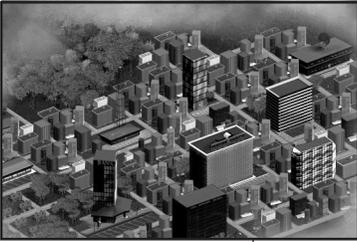


CASE study

GoVenture Brings Entrepreneurship to Life for Adult Learners



“Adult learners enjoy GoVenture because it provides them with a whole new dimension of learning and experience. They can take risks without consequences and gain a better understanding of themselves and their abilities.”

Toni Heatley

Business Education Facilitator
Blue Water Community Business Development Corporation

The End User

Toni Heatley is a business education facilitator at Blue Water, an organization that promotes economic development in rural areas by providing financial assistance, training, and counseling to small businesses.

Before joining Blue Water, Toni was working with a local community access program called JEM CAP, providing training and programs for adult learners in the rural community of Jeddore, Nova Scotia. (CAP sites provide Internet access and up-to-date computer technology to people who cannot afford to buy the equipment or pay long-distance connection fees.) Toni learned that Blue Water had purchased a site license of *GoVenture*, and was looking for ways to maximize their new resource.

GoVenture for Adult Learners

Toni came up with the idea to develop a new business course after learning about *GoVenture's* unique approach to teaching business skills.

“The people who were coming in to use the CAP facilities had very specific needs,” says Toni. “They wanted access to technology and the Internet, but they also needed to upgrade their business knowledge because of the challenges of finding employment. Blue Water and JEM CAP decided to partner to develop a new business course for local would-be entrepreneurs, using *GoVenture* as a teaching tool.”

Toni recruited Nancy Lobban, a certified general accountant, to help develop the curriculum for the pilot program and to provide expertise. The local Department of Community Services financially sponsored the program, and their clients were targeted as pilot participants.

The end result was the new Small Business Development Program: an eight-week full time business training program that combined tutoring in productivity software, information technology, and business education. Learners then used *GoVenture Entrepreneur* to apply their new knowledge and experiment with running a business.

● For adult learners, finding the right combination of business education courses and access to technology can be challenging, especially in smaller communities.

● Toni developed a new business course for would-be entrepreneurs, using *GoVenture*.

● Program participants needed to quickly gain business experience and assess their suitability as entrepreneurs.

From Knowledge to Experience

“Many of the participants were learning about computers and business from the ground up,” says Toni. “We were able to provide instruction on how to use software while they improved their typing and literacy skills. Then their lessons on business plans and budgets carried directly over into running a business in *GoVenture*.”

The experiential learning provided a whole new dimension to the lesson material, says Toni. “Our students had little or no experience in a business environment, and no frame of reference to what they were learning. The virtual aspect of running a business allowed them find out what was involved and see the results of their decisions, without suffering any real-world losses or consequences.”

Every participant completed the eight-week program, a significant commitment for all the participants, and a testament to the program's success. Toni now works for Blue Water, and is actively seeking funding to offer two more program sessions.

Learning Outcomes

Most people joined the program to decide if they had the aptitude to run their own business, says Toni, so the most rewarding aspect of the program was seeing learners use their program experience to assess their abilities and suitability as entrepreneurs. *GoVenture* provided the adult learners with the opportunity to take risks without consequences, and learn-by-doing.

“They came in to the program asking, ‘do I have what it takes to be an entrepreneur?’ Some left the program enthusiastic about taking their experience to the next level. Others learned that they weren’t personally suited to the risk and accountability of being a small business owner,” says Toni.

“Everyone gained new skills they can apply to whatever career path they choose. But I think more importantly, these learners gained a better understanding of themselves,” says Toni. “They were able to apply their learning and experiences to life decisions – we were able to provide a learning experience that they can carry with them beyond the classroom.”

“The mixture of classroom learning, technology and experiential learning was definitely a winning combination.”

● *GoVenture provided a new dimension to the lesson material.*

● *Learners could take risks in GoVenture without consequences.*

● *GoVenture provided a learning experience participants could take beyond the classroom.*



Like flight simulators for business and life, *GoVenture* enables individuals and organizations to learn-by-doing, through simulated experience. Similar to how pilots use flight simulators, the highly visual and realistic *GoVenture* simulations enable people to gain years of business and life experience in minutes. *GoVenture* products are used throughout North America and around the world, in schools (K-12, university, college, and vocational), homes, business and career centers, government, non-profit organizations, and companies. Contact us today for more information about *GoVenture* and our highly affordable pricing options.

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