



Welcome to GoVenture

The Most Realistic Entrepreneurship Simulation Ever!

GoVenture – Live the Life of an Entrepreneur is an interactive business simulation program. Realistic graphics, video, and interactivity make it an effective and enjoyable way to learn about starting and operating a small business. In addition, GoVenture emphasizes the important link between an entrepreneur's business and personal lives by offering the closest to real life experience possible, in a way that conventional learning methods simply cannot approximate.

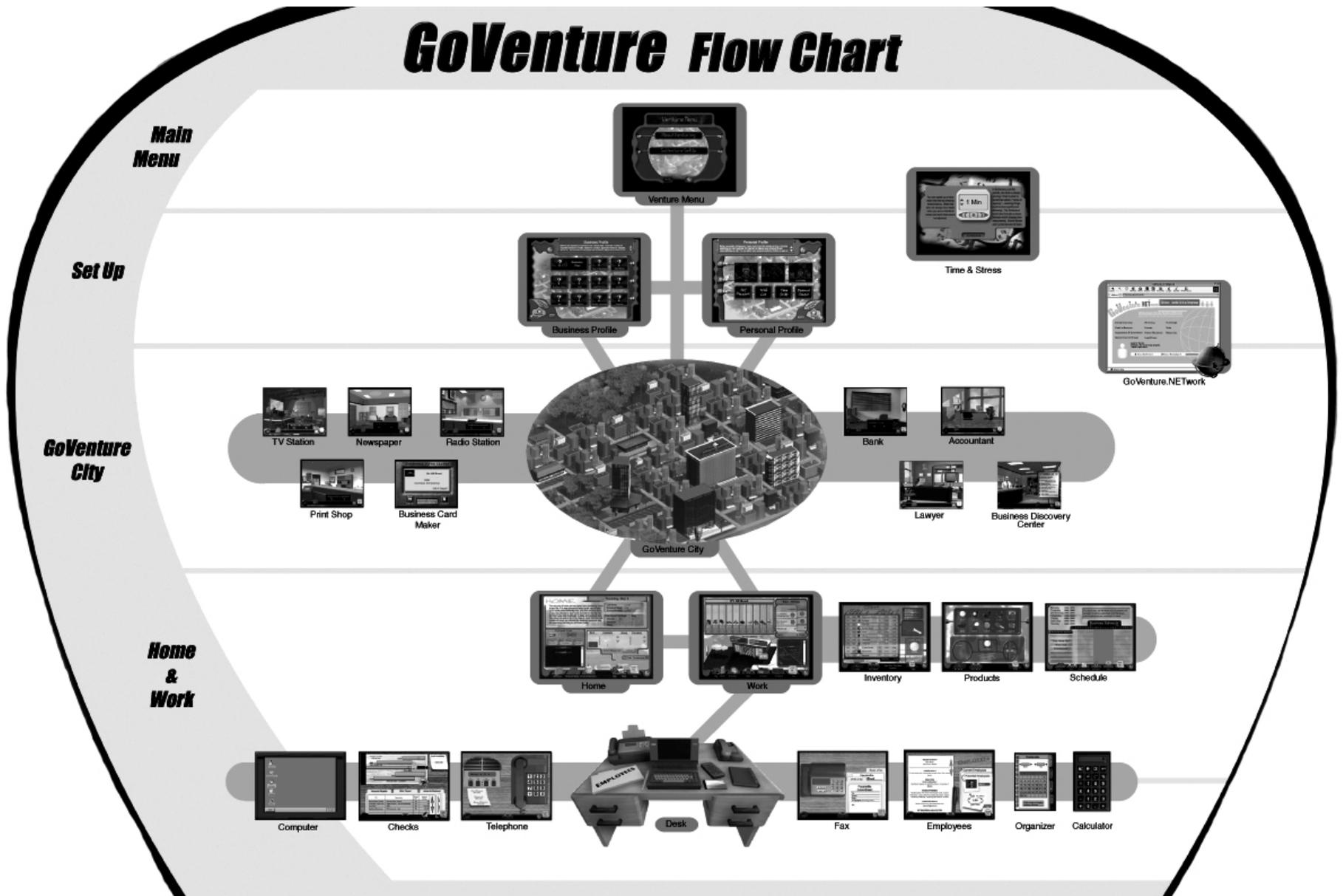
With GoVenture, you don't just learn about entrepreneurship, you live it!

This document provides you with a walkthrough and introduction to all the major areas of the GoVenture simulation, screen by screen, as well as an overview flow chart of the entire program and a reference of all the GoVenture help sources available.

For even more business tools and resources, please visit the GoVenture.NETwork on the Internet at:

www.goventure.net

GoVenture Flow Chart



Getting Help

GoVenture – Live the Life of an Entrepreneur has been designed to be very easy to use, so there are no complicated manuals to read. The GoVenture software includes directions and hints throughout the program, including several options for more detailed help at the click of a button.



About Venturing

Watch the GoVenture presentation to familiarize yourself with entrepreneurship and GoVenture.



Help

Get detailed explanations of each screen. A second click brings you to the overall GoVenture flow chart help system.



GoVenture Advisor

The advisor will automatically appear throughout GoVenture. Click the GoVenture character when you need a few words of advice.



Walkthrough Window

This window automatically opens when you start a new simulation. You can move it to any convenient position on your screen. The Walkthrough Window steps you through GoVenture as you run your simulation.



GoVenture Discovery Center

Visit the Discover Center in GoVenture City for a video overview on venturing and a variety of other business topics.



GoVenture.NETwork

GoVenture.NETwork is your Entrepreneurship Portal on the Internet as well as an extension of the GoVenture simulation. Whenever you are connected to the Internet, you can get additional business information that may be helpful in running your GoVenture business by clicking the NETwork icon, found on every screen in the GoVenture simulation. Or, you can reach GoVenture.NETwork using an Internet browser and going to the website at <http://www.goventure.net>. Here you will also find real life business resources and links.



GoVenture Publications

GoVenture Experiencing Entrepreneurship is a handy 120 page resource book that covers the basics every entrepreneur needs to know in a condensed, easy-to-read format. The Learning Bundle provides this book plus printed learning guides and activities and links to special areas of GoVenture.NETwork for online teaching resources. Visit the website or contact MediaSpark for availability of GoVenture publications.

GoVenture Menu

Start GoVenture, enter your name, and you will go to the main menu.



Figure 1: Learn about entrepreneurship, or proceed to GoVenture SetUp to start or resume a simulation.



Figure 2: GoVenture Setup — You can start a new simulation, save a simulation in progress, resume an existing saved simulation, or use the Quick Start option to dive instantly into the GoVenture simulation with one of the preset scenarios. This screen also lets you adjust the controls for volume, music, and sound effects.

Personal and Business Profiles

To begin a new simulation in GoVenture, you must first set up your personal and business profiles. Every decision you make will affect your business or personal life in some way. So, make sure you take the time to evaluate each decision carefully.



Figure 3: Being a successful entrepreneur means much more than simply earning a living by operating your own business. It is important to balance your personal life and responsibilities as well. You can define your personal profile by clicking on each of the boxes displayed.



Figure 4: Starting and operating a business is not a simple task. There are a variety of important decisions to make, research to conduct, application forms to complete, and so on. It is important to remember that everything affects the success of your business in some way or another. Once you have set up your Business and Personal profiles, then you are ready to GoVenture!

GoVenture City

The hub of all activity is the business community in which you operate your company. In GoVenture, this center is called GoVenture City.



Figure 5: In GoVenture City, roll your mouse over the city scene and click to visit the Discovery Center to learn more about entrepreneurship; go to the Newspaper, TV Station, Radio Station, or Print Shop to purchase advertising; go to the Bank for a loan; visit your Accountant and Lawyer for advice; or print your own business cards at the Print Shop. Or click on the icons at the bottom to access all areas of GoVenture including your Home, Work, Profiles, and the Venture Menu.

Time and Stress

The GoVenture digital clock is displayed on every screen once you start, or resume a simulation.

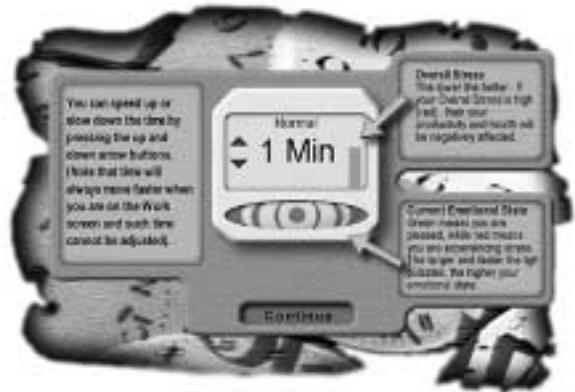


Figure 6: Pause or change the speed of GoVenture time to fit to your desired pace. Check your current stress level: green is calm; red is stressed – the faster the pulsing the greater calm or stress of your current emotional state.

Your overall stress is also given in the vertical bar to the right of the time speed.

Home

You should start and end each workday at home.

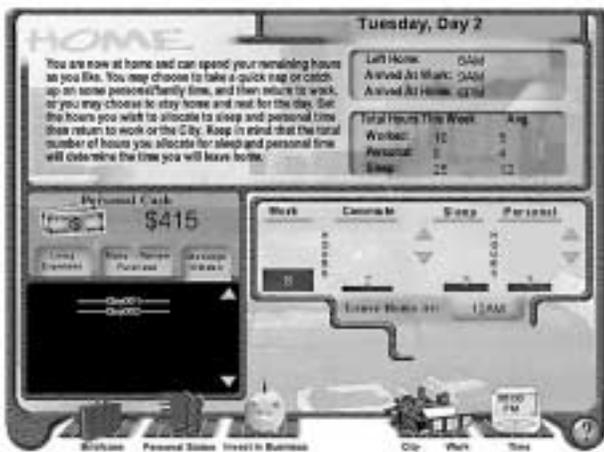


Figure 7: You can set the number of hours to spend on personal time and the hours you will sleep. The hours you set will determine when you can return to work, and will impact your health, productivity and the overall success of your business. Use your personal cash, after living expenses have been automatically deducted, to invest in your business or purchase personal items. Check your personal status or open your briefcase to do some work at home.

Work

This is your main business screen.

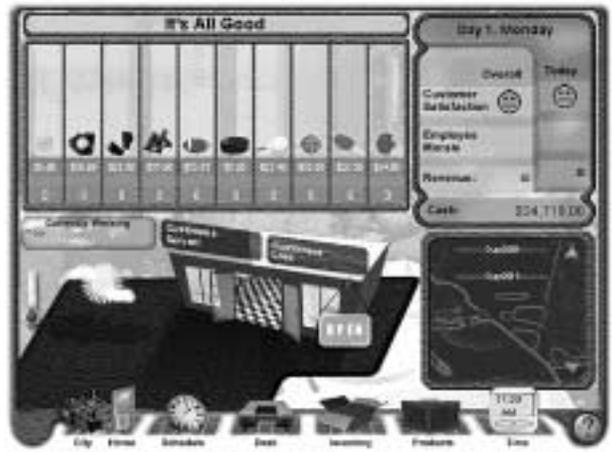


Figure 8: At your work, you can monitor your sales for the day. Watch the footprints of customers entering your business. Watch sales flash for each product (green means you have enough inventory in stock). See current price and sales by product for the day. Check customer and employee satisfaction (click to display a history chart). You can also access your desk, inventory, products, and work schedules. As well, you can receive important messages and check the day's weather.

Products

This screen shows all the products your business sells and their selling prices. You set the selling price of your products. Be careful not to set the prices too high, or no one will buy them.



Figure 9: You can change the prices at any time, so you may want to experiment. The price of your product should usually be higher than the cost of what you paid for the inventory items needed to make the product. Otherwise, you lose money on every sale!

Inventory

To sell a product, you must have all the inventory items in stock needed to make that product.



Figure 10: Check the inventory of items that you have in stock. Put together your orders for more inventory. You have three suppliers and each offers different quality levels and different prices. You decide what you want to purchase and from whom. Then call in your orders using the telephone on your desk.

Schedule

Your work schedule includes your business hours of operation and your staffing.

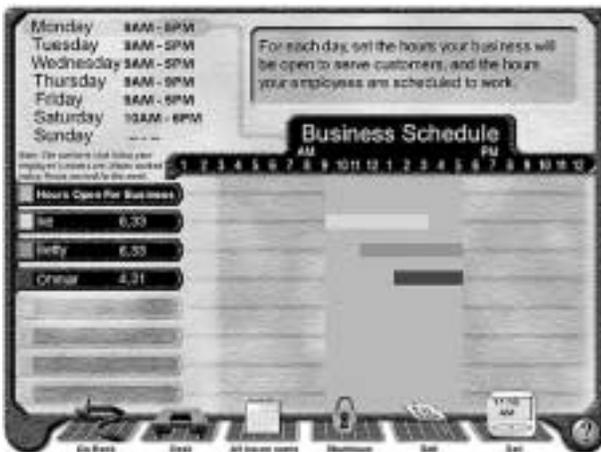


Figure 11: Set up the days and hours your business will be open. You must also assign work hours for your employees, once you hire them. There must be at least one employee at the business for your business to be open – this could be you or someone you hire.

Desk

Your Desk is found in your Work screen.

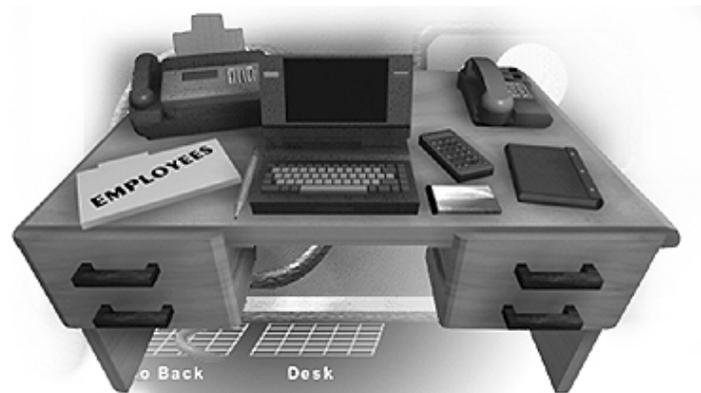


Figure 12: Your Desk contains several useful items and is accessible from anywhere while you are at your business. It has your employee files, notebook computer, checkbook, calculator, personal organizer, telephone, and fax machine. When you are away from your business, you can access most of these same tools from your Briefcase.

Checks and Accounting

Your Checkbook is found on your Desk, and it is linked to your Accounting records.

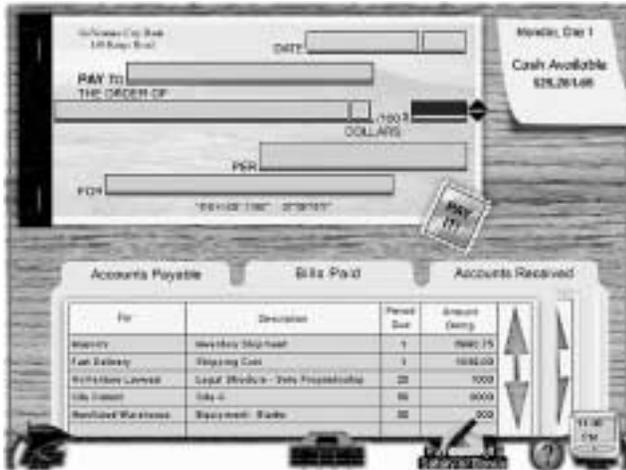


Figure 13: Each time you make a purchase (buying inventory or equipment) or owe money (employee wages or loan payments) a “payable” is automatically created. Click on Accounts Payable and select which bill you wish to pay. Fill in the check in your checkbook, and press the Pay It! button. You can check Bills Paid to see what you have already paid, and the Accounts Received to view all the money received into the business. You can also write yourself a salary or bonus check.

Computer



Figure 14: Your computer can be found on your Desk at the business, or in your Briefcase when you are away from the office. Write a new business plan. Study your charts on the results of your operations. Check your financial statements. Use your word processor or visit the GoVenture NETWORK. Your Computer can be a useful tool to help you manage your business.

Employees

Your Employee Files are found on your Desk. Here you can view your current employees and the resumes of those who are available for hire. When you first begin your business, you do not have any employees. So you must be at your business every hour it is open.

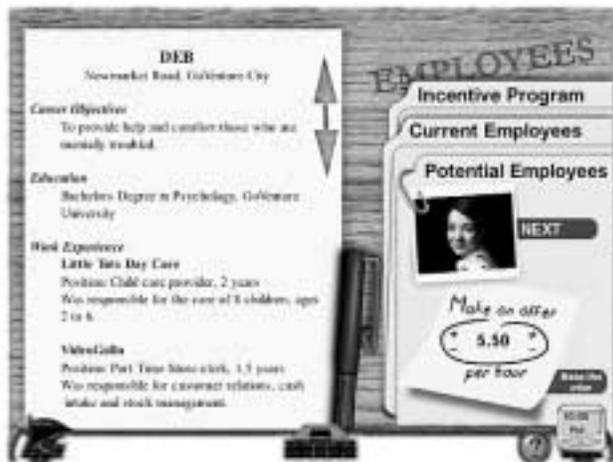


Figure 15: Check current employees and give them a raise. Review potential new hires to expand your staff, or set up an employee incentive program to improve morale.

To hire employees, scroll through the resumes in your file, and choose the best people. Check references at the bottom of each resume by using the telephone on your desk.

If you make salary offers which are equal to or better than their expectations, they will accept. Once you hire an employee, remember to set his or her work hours using the Schedule screen.

The more employees working, the more customers you can serve, and the more time you will have to work on the business rather than in the business. The maximum number of customers you can serve during a given hour depends on the capacity of your location, the capacity of your equipment, and the number of employees working at that time.

Other Business Tools

Running your business will require use of the telephone, voicemail, and fax machine. A calculator and daily organizer are available to assist you in your work. You also have a briefcase which you can use to access most of your business tools when you're not at your business.



Figure 16: Use the phone to call in your inventory orders, or check references on a potential employee. You could get some messages on your answering machine, too.



Figure 17: Send or receive a fax. The fax machine is on your desk.



Figure 18: When you are away from your business, you will have access to your Briefcase which includes most of your work tools.

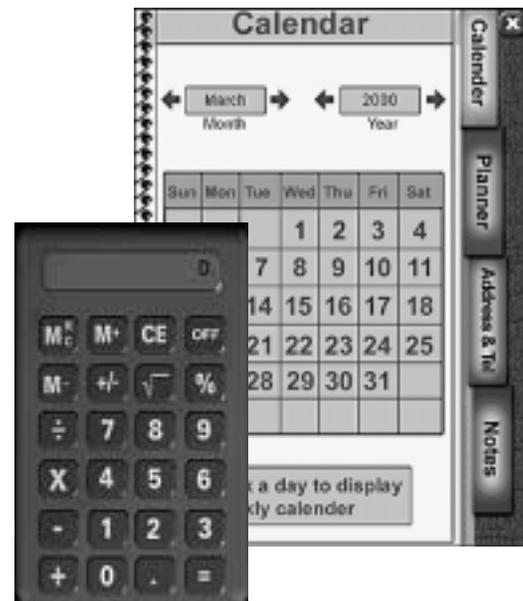


Figure 19: Need to schedule your time? Make notes about that important meeting, or your spouse's birthday? Use the personal organizer. Or click the calculator to help you run some quick calculations.

Operating Your GoVenture Business

Now that you have an overview of what GoVenture is all about, the next step is to run your business day-to-day: order inventory, pay bills, adjust the prices of your products, and so on. You can visit GoVenture City to purchase advertising and to learn more about venturing. Be sure to keep an eye on the time, because the GoVenture clock is always running! At the end of each workday, you should go home and decide how much time to allocate for sleeping and personal activities. Try to balance your work, personal, and sleep time well, otherwise your stress level will go up.

Selling to Customers

The people who come to your business to buy your products are called Customers. The type and number of products your customers will purchase depends on a number of factors, including:

Time of day

For example, at a restaurant, breakfast meals are most likely to be purchased in the morning hours.

Weather

For example, usually people like cold food on hot days, and hot food on cold days.

Product Price and Quality

Price is very important to most people, but some are willing to pay a higher price for a better quality product.

Attracting Customers

The more customers you attract, the more products you will sell. The number of customers your business attracts depends on a number of factors, such as:

Location

For example, if your business is located downtown, then most of your customers will arrive during normal business hours. If you are located in the entertainment district, most traffic will normally be in the evening.

Weather

Most people like being out on nice days, but not on stormy ones.

Time-of-Day and Day-of-the-Week

Most people work and play during the day, and sleep at night. Also, in some places, businesses do not open on Saturdays and Sundays.

Product Price and Quality

If a person can find a business that offers a similar product of the same or better quality and at a lower price, then they are likely to buy from that business. Your challenge is to find the right balance of product price and quality.

Brand Recognition

The more people who know about your business, the more likely they are to be your customers. You can increase your Brand Recognition by advertising.

Brand Loyalty

If someone purchases your products and is very satisfied with the purchase, then it is very likely that they will return as customers in the future. Consistently satisfying your customers is key to improving your brand loyalty.

Competition

In business, customers almost always have a choice, so you have to work hard and intelligently to be better than your competition.

GoVenture!

Unless you run out of money, you can continue running GoVenture as long as you like: days, weeks, months, even years! Or, you may choose to shutdown or sell your business at any time. The decision is yours.