



# Small Business

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## Instructor Guide



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# GoVenture® Small Business Instructor Guide

## 1. Welcome

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This Instructor Guide is provided to help you add MediaSpark's **GoVenture Small Business** simulation to your curriculum. If you are not already familiar with the award-winning GoVenture business simulations, visit [GoVenture.net](http://GoVenture.net) or contact us at 1.800.331.2282.

## 2. About GoVenture Small Business

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- GoVenture SMALL BUSINESS is a realistic business and entrepreneur simulation that recreates the day-to-day experiences involved in starting and running a small business.
- Start and run a sandwich shop (like Subway), café (like Starbucks), music store (like HMV), or ice-cream store (like Baskin Robbins) in a minute-by-minute, hour-by-hour experience.
- Manage all aspects of a business — price products, order inventory, conduct sales and marketing initiatives, hire and manage employees, assign work schedules, review cash flow and financial statements, and more.
- Monitor success by evaluating profitability, market share, customer satisfaction, employee morale, personal goals, and more.
- Host student competitions by comparing performance results.
- Provides dozens of hours of individual and repeat play over days and weeks.
- Ideal for youth and adults in self-directed or facilitated learning.
- An advanced business simulator enhanced with a complete curriculum that provides dozens of hours of learning — see below for everything included.

### **3. GoVenture Small Business is Unique**

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GoVenture simulations enable “learning by doing”, an approach that cognitive scientists have identified as the fastest and most effective way for human beings to learn.

GoVenture simulations immerse the learner in a highly visual and interactive environment in such rewarding ways that learners feel intellectually and emotionally engaged in the experience — as if they were personally living it.

GoVenture Small Business offers several key advantages:

1. A fun and comprehensive experience to learn the basics of running a small business.
2. An educational tool designed to deliver the entertainment value of a game.
3. Helpful paper-based resources that complement and support the learning experience.

GoVenture Small Business is designed as a tool for youth and adults, to be used as a learning program on its own, or to complement other learning materials, courses, programs, and curricula.

It can provide a valuable learning opportunity for an individual or an entire class, within a few hours of use — or over an extended period of time.

The educational foundation and ease of integration in the classroom and curriculum make GoVenture Small Business the first choice among learners who are in the early stages of learning about business, as well as educators and trainers who are providing business training.

## 4. Getting Started

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### Learning How to Play

Instructors can learn about GoVenture by following these same instructions for students:

- Direct students to watch the Tutorial Video.
- Direct student to run GoVenture from their computers. Note that there are no accounts or logins to set up.
- Instructors should direct students to either start a NEW simulation or to choose one of the QUICKSTARTS. Using a QUICKSTART enables all students to skip the startup decisions and play identical businesses (but their results will be different).
- When students first play GoVenture, an in-game tutorial will appear that will walk them through the main components of the simulation.
- Students can receive additional directions by clicking the HELP button while playing GoVenture.

### Business Types

Business Type	Similar To *	Description
Ice Cream	Baskin Robbins, Ben & Jerry's	Easiest to start with because it has fewest products to sell.
Sandwich	Subway, Quiznos	Challenging because of the many products to sell and inventory items that expire.
Café	Starbucks, Dunkin'	Challenging because of the many products to sell and inventory items that expire.
Music Store	HMV	Highest margin products.

*GoVenture is not affiliated with the brands or trademarks noted in the table above.*

## **Saving and Resuming Simulations**

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

To save your progress, click the **SAVE** button in GoVenture. Saving a simulation will prompt you to choose a filename and location to save your file on your local computer, shared drive, or USB drive.

To resume a simulation, play GoVenture and choose the **RESUME** option. Then identify the save file you want to resume.

You can have multiple save files and run multiple simulations by saving and resuming different save files. Be careful not to lose a save file, otherwise progress stored in that save file will be lost.

## **Starting a New Simulation**

There is no limit on how many simulations can be played. To start a **NEW** simulation, play GoVenture and click **NEW SIMULATION**. Be sure to save an existing simulation before starting a new one, otherwise the current simulation progress will be lost.

## **5. GoVenture and Your Curriculum**

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### **Possible Approaches**

GoVenture is a comprehensive program designed to supplement and enhance your existing course, program, or curriculum. It has been specifically created to provide you with a broad and flexible range of options. You may choose to use GoVenture at the beginning of a course, at the end of a course, or throughout an entire term.

#### ***Using GoVenture at the Beginning of a Course***

By using GoVenture at the beginning of a course, students immediately gain “hands-on” experience in the issues involved, and the decisions that need to be made, in running a business. This experience provides them with considerably more insight into what they need to learn and why, making them more likely to participate in class discussion and to ask insightful questions. Lectures and textbooks become instantly transformed into valued sources of information when connected to GoVenture’s hands-on experience.

#### ***Using GoVenture at the End of a Course***

By using GoVenture at the end of a course, students can apply the knowledge, lessons, and techniques they have learned throughout your course to a highly realistic, simulated business setting. GoVenture provides students with the opportunity to gain experience and to make the important connection between business theory and practice.

#### ***Using GoVenture Throughout a Course***

GoVenture is essentially a business laboratory where your students can go every week, or every day, to apply the information and concepts you are teaching in class. Throughout your course, students can continually use GoVenture to experience and experiment with the knowledge they are gaining.

Choosing what is right for you depends upon the amount of time you have available to include GoVenture in your curriculum, and your desire to use the many GoVenture resources that are available. If you only have limited time, you may want to use the QuickStart scenarios and have students focus more on daily business operations.

If business startup is a key element of your curriculum, you may choose to have students spend additional time on the Startup Details section of the simulation, making all the decisions for themselves – and perhaps using the activities in the Learning Guide for assistance.



## Time Required

Within the GoVenture simulation, time works under a constantly running virtual clock. In general, it takes one to three hours for students 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.

On average, one hour playing GoVenture equals one month of simulated days in GoVenture. Playing under the default setting, one year of GoVenture business time will take about 10 to 20 hours of playing time. The basic speeds at which the clock can be set are listed in the following table.

GOVENTURE TIME SETTING ↓	Approximate time it will take to run a business for ...		
	1 Week	6 Months	1 Year
Very Fast	3 min	1½ hrs	3 hrs
FAST	6 min	3 hrs	6 hrs
<b>DEFAULT = NORMAL</b>	<b>15 MIN</b>	<b>7½ HRS</b>	<b>15 HRS</b>
Slow	30 min	15 hrs	30 hrs
Very Slow	4 hrs	90 hrs	180 hrs

On average, 10 to 20 hours with the simulation software will provide students 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 students to focus exclusively on profitability, while in another you may want them to focus on successfully balancing work and home life.

## Creating Your Own QuickStart Scenarios

You can create scenarios with specific Startup Profiles and turn them over to your students to manage. All you need to do is start a new simulation, make the desired decisions, and play the simulation for as many or as few virtual weeks as you want. Then, save the simulation and move a copy of it into the GoVenture QuickStart folder (the "\QUICKSTA" subfolder in your GoVenture Small Business program folder). Your

scenario will then be included in the list of QuickStart options the next time the program is run.

If you are running the simulation from a network drive and do not have access to the QuickStart folder, you can provide a copy of your scenario save file to your students via USB drive or network folder, give the file name and password, and instruct them to use the *Resume Simulation* feature and select your simulation file.

For more details on QuickStarts, review the information below.

### ***Create a QuickStart***

To create a QuickStart, start a new simulation, and complete as many of the Startup Details as desired. You can run the simulation for as long as you wish, or not at all. Then, save the simulation file in the QuickStart subfolder (“\QUICKSTA”) of your GoVenture Small Business program folder, or save the file in a different folder and move a copy to the QuickStart subfolder.

Passwords are optional when saving your QuickStart file. However, if you save the file with a password, the password will be required to run the QuickStart file.

Locking the file is recommended when creating a QuickStart. To lock the file, click on the Lock option box when saving. This will prevent anyone from overwriting the QuickStart file inadvertently later.

### ***Play Your QuickStart***

To play your QuickStart, run GoVenture, start a new simulation, and click the QuickStart button. Your QuickStart will now appear in the list of selection options. The simulation will begin at the point in the simulation where you saved the file.

If the QuickStart simulation was originally saved with a password, the password will be required to run it.

### ***Edit Your QuickStart***

If you wish to edit your QuickStart file, you must run GoVenture and choose the Resume Save Simulation feature. If originally saved with a password, you will need to type in the file’s password to open and edit the file. Once you have completed your modifications, you can resave the simulation file in the QuickStart folder.

If the original file was locked (recommended), you will have to save the revised QuickStart file with a different name.

Note that if your QuickStart file was saved after the simulation started, you may not be able to change some earlier decisions.

### ***Remove Unwanted QuickStart Files***

GoVenture shows all the simulation files in the QuickStart folder in the list of QuickStart options. You can remove any unwanted QuickStart file from the list in GoVenture by deleting or moving the file from the QuickStart folder ("QUICKSTA" in your GoVenture Small Business program folder). The next time GoVenture is run, the deleted file will not display in the QuickStart list.

### ***Create Multiple QuickStarts from the Same Source Data***

Before the simulation starts you can edit any of the settings and starting data. So, save a copy of your simulation file BEFORE starting the simulation, and keep this file in one of your own folders.

Then run GoVenture, select the *Resume Saved Simulation* feature, and open your saved file. Run the file to the point you wish your QuickStart simulation to begin, and then save the file with a new name in the QuickStart folder (see above).

In this way, you can go back and modify any of the setup data as many times as you want from the original saved file. You can "re-use" your startup profile information and make several different QuickStarts from the same source file.

## **Every Simulation is Different**

No two simulations will be exactly the same in GoVenture. While the businesses may be similar from one simulation to the next, there will be changes in economic conditions, market, competitive events, and (intelligently) random factors which will make each simulation a new challenge.

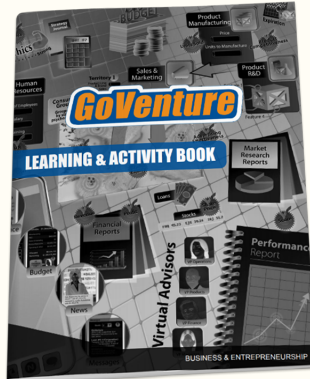
## **Individual and Group Learning**

GoVenture Small Business is best played individually because it requires a lot of interaction with the software when making decisions. However, teams can be used to allow students to work together to make decisions and/or they can be assigned specific business areas to champion — such as Marketing, Scheduling, and Employees. Teams of 2 or 3 students is best.



# Curriculum Guide

This **Curriculum Guide** helps instructors with the **scope and sequence** of course planning. Choose the number of hours you would like to use **GoVenture** resources in your curriculum and review the suggested activities in the table on the next page.



**Learning & Activity Book**  
Basic Knowledge and Terminology



**Videos**  
Tutorials and Stories

GoVenture  
**ACTIVITY**

K04 Practice | Startup

YOUR NAME
DATE DUE
GRADE

Practice concepts from §4 of the Learning & Activity Book.

**Business Name Analysis**

Find two names or organizations that you like and two that you do not like. Focus only on the name and not the logo, font, or colors.

You may choose any type of organization, including business, nonprofit, sports team, etc.

Complete the templates below.

**Activities**  
Practice and Terminology



**Simulation**  
Build Skills and Gain Years of Business Experience In Minutes



# Curriculum Guide

ACTIVITY	HOURS
<b>5 Hours</b>	
Tutorial <b>Video</b>	1
Play <b>Simulation #1</b> for Practice — 30 days <i>Grade on participation only</i>	1
Play <b>Simulation #2</b> — 100 days <i>See Assessment Strategies document for grading options</i>	3
<b>10 Hours</b>	
Same as <b>5 Hours</b> above but play <b>Simulation #2</b> for 150 days	7
<b>Learning &amp; Activity Book</b> Select sections that match your curriculum	3
<b>Activities</b> Select activities that match your curriculum	
<b>20 Hours</b>	
Same as <b>10 Hours</b> above	10
Play <b>Simulation #3</b> — 150 days	5
Select more sections from the <b>Guide</b> and <b>Activities</b> that match your curriculum	5
<b>40+ Hours</b>	
Same as <b>20 Hours</b> above	20
Play <b>Simulation #4</b> — 150 days	5
Select more sections from the <b>Guide</b> and <b>Activities</b> that match your curriculum	15+

- **Learning & Activity Book** — Over 200 pages provide 5 to 10 hours of reading and activities.
- **Activities** — Over 50 activities provide tens of hours of learning time.

## 6. Performance Evaluation and Grading

Playing a business simulation is one of the most memorable and meaningful educational experiences you can give to students. Complement this experience with an assessment and grading methodology that best aligns with your curriculum.

Choose one or a combination of the options in the table below that best match your preferences. Consider creating a rubric that assigns a percentage to each assessment method. The options are listed in no particular order and are detailed further in this document.

### Summary of Assessment Methods

Method	Pros	Cons
<b>A</b> <b>Simulation Participation</b>	Maximum fairness with results completely in student control. Staying in business for a long period of time demonstrates satisfactory levels of time commitment and performance.	May not motivate students to push further with experimentation and discovery.
<b>B</b> <b>Simulation Performance</b>	More competitive and performance based.	Some students may not like having their performance compared to other students.
<b>C</b> <b>Student Experience Report or Presentation</b>	Encourages students to reflect on their simulation experience and what they learned, and then organize and present their thoughts.	Assessment requires instructor or teaching assistant to review report, which can be more subjective and time-consuming.
<b>D</b> <b>Learning Guide &amp; Activity Book</b>	Easy to read with many examples to make fundamental business concepts easy to understand.	Requires a few hours of reading by students. If activities are assessed, requires manual review and grading by instructor or assistant, which takes time. Activities are very light and not sufficient on their own for assessment.

## A. Simulation Participation

Participation means playing and completing a set number of (virtual) business days in the simulation. Days played are displayed in the Performance Report.

### How It Works

Direct students to play a minimum number of virtual business days, such as 100. If a student only completes 70 days, their score would be 70%.

### Implementation

Participation-based grading is ideal for practice simulations. It can also be used as a partial or full grade for non-practice simulations.

- GoVenture play cannot be automated, meaning that students remain engaged by being required to continually make decisions in the simulation. Making poor decisions or avoiding decisions will lead to bankruptcy and require the student to start over. A student that has stayed in business for a few hundred business days demonstrates, at minimum, a satisfactory level of work and performance. Profitability and other metrics demonstrate the degree or level of business success achieved and can also be used for performance comparisons with other students.
- Within the GoVenture simulation, time works under a constantly running virtual clock. The first time playing will take 2 hours to complete the first 30 virtual business days. Thereafter, it takes about one hour of playtime to progress through every 30 days (1 month) – but this can vary.
- Inform students of how many business days you expect them to play, based on the number of hours of playtime you plan for them to invest in the simulation. Note that GoVenture cannot stop students from playing more business days than you require.

**Playing a practice simulation is highly recommended.** We strongly suggest that you assign a small grade (perhaps 10% of the total) to a practice simulation for PARTICIPATION only. This assures that students will be motivated to play, but not worried about performance. Playing a simulation for 30 virtual business days is good practice.

**With a non-practice simulation**, consider setting a percentage of the grade on participation. For example, 70% of the grade is solely based on playing the simulation for the minimum required number of virtual business days. This assures students of a strong base grade that is entirely within their control simply by putting sufficient effort into the activity.

The **PERFORMANCE REPORT** tracks and displays the number of business days played by a student.

**WARNING:** *The Performance Report displays cumulative results. Previous results will be overwritten with the latest results.*

## B. Simulation Performance

All key business metrics in the simulation are tracked and reported.

- Business metrics include Days in Business, Profit, Cash, Revenue, Expenses, Assets & Liabilities, Equity, Customer Satisfaction, Employee Morale, Stress, and more.
- A weighted Performance Score is also available, which combines 6 metrics.

### How It Works

All metrics are tracked and displayed in the Performance Report, based on cumulative results for the entire duration of the simulation.

### Implementation

Decide which metric(s) will be included in grading ...

- **Profit** is the single most holistic measurement of business financial success. Other metrics can also be used if a simulation is being used for a specific instructional purpose.
- A weighted **Performance Score** is also available, which combines 6 metrics. When using Score, instructors should direct students to set the Performance Report SCORE WEIGHTINGS to your prescribed values. See below for more details.
- Individual metrics, including Score, should not be directly used as a grade. They should influence the grade, but not be a direct 1-to-1 relationship. For example, a Score of 80 should not be interpreted as a B-minus.
- Example: 5 points for PERFORMANCE, based on how the grading metric or weighted Performance Score ranks in comparison to other students in the same group or class.

Example:

Top 10% earn 5 points  
Top 25% earn 4 points  
Top 50% earn 3 points  
Top 75% earn 2 points  
Top 90% earn 1 points  
All others earn 0 points

### Hosting Competitions

- Students playing GoVenture do not compete directly against each other. Each simulation is independent and does not affect other simulations or students.
- This GoVenture simulation does not have head-to-head multiplayer competition, but you can hold competitions by comparing student performance results of key metrics.
- The GROUPS feature allows you to group students together for smaller or larger competitions, and you can have groups compete against groups. For example, a



group of 5 students (combined results) can compete against a another group of 5 students, thereby motivating the students within the same group to help each other. Or, you can have a group of 10 students individually compete against each other, while collectively competing against a different group of 10 students.

- Awarding prizes to the winners is always a great motivator. Prizes should be announced at the beginning of the competition, and could be simple inexpensive gifts or even extra marks.

**WARNING:** *The Performance Report displays cumulative results. If you require students to stop playing after a specific number of virtual business days, you must make sure they are aware not to play more virtual business days than required, otherwise the previous results will be overwritten with the latest results.*

## C. Student Experience Report

Instructors may choose to have students prepare written or oral presentations or reports on their experience playing the simulation.

A **Student Experience Report** template is available for instructors to customize and provide to students. Contact MediaSpark-GoVenture to request the template (it's free).

## D. Learning and Activity Book

Included with GoVenture is a **Learning & Activity Book** that helps students learn the fundamental concepts of business. The 240-page Guide is easy to read with large text and many examples to make fundamental business concepts easy to understand. Students can use it as a reference for topics they need help with, or read it from cover to cover to gain practical business wisdom.

The Guide includes many fill-in-the-blank tables that students can complete and submit to the instructor for grading. Contact MediaSpark-GoVenture to request the instructor version with answers (it's free).

## Performance Report and Score Weightings

The Performance Report is visible to students in GoVenture and students can print the report or save it to a file to submit to the instructor. The data in the report is cumulative. Below is a sample report.

Instructors who use the Performance Score in grading should direct students to set the Performance Score WEIGHTINGS to your prescribed values. Students can do so on their PERFORMANCE screen, as shown below.

**Performance Report**

Owner: GoVenturist  
Business Name: GoVenturist Sandwich Shop

Year 1, Day 36

**OVERVIEW**

Business Type	Sandwich Shop
Location	COUNTRY - Canada REGION - Medium City LOCATION - Business District
Number of Days in Business	36
Number of Employees Working for You	7
Average Hours You Work per week	62
Your Average Stress Level	High
Total Revenue	\$46,532.47
Net Profit/(Loss)	\$1,380,518,568.27
Average Daily:	
- Market Share	10%
- Customer Satisfaction	Satisfied
- Employee Morale	Very Pleased
- Customers Served	62
- Percent of Customers Lost	0%

**Weightings**

Each success area is assigned a specific weighting based upon a total of 100%. You can use the default settings or adjust them to suit your preference. Click [Update] when ready.

Success Area	Weighting (%)
Profits	10
Net Worth	35
Market Share	15
Customer Satisfaction	15
Employee Morale	15
Lifestyle	10
<b>Total</b>	<b>100 %</b>

**Weightings**

Each success area is assigned a specific weighting based upon a total of 100%. You can use the default settings or adjust them to suit your preference. Click [Update] when ready.

Success Area	Weighting (%)
Profits	10
Net Worth	35
Market Share	15
Customer Satisfaction	15
Employee Morale	15
Lifestyle	10
<b>Total</b>	<b>100 %</b>

- Note that instructors cannot force GoVenture to set specific weightings — you must direct students to set the values when they are playing GoVenture.
- Instructors can verify that students are using the required weightings by viewing the student PERFORMANCE REPORT (in the SCORE section – see sample Performance Report further in this document).

## How the Performance Score is Calculated

The Performance Score is calculated based on 6 factors. Each factor is scored on a scale of 0 to 10 points, and then multiplied by a weighted percentage for a maximum total of 100%.

	<u>Default</u>
• Average Daily Profits	10%
• Total Average Daily Net Worth	35%
• Average Daily Market Share	15%
• Average Daily Customer Satisfaction	15%
• Average Daily Employee Morale	15%
• Lifestyle Balance	<u>10%</u> 100%

---

### Average Daily Profits

Factor: Cumulative Net Business Profit/(Loss) divided by number of days in business.

Purpose: To recognize if the final result was a profit, loss, or breakeven, regardless of the length of time in business.

```
Loss < -250 0
Breakeven >= -250 AND < 250 5
Profit >= 250 10
```

---

### Total Average Daily Net Worth

Factor: Cumulative Business Net Worth times Percent Ownership, divided by number of days in business.

Purpose: To give points based on ranges of how much net worth has been generated. Calculating the average daily rate adjusts for time in business.

```
< -100 0
>= -100 AND < 100 1
>= 100 AND < 200 2
>= 200 AND < 300 3
>= 300 AND < 400 4
>= 400 AND < 500 5
>= 500 AND < 1,500 6
>= 1,500 AND < 2,500 7
>= 2,500 AND < 3,500 8
>= 3,500 AND < 5,000 9
>= 5,000 10
```

---

### Average Daily Market Share

Factor: Sum of Daily Market Shares divided by number of days in business.

Purpose: To recognize business value for having a strong or dominant market share. For instance, if you and 3 competitors were to have equal market share, you all would have 25% each. Therefore, having market share above 25% means the business is doing better than its competitors, on average.

```

<= 3% 0
> 3% AND <= 7% 1
> 7% AND <= 11% 2
> 11% AND <= 15% 3
> 15% AND <= 20% 4
> 20% AND <= 24% 5
> 24% AND <= 26% 6
> 26% AND <= 30% 7
> 30% AND <= 35% 8
> 35% AND <= 40% 9
> 40% 10

```

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### Average Daily Customer Satisfaction & Average Daily Employee Morale

Factor: Sum of Daily Customer Satisfaction or Employee Morale (numeric values tracked by GoVenture) divided by number of days in business.

Purpose: To recognize that good customer satisfaction is a sign of successful business, and good employee morale is needed for efficient operations. Both are needed for long term success.

```

Very Displeased >= 0 AND < 10 0
Very Displeased >= 10 AND < 20 1
Not Pleased >= 20 AND < 30 2
Not Pleased >= 30 AND < 40 3
Not Pleased >= 40 AND < 50 4
Not Pleased >= 50 AND < 60 5
Satisfied >= 60 AND < 70 6
Satisfied >= 70 AND < 80 7
Pleased >= 80 AND < 90 8
Pleased >= 90 AND < 100 9
Very Pleased >= 100 10

```

**Lifestyle Balance**

Factor: 70% of the sum of the average daily work hours score plus 30% of the average daily stress value.

Purpose: To recognize those who have been able to maintain a good balance between work and stress, as reflected in their daily schedules, is important for long term success.

Terrible  $\geq 0$  AND  $< 10$   
Very Poor  $\geq 10$  AND  $< 20$   
Poor  $\geq 20$  AND  $< 30$   
Poor  $\geq 30$  AND  $< 40$   
Fair  $\geq 40$  AND  $< 50$   
Fair  $\geq 50$  AND  $< 60$   
Good  $\geq 60$  AND  $< 70$   
Good  $\geq 70$  AND  $< 80$   
Very Good  $\geq 80$  AND  $< 90$   
Very Good  $\geq 90$  AND  $< 100$   
Excellent  $\geq 100$

# PERFORMANCE REPORT

## Sample

View student Performance Report

Michael ▼

Submitted on Friday, July 17, 2015 08:38:42 PM UTC

Year 1, Day 84

**Owner: Mikey**  
**Business Name: Starbucks**  
**GoVenture Small Business Version: 2.0.5**

### OVERVIEW

Business Type	Coffee Shop
Location	COUNTRY - USA REGION - Large City LOCATION - Shopping District
Number of Days in Business	84
Number of Employees Working for You	9
Average Hours You Work per Week	136
Your Average Stress Level	High
Total Revenue	\$193,313.90
Net Profit/(Loss)	\$60,517.98
Average Daily:	
- Market Share	15%
- Customer Satisfaction	Satisfied
- Employee Morale	Very Pleased
- Customers Served	331
- Percent of Customers Lost	65%
Number of Competitors	5

### SCORE

The score is based on the following weightings:

- Profits: 30 %
- Net Worth: 5 %
- Market Share: 25 %
- Customer Satisfaction: 15 %
- Employee Morale: 15 %
- Lifestyle: 10 %

Factor	Score
Financial Success:	
- Average Daily Profits:	20(of 30 points)
- Average Daily Net worth:	4 (of 5 points)

<b>Business Longevity:</b>	
- Average Daily Market Share:	13 (of 25 points)
- Average Daily Customer Satisfaction:	7 (of 15 points)
- Average Daily Employee Morale:	10 (of 15 points)
<b>Personal Role:</b>	
- Lifestyle:	1 (of 10 points)
	55 (of 100 points)

**BUSINESS SUMMARY**

Net Profit/(Loss)	\$60,517.98
Shareholders Equity	\$121,837.98
Your Ownership %	100%
<b>Customers:</b>	<b>Avg. Daily / Total</b>
- Arrived	929 / 78,068
- Served	331 / 27,863
- Lost	604 / 50,774
<b>Market Share</b>	<b>Avg. Daily / Ending</b>
<b>Customer Satisfaction</b>	<b>Satisfied / Very Pleased</b>
<b>Employee Morale</b>	<b>Very Pleased / Pleased</b>
<b>Competition:</b>	<b>Ending - Market Share / Price</b>
- Starbucks	17% / \$2.37 / Low
- Coffee 24	17% / \$2.11 / Med
- Fresh Brew	18% / \$1.33 / Low
- The Coffee Mug	12% / \$2.56 / Med
- Mocha Java Café	17% / \$3.98 / High
- Coffee Cravings	18% / \$1.28 / Low

**OPERATIONS SUMMARY**

Business Name	Starbucks
Business Type	Coffee Shop
Legal Structure	Corporation
<b>Seed Financing:</b>	
- Your Contribution	\$10,000.00
- Love Money	\$20,000.00
- Loans	\$18,832.00
- Equity	\$51,320.00
Total Seed Financing	\$100,152.00
<b>Location</b>	<b>COUNTRY - USA</b>
	<b>REGION - Large City</b>
	<b>LOCATION - Shopping District</b>
<b>Site:</b>	
- Deluxe storefront - large (Day 1)	\$7,666.67/mo.
<b>Equipment:</b>	
- The Max - Used (Day 1)	\$32,500.00
<b>Permits</b>	
GBN, Communications, Insurance, Fire Safety, Food Service	

**Operating Hours**

MON: 1AM - 10PM  
 TUE: 1AM - 10PM  
 WED: 1AM - 10PM  
 THU: 1AM - 10PM  
 FRI: 1AM - 11PM  
 SAT: 4AM - 9PM  
 SUN: 4AM - 9PM

## Startup Costs:

- Equipment	\$32,500.00
- Legal Fees	\$1,500.00
- Renovations	\$55,200.00
- 1st Months Rent	\$7,666.67
- GBN Permit Payment	\$100.00
- Insurance Payment	\$1,000.00
- Fire Permit Payment	\$75.00
- Food Permit Payment	\$100.00
- Logo Design	\$1,500.00

## Loan Details:

	Balance Due:
- Love Money	\$20,000.00
-- \$20,000.00	
-- No Interest	
-- No set payments	
-- No set repayment period	
- Bank Loan	\$18,343.59
-- \$18,343.59	
-- 10.00% Interest	
-- \$389.75 per month	
-- 60 months	
- Bank Loan	\$979.66
-- \$979.66	
-- 4.50% Interest	
-- \$13.62 per month	
-- 84 months	
- Total Long Term Debt	<u>\$39,323.25</u>

## HUMAN RESOURCE SUMMARY

Number of Employees	9
Number of Employees Resigned or Dismissed	8
Employee Morale	Avg. Daily / Ending Very Pleased / Pleased
Employee Productivity	Very Pleased / Very Pleased
Customer Service	Very Pleased / Very Pleased
Employee Benefit Programs (Current):	No Benefits
Employee Incentive Programs (Current):	No Incentives

## SALES &amp; MARKETING STRATEGY

Strategy:  
Not Provided

## Advertising:

- Total Advertising Cost	Avg. Daily / Total Cost \$152.37 / \$12,799.00
- By Type of Advertising	# Ad Campaigns / Total Cost
-- TV	0 / \$0.00
-- Radio	0 / \$0.00
-- Newspaper	2 / \$7,995.00
-- Direct Mail	0 / \$0.00
-- Email	5 / \$4,804.00
-- Event	0 / \$0.00
-- Sponsorship	0 / \$0.00
-- Billboard	0 / \$0.00

## Sales &amp; Marketing Programs

- Marketing Research	Avg. Daily / Total Cost \$0.00 / \$0.00
- Customer Service	\$0.00 / \$0.00



- Post-Sale Programs	\$0.00 / \$0.00
- R & D / Product Development	\$0.00 / \$0.00
- Facility Renovations	\$0.00 / \$0.00
- store-wide sales (Current)	No sale
Advertising, sales & Marketing (excluding store-wide sales)	Total Cost / % of Revenues \$12,799.00 / 6.62%
Brand Awareness	Starting / Avg. Daily / Ending Low / High / High

**PERSONAL SUMMARY**

Personal Objectives:  
Not Provided

Personal Cash	Avg. Daily / Ending \$77.49 / \$6,508.93
Stress Level	High / High
Work Hours	Avg. Daily / Avg. Weekly / To
Personal Hours	19 / 136 / 1627 4 / 32 / 389

**BALANCE SHEET**As of Day 84**Assets****Current Assets**

Cash	\$93,341
Inventory	
Finished Goods	\$4,924
Total Inventory	\$4,924
Total Current Assets	\$98,266

**Property, Plant & Equipment**

Buildings & Leasehold <u>Improvements</u>	\$55,200
Equipment	\$32,500
Accumulated Depreciation & Amor	(\$2,725)
Property, Plant & Equipment - N	\$84,974
Total Assets	\$183,241

**Liabilities****Current Liabilities**

Accounts Payable	\$13,483
Sales Taxes Payable	\$8,496
Accrued Liabilities	\$100
Total Current Liabilities	\$22,079

**Long Term Liabilities**

Long Term Debt	
Love Money Loan	\$20,000
Bank Loans	\$19,323
Total <u>Long Term Debt</u>	\$39,323
Total <u>Long Term Liabilities</u>	\$39,323

**Equity**

Capital	
Common Stock	\$61,320
Capital	\$0
Total Capital	\$61,320
Retained Earnings	\$60,517
Total Equity	\$121,837
Total Liabilities & Equity	\$183,240

**INCOME STATEMENT**

Day 1 through 84

Revenue	
Sales	\$193,313
Discounts/Returns	(\$1,410)
Net Revenue	\$191,902
Cost of Sales	
Cost of Goods	\$56,641
Total Cost of Sales	\$56,641
Gross Profit	\$135,261
Operating Expenses	
+ Advertising	
TV	\$0
Radio	\$0
Newspaper	\$7,995
Direct Mail	\$0
Email	\$4,804
Events	\$0
Sponsorship	\$0
Billboards	\$0
Website	\$0
Total Advertising	\$12,799
Bank Charges	\$100
Communications	\$400
Depreciation and Amortization	
Plant & Equipment	\$2,725
Total Depreciation and Amorti	\$2,725
Insurance	\$2,360
Interest Expense	
Interest on Bank Loans	\$319
Other Interest & Penalties	\$0
Total Interest Expense	\$319
Legal Expenses	
Legal Fees	\$1,500
Licenses & Permits	\$275
Total Legal Expenses	\$1,775
Marketing & Promotion	
Design & Printing	\$1,500
Promotional Programs	\$0
Other Marketing Expenses	\$0
Total Marketing & Promotion	\$1,500
Miscellaneous Expense	\$0
Payroll & Related Expenses	
Employee Wages	\$13,304
Owner Wages	\$8,678
Payroll Taxes	\$2,198
Employee Benefits	\$2,500
Incentive Programs	\$0
Employee Training	\$0
Total Payroll & Related Expen	\$26,680
Professional Fees	
Accounting	\$100
Total Professional Fees	\$100
Repairs & Maintenance	\$1,450
Rent & Utilities	\$24,533
Total Operating Expenses	\$74,743
Net Operating Income/(Loss)	\$60,517

Non-Operating Income/(Expense)	
Net Proceeds on Disposal of Ass	\$0
Net Non-Operating Income/(Expen	\$0
Net Income/(Loss) Before Tax	\$60,517

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**BUSINESS PLAN**Not Provided

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