



VIRTUAL ENTERPRISES INTERNATIONAL PARTNER PACKET

Official Global
Entrepreneurship
Week USA
theme partner
for #GEWyouth.



GLOBAL
ENTREPRENEURSHIP
WEEK
USA



VIRTUAL
ENTERPRISES
INTERNATIONAL

ABOUT VE INTERNATIONAL

Virtual Enterprises International transforms students through authentic business experiences which prepare them for fulfilling, financially secure futures.

ABOUT VIRTUAL ENTERPRISES INTERNATIONAL

Since its inception in 1996, VE has served over 140,000 students, including many from economically disadvantaged communities. We currently support 15,000 students across the U.S. each year and are part of a global network spanning 40 countries and 7,500 student-run businesses.

Learn more at veinternational.org.

ABOUT GEW

Global Entrepreneurship Week is a celebration of innovators who dream big and launch startups that bring ideas to life. Each November, GEW reaches millions of people through local, national and global events and activities. From large-scale startup competitions and workshops to small, community discussions – GEW reaches new audiences and connects participants to a network that can help them take the next step, no matter where they are on their entrepreneurial journey.

ABOUT VE AND GEW

VE asks the question, “What happens when we give students the chance to run a company?” The program is centered around providing students with the opportunity to get hands-on experience with starting and running a company, interacting with thousands of other student-run companies around the world and connecting with entrepreneurs and

industry professionals from the real world. Since Global Entrepreneurship Week introduces entrepreneurship to young people around the world, VE has partnered with the Global Entrepreneurship Network to provide U.S. schools with inspiration and activities for fostering an entrepreneurial mindset.

WHY SUPPORT HIGH SCHOOL STUDENTS IN ENTREPRENEURSHIP?

High school exists to prepare young people for their futures. In a rapidly-changing world, there is a growing number of pathways people can pursue to ensure they have fulfilling, financially secure lives. These pathways include working for existing organizations, starting new organizations, working in industries and roles that have existed for centuries, and working in industries and roles that don't yet exist.

Entrepreneurship education and developing an entrepreneurial mindset have the benefits of preparing students for success in a dynamic world by fostering creative problem solving skills, leadership skills, collaboration skills, **and many other key skills and competencies**. Additionally, entrepreneurship education helps students integrate and apply what they learn through traditional subjects such as science, language learning, and history, serving as a way to make school learning more relevant and providing more context for students to understand these subjects and practice what they learn.

CELEBRATE #GEWYOUTH

PITCH A SOCIAL VENTURE IDEA

In the VE Social Venture Challenge, students pitch business ideas that address pressing social and environmental challenges in the final round of a year-long competition. The winning team receives resources to further their idea. Run an activity with students in which they learn about social entrepreneurship, think about a social and/or environmental issue they want to address and pitch their idea for an economically sustainable business that positively impacts people and/or the planet.

FOUNDER'S STORY ACTIVITY

Have your students learn more about how businesses they love got started. Give students time to identify businesses to research, help students research the founder stories for these businesses and host a presentation day so students can share these stories with the rest of the class. This gives students the opportunity to learn about real-world entrepreneurship stories while allowing them a chance to develop their research and public communications skills.

RUN A BUSINESS PITCH COMPETITION WITH A LOCAL CHAMBER OF COMMERCE

Westhampton Beach High School's Business Management Classes take part in a local business plan competition each spring, sponsored by the Greater Westhampton Chamber of Commerce. Working in small groups, students create their own unique business ideas. Students spend nearly eight weeks developing their business concept, writing a business plan, designing marketing materials, creating a website and producing a company commercial. Chamber of Commerce members serve

as judges at the competition and generously award cash prizes to the top 3 placing teams. *Contributed by: Amy Demchak, VE facilitator, Westhampton Beach High School, Westhampton Beach, NY.*

LEARN FROM A REAL-WORLD BUSINESS

Cary-Grove High School's VE class challenged themselves to connect their VE business to real business activities. In September, they decided to learn about the business of engraving. By October, they met with the school's Industrial Tech teachers to receive training on how to use the school's laser engraver.

In November, they took a class trip to TOBG Engraving, a local engraving business who gave the class a tour and showed them how operate. In December, the class engraved their first product - a wooden keychain for a student on the school's swim team.

By February, the VE company had 14 products, half made by themselves and half made with help from TOBG Engraving. Through this process, the class learned about pricing, logistics, suppliers, inventory, market demand, and much more. *Contributed by: David Cook, VE facilitator, Cary-Grove High School, Cary, IL.*

STOP! Now that you are ready to organize a #GEWYOUTH activity in your community, don't forget to register your event on our website: <https://genglobal.org/united-states>

CONTACT



VIRTUAL
ENTERPRISES
INTERNATIONAL

NATIONAL OFFICE

Virtual Enterprises International
122 Amsterdam Avenue
New York, NY 10023
Phone: 212-769-2710

CONNECT ONLINE

Website: <https://veinternational.org>
Instagram: [@veinternational](#)
Twitter: [@VEinternational](#)
Facebook: facebook.com/VEinternational
LinkedIn: [Virtual Enterprises International](#)
Vimeo: vimeo.com/veinternational
YouTube: [VE International](#)