



CASE study



1-Hour Student Competition Using a GoVenture Business Simulation



Mark Adam

Thompson Rivers University

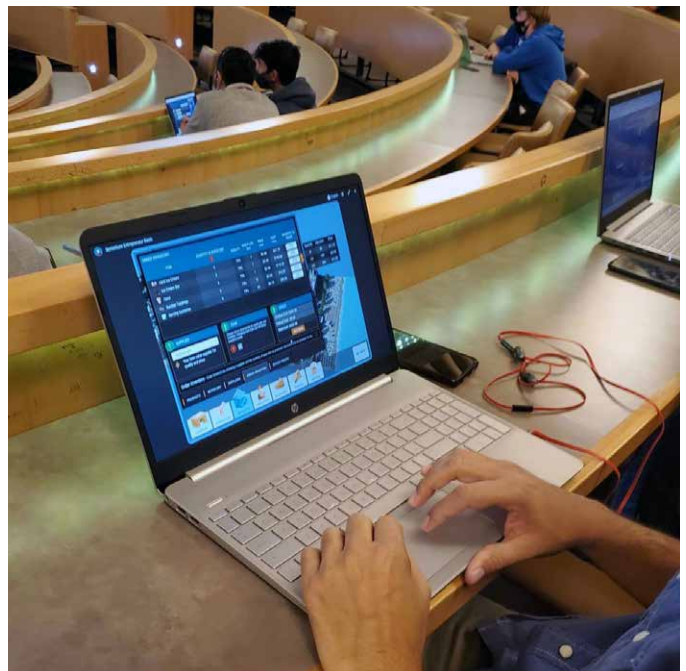
An Interview with Mark Adam
Business Instructor
Thompson Rivers University, British Columbia, Canada

Mark Adam is a business instructor at **Thompson Rivers University** in British Columbia, Canada.

Mark wanted to give students across the campus a fun entrepreneurship experience during **Education Week**.

Having had success with the **GoVenture CEO** business simulation in his business course, Mark decided to use a similar but different business simulation for the Education Week event.

Mark needed a business simulation that was more focused on operating a small business and which could be played in only 1 hour. This would make the event more accessible to a wider variety of students.



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He chose **GoVenture Entrepreneur** — a highly-realistic small business startup and operations simulation. The program includes three levels of business that can be played: Lemonade Stand, Kiosk Business, and Full Business. Mark settled on the Kiosk business.

The event was promoted to students at the University, offering fun competition with pizza, prizes, and trophies.

The result: Over 100 students participated, some individually and some in teams of two.

Mark's summation: "GoVenture Entrepreneur was awesome to use for the competition. The event was an overwhelming success."



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