business with their personal lives.

### **Help and Walkthrough Document**

A 10-page document that provides a visual tour of the *GoVenture* simulation, and can serve as a handy introductory resource for you and your clients. The document is accessible on the *GoVenture* CD-ROM, and can be viewed and printed.

(Note that the contents of the *Help and Walkthrough* document are similar to the first chapter of the *Experiencing Entrepreneurship* Book.)

### **Experiencing Entrepreneurship Book**

A 120-page resource book that outlines the basics every aspiring entrepreneur needs to know in an easy-to-read, summary format. The book addresses key business issues and describes the underlying logic behind the *GoVenture* simulation program.

### **Learning Guides and Activities Workbooks – Instructor and Student Editions**

Lessons and activities designed to bring entrepreneurship education alive. Every key decision an entrepreneur needs to make in starting and running a business is addressed with a corresponding activity from the Learning Guide. These Learning Guide activities will help your clients better understand the decisions that need to be made within the *GoVenture* CD-ROM simulation.

### **GoVenture.NETwork – [www.goventure.net](http://www.goventure.net)**

A free website containing a wealth of business tools, activities, games, and collaboration opportunities for you and your clients. The *GoVenture.NETwork* also includes a locked *Instructors and Facilitators* area where you can access additional teaching and learning resources that support the *GoVenture* CD-ROM simulation. Some of the resources available include test banks, certificates, evaluation tools and additional Quickstart scenarios. (Note: Access to the locked areas requires an active *Value Option* subscription).

In addition to the above resources, every *GoVenture* CD-ROM simulation is directly linked to the *GoVenture.NETwork* through the globe button, visible on every simulation screen. Clicking the globe button will take your clients directly to helpful information specific to whatever issue or decision they are currently dealing with in the simulation. For example, if you are viewing the Employees section of the simulation, clicking the globe button will display information on how to hire and manage employees, as well as helpful hints on how the *GoVenture* simulation works behind the scenes.

### **Value Option Subscription**

Provides you with:

- Free software upgrades for the same version (e.g. 1.5 to 1.8 but not 1.5 to 2.0).
- Discounted price when upgrading to a new version (e.g. to 2.0).
- Permission for teachers, facilitators and clients to use the CD at home (up to the maximum number of users permitted by your License).
- Free Customer Support - telephone, email, and via *GoVenture.NETwork*.
- Access to the locked Instructor & Facilitator areas of *GoVenture.NETwork*.
- Permission to duplicate print and online materials for licensed users, within the *GoVenture* Duplication Guidelines.

(Note: To activate your Value Option Subscription, please refer to the documentation included with your purchase).

In addition to the resources just described, you will also find the following features within the *GoVenture* simulation very helpful:

### **Slide Show Presentation**

A narrated 8-minute slide show that provides an overview of the entire simulation. (Sound required). This slide show is accessible by clicking the *About GoVenture* button when you first start the simulation.

### **Walkthrough Window**

A small window that takes you step-by-step through the main areas of the simulation. The Walkthrough Window will automatically pop-up when you choose to start a *New* simulation.

## GETTING STARTED

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The following approach is recommended to help you and your clients get started with *GoVenture*:

1. Browse through all of the resources that are provided with *GoVenture* to get a better understanding of how everything fits together.
2. Review the *Help & Walkthrough* document, or the first chapter of the *Experiencing Entrepreneurship* book to become familiar with the simulation.
3. Insert the CD-ROM into your computer, select *Play GoVenture* and then choose the *About GoVenture* option to watch the Slide Show presentation.
4. Once the Slide Show is finished, choose *Setup GoVenture*.
5. If you have at least 30 minutes to closely review *GoVenture*, then choose the *New* option, otherwise choose *Quickstart*.

With a **New** simulation, you are required to make all Personal and Business Profile startup decisions before being allowed to begin running your business. When you start a New simulation, the Walkthrough window will pop-up – you may choose to follow the directions in this window, or close it altogether.

A **Quickstart** enables you to immediately dive into a preset business, without having to complete the Personal and Business Profile sections. With a Quickstart, you can review all Business and Personal Profile selections, but cannot change them (Except for the Personal Discovery, Wish List, and Hours sections.)

*Notice that every decision portal in the Personal and Business Profiles corresponds to an activity in the Learning Guide, as well as a section in the Experiencing Entrepreneurship book.*

6. Explore the various areas of your business to become familiar with the different screens within the program and the types of decisions that need to be made. If you run your business long enough, you will experience a variety of events that will challenge you along the way. Also be sure to view the *Help* information that is available to guide you through the program. Click on the yellow button with the question mark to access this feature.

Once you are familiar with the simulation, try starting and running a business of your own to get a better sense of how *GoVenture* works.

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## **GOVENTURE AND BUSINESS TRAINING**

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### **POSSIBLE APPROACHES**

*GoVenture* is a comprehensive program designed to complement and enhance your existing services, resource library, course, program, or curriculum. It has been specifically created to provide you with a broad and flexible range of options.

#### **Resource Library**

*GoVenture* can be included as part of a business resource library for clients to use or sign out on an as-needed basis.

#### **Giveaways**

*GoVenture* can be given away for free (or a nominal fee) to clients, potential clients, and to those interested in business learning. Clients would need to have access to a personal computer.

#### **GoVenture as a Complement to a Course or Curriculum**

*GoVenture* can be integrated into existing business courses or curricula.

*GoVenture* is essentially an entrepreneurship laboratory where your clients can go to experience and experiment with the knowledge they are gaining. Playing *GoVenture* helps them to make the important connection between business theory and practice.

#### **GoVenture Course**

A new course can be delivered with *GoVenture* as the key element. All materials needed to develop such a course are readily available.

### **HOURS REQUIRED**

Within the *GoVenture* simulation, time works under a constantly running virtual clock. In general, it takes 1 to 3 hours for clients to become familiar and comfortable with *GoVenture*'s various screens and the daily decisions that need to be made. Within this period, they will likely have experienced many of the challenges and issues they will need to understand in order to reach success.

As a general rule-of-thumb, you can count on every hour your clients spend working with *GoVenture* equaling about a month of operating time for their *GoVenture* businesses. Playing under the default setting, one year of *GoVenture* business time will take about 10 hours of playing time. The basic speeds at which the clock can be set are listed in the following table.



<b>TIME SETTING</b>	<b>EQUIVALENT <i>GOVENTURE</i> TIME FOR 1 SECOND REAL TIME</b>
Very Slow	1 second
Slow (default setting)	30 seconds
Normal	1 minute
Fast	5 minutes
Very Fast	10 minutes
Super Fast	20 minutes

On average, 10 to 15 hours with the CD-ROM Simulation will provide your clients with a full GoVenture experience.

## **MATCHING BUSINESS SCENARIOS TO THE CURRENT TOPIC OF DISCUSSION**

*GoVenture* can be used to provide targeted learning, by directly corresponding to the current topic at hand. For example, in one scenario you may wish to instruct clients to focus exclusively on profitability, while in another you may want them to focus on successfully balancing work and home life.

## **SAVING AND RESUMING SIMULATIONS**

*GoVenture* simulations can be saved and resumed at any time. This allows clients to continue to build and work with an existing business over an extended period of time.

## **CREATING YOUR OWN QUICKSTART SCENARIOS**

You can create businesses with specific startup settings and turn them over to your clients to operate. All you need to do is start a new simulation, make the desired decisions, and then save the simulation. Clients can start running the customized simulation you have saved by using the “*Resume*” feature.

## **FACILITATED AND SELF-DIRECTED LEARNING**

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*GoVenture* is designed to be used in facilitated and self-directed learning environments. Clients can dive in on their own, exploring and discovering their *GoVenture* businesses with limited supervision, or can be directed step-by-step through the various aspects of starting and running a business.

Clients only need the *GoVenture* CD-ROM simulation to begin exploring and learning. However, the additional resources provided can add value to their specific areas of interest and their overall business learning experience.

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## INDIVIDUAL AND GROUP LEARNING

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*GoVenture* can be used for individual or group learning. Clients can run their own businesses and make all of the necessary decisions. They do not compete directly against other users, but with other virtual competitors programmed within their simulations – and of course they compete with themselves in order to successfully grow their businesses.

For group learning, clients can work together to make decisions and/or they can be assigned specific business areas to champion – such as Operations, Finance, Human Resources, and Marketing. Groups of up to 5 clients per business/computer can work effectively.

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## EVALUATING SUCCESS

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*GoVenture* provides various business and life balance measurements, such as revenue, profit, net worth, market share, customer satisfaction, employee morale, sleep/family/work hours, personal stress, and more. This allows you and your clients to focus upon and to evaluate a diverse number of success points.

Please refer to the *Experiencing Entrepreneurship* Book, Chapter-6, “Evaluating *GoVenture*” for a thorough overview of how to best evaluate client performance.

In addition, be sure to visit the *GoVenture.NETwork* Instructors and Facilitators area to access the *Success Evaluator* program – a helpful tool that lets you load client-saved simulations and score them based upon a number of weighted factors, which you control.

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## WE WANT TO HEAR FROM YOU!

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At MediaSpark, we are committed to providing our customers with the best support in the business! We make every effort to design easy to use, robust programs that run on various computer platforms and require little or no installation. However, if technological difficulties still arise, we are here to help. Toll free telephone, email, and fax assistance is readily available. We will call you back quickly and promptly, and stay with you until all of your issues are resolved. Our primary goal is to provide you and your clients with a successful *GoVenture* experience every time.

We invite you to stop by the *GoVenture.NETwork* often, to learn about new features we have added to *GoVenture* and new simulations we are developing.

### **MediaSpark IT Solutions Inc**

toll free: 1-800-331-2282

tel: 902-562-0042

fax: 902-562-1252

email: [help@goventure.net](mailto:help@goventure.net)

website: [www.goventure.net](http://www.goventure.net)