Experiencing
Entrepreneurship

Entrepreneur
Education Bundle

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GoVenture
Live the Life of an Entrepreneur

Instructor Resources

Sample Pages

GoVenture

Experiencing
Entrepreneurship

GoVenture

Experiencing

Entrepreneurship

*An Illustrated Introduction
to Entrepreneurship*

Dell Rogers
Mathew Georghiou
Margaret Williams

MediaSpark

GoVenture Experiencing Entrepreneurship

This resource is designed to be a stand-alone learning tool, as well as a supplement for use with GoVenture software simulations.

Authors: Dell Rogers, Mathew Georghiou, Margaret Williams
Cover Design: Wendy McElmon

Disclaimer

GoVenture is a learning simulation. As such, it should not be used to make real-life investment decisions. Similarly, all GoVenture information resources have been designed for learning purposes only and should not be used to make business, legal, financial, or other decisions. Consult appropriate professional advisors prior to undertaking any venture.

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Financing a Business
Options Available for Financing a Business

When an entrepreneur decides to start a new business, or purchase an existing one, he or she must also decide on how to finance this venture. Most funding will come from one of the following sources, or some combination thereof:

Love Money
Love Money is money invested in your business by yourself, friends, or relatives. They tend to invest in your business because they know and "love" you, as opposed to formal investors who are more focused on the business opportunity. Consequently, Love Money is usually easier to obtain and generally has informal expectations of repayment. Unless you have a wealthy friend or relative, the availability of Love Money is usually in small amounts. Care must also be taken to avoid personal friction in the future when it comes time to repay the Love Money.

Windfall
Windfall is money that you receive unexpectedly. For example, winnings from a lottery, an inheritance, an insurance settlement, or maybe even a large bonus from your current employer. The benefit of a Windfall is that you do not have to pay the money back, but the drawback is that you may never get one!

Bank Loans
Bank Loans are commonly used to finance a business. There are different types of Bank Loans, and all involve paying back the principal, plus interest over a given amount of time. Normally, loans require payments on the principal and interest to begin right away (i.e. as soon as you get the loan), and payments are made monthly. This can be difficult when you first start a business and your cash flow is not strong.

There are also "Patient Loans." With a Patient Loan, you only have to pay interest at first (usually one or two years). After this initial "patient" period, you begin paying back both the principal and interest, just as you would with a conventional loan. The advantage of a Patient Loan is that your payments will be smaller starting out, when your cash flow may not be strong. The disadvantage is that your payments for the last part of the amortization period (repayment period) will be much bigger than with a traditional loan.

Banks prefer to reduce the risk of their loans by placing liens on assets of the company and/or requiring the entrepreneur to sign personal guarantees for repayment, even if the business is incorporated.

Equity

Equity financing is also a very common type of financing, but it is almost always restricted to corporations (not sole proprietorships or partnerships), because of taxation and legal issues. See the Legal Structure section for more information the different types of legal business entities.

With Equity financing, the entrepreneur receives money from an investor in return for part ownership in the business. There are many types of equity financing arrangements, but the most common includes the issuance of common stock, or shares, and does not require any immediate repayment. It is important to note that whoever owns more than 50% of a company's stock has complete control over that company. If you own less than 50%, you could even be fired!

Equity investment offers many advantages including that repayment is not necessary and that additional people now have a financial interest in the success of your business. The drawbacks are that you may be required to provide periodic reports to your investors, and some investors may even want to participate in daily decisions. And while investors may not require immediate repayment, they do expect to make a profit from their investment someday. This means that an appropriate "exit strategy" must be in place that demonstrates how the investor will eventually make a return on their investment. An Exit Strategy may include a management buyout where you buy back the shares at a set price; an acquisition where your company is bought by another company; or eventually selling your company's stock on a public stock exchange.
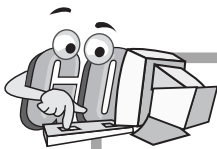
In GoVenture you select the type of financing you will use when starting up their GoVenture Business. This is found in the Business Profile section. Here is how GoVenture handles each:

Love Money

No formal liability is set up but you may get a request for repayment sometime in the future - perhaps even unexpectedly.

Windfall

No implications. You just get the cash!

Bank Loans

A liability is set up with a monthly automatic repayment.

Equity

You are provided with the startup cash and an investor is given a certain percentage of your company. No formal repayment strategy is set up. The investor may prove to help or hinder your business.

GoVenture

Entrepreneur
Education Bundle

GoVenture® Entrepreneur Education Bundle

Instructor Guide

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Business Advisor Guide

~

Learning Guides and Activities
Instructor Edition

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Learning Guides and Activities
Student Edition

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Test Bank

Entrepreneur

Instructor Guide

*Using GoVenture In
Your Learning Environment*

MediaSpark

Contents

GoVenture® Entrepreneur

Instructor Guide

Using GoVenture In Your Learning Environment

1. Welcome

This Instructor Guide is provided to help you use MediaSpark's GoVenture Entrepreneur simulation in your classroom or computer lab. If you are not already familiar with the award-winning GoVenture business simulation, we invite you to visit the GoVenture.NETwork at www.goventure.net or to contact us at 1-800-331-2282.

An electronic version of this document is also available on the GoVenture.NETwork.

2.   About GoVenture Entrepreneur

Make learning easier and more fun than ever!

GoVenture Entrepreneur is the most realistic business simulation ever! GoVenture lets students experience the day-to-day experiences of starting and running their own business and managing their personal life. Like a flight simulator for business, GoVenture Entrepreneur puts learners in the role of founder and CEO of their own virtual business, while engaging them in realistic situations and problems. It's easy to use, visual, interactive, and exciting!

GoVenture Entrepreneur is ideal for youth and adults in self-directed or facilitated learning environments and can be used to enhance training in marketing, entrepreneurship, business, finance, economics, career, family and consumer sciences, math, and other subjects.

Unlike any book, course, or seminar, GoVenture Entrepreneur enables learners to gain years of business and life experience in minutes!

3. What Makes GoVenture Entrepreneur Unique

All 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 Entrepreneur offers several key advantages:

1. A complete business experience, touching on all aspects of starting and managing your own business.
2. An experience of balancing business life with personal life.
3. An educational tool designed to deliver the entertainment value of a game.
4. Helpful paper-based resources that complement and support the learning experience.

GoVenture Entrepreneur 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 single hour of use — or over an extended period of time.

The educational foundation and ease of integration in the classroom and curriculum make GoVenture Entrepreneur 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. GoVenture for You

Education

GoVenture has been designed to be suitable for a variety of instructional approaches and levels. Whether the need is to create a completely new curriculum or to enhance an existing one, GoVenture offers a successful and valuable experience for instructors and learners, from middle school to adult education.

Business Service Centers

Entrepreneurs are not "born" — they must be trained in a number of business, management, and interpersonal skills. Budding entrepreneurs need to experience the thrills and challenges of running a business before they do so in the real world. GoVenture provides the experience necessary to gain valuable knowledge in starting and running a business without the risk of failure. Learn about accounting, finance, marketing, human resources, inventory management, and a full range of life skills.

Banking and Financial Services

Startup entrepreneurs can pose a significant challenge to financial institutions. In many cases, they require a great deal of attention to the point where small business can be the least profitable segment of the commercial market. Nonetheless, they constitute a market that cannot be ignored. Financial institutions can provide startup entrepreneurs with a successful and valuable experience by directing them to GoVenture or by directing their own employees to GoVenture as a customer empathy tool.

Corporate Business Training

Training impacts the success of an organization at all levels. In order for employees to play a proactive role, they must have a strong understanding of the overall business model. By playing the role of the CEO or manager, GoVenture enables employees to gain a high level of understanding and empathy not possible using conventional training approaches. With a raised level of understanding, a multitude of benefits follows — increased performance, morale, loyalty, opportunity, and success.

Life Skills Training

GoVenture helps develop a number of necessary skills for success in the fast-paced Knowledge Economy, including: planning, just-in-time learning, problem solving, organization, critical thinking, and risk management. GoVenture addresses life skills training directly by immersing learners in a simulated world of experience that transcends the limitations of traditional teaching and learning approaches.

Unlike conventional educational materials, games and Internet portals, GoVenture offers a comprehensive learning experience. Simulations are combined with a wide range of learning resources for quick and easy integration into self-directed or facilitated learning environments.

What You Need to Play GoVenture Entrepreneur

GoVenture Entrepreneur is designed using proven technologies that will operate on personal computers, either stand-alone or over the Internet. For specific system requirements, please refer to the software documentation.

5. GoVenture Resources

Every GoVenture educational license bundle includes the following resources:

Entrepreneur Simulation Software
A highly visual, realistic, and interactive business simulation software program that emulates the startup and operations of a small business. Includes over 6,000 graphics, animation, sound, and video.

Software User Guide, Simulation Help, and Advisor
Print materials included with the software simulation and visual tools in the simulation designed to introduce you and your students to GoVenture, and to help you become comfortable with the program quickly.

You will also find the following features within the GoVenture Entrepreneur simulation very helpful:

- Slide Show Presentation
  A narrated 8-minute slide show provides an overview of the entire simulation. (Sound is required). This slide show is accessible by clicking the *About GoVenture* button when you start the software and also by clicking *About Venturing* on the main menu when you play the simulation.

- Walkthrough Window
  A small window takes you step-by-step through the main areas of the simulation. The Walkthrough Window will automatically pop up when you start a new simulation.

- More Help from GoVenture.NET
  The GoVenture Entrepreneur simulation software links directly to the GoVenture.NETwork through the globe button, visible on every screen in the simulation. When connected to the Internet, clicking the globe button will take your students directly to helpful information specific to whatever issue or decision they are currently dealing with in the simulation. For example, if you are viewing the Employees section of the simulation, clicking the globe button will display information on how to hire and manage employees, as well as helpful hints on how the GoVenture simulation works behind the scenes.

Experiencing Entrepreneurship —
An Illustrated Introduction to Starting and Running Your Own Business
A concise, easy-to-read illustrated guide that outlines the basics every aspiring entrepreneur needs to know in a summary format. For you and your students, this guide complements the GoVenture simulation by serving as a valuable resource throughout your course or program.

Performance Report and Success Evaluator
The Performance Report, included in the simulation software, is a helpful software tool that displays detailed results, assigns a score to the performance based upon a number of factors, and can be printed out as a report.

The Success Evaluator is available online at www.goventure.net as part of the GoVenture Value Option subscription. It allows teachers to adjust the weightings in the Performance Report scoring factors and to create single or batch Performance Reports from student simulation files.

Instructor Guide (this document) and Business Advisor Guide
Guides to help you learn about GoVenture and the various resources that are available for using GoVenture in the classroom or in a business or life skills training environment.

Learning Guides and Activities Workbooks —
Instructor and Student Editions
Lessons and activities designed to bring entrepreneurship education alive in the classroom. Every key decision an entrepreneur needs to make in starting and running a business is addressed with a corresponding activity from the Learning Guide. These Learning Guides and Activities help students better understand the decisions that need to be made within the GoVenture simulation.

Test Bank
The Test Bank consists of objective questions that are closely tied to content contained in the Experiencing Entrepreneurship guide. These questions are also suitable for general knowledge testing. An instructor version with complete answers is included.

GoVenture.NETwork — *www.goventure.net*
A free website containing a wealth of business tools, activities, games, and collaboration opportunities for you and your students.

GoVenture Live the Learning
A free newsletter to help educators and facilitators bring business to life!

GoVenture Value Option
The GoVenture Value Option is an optional annual subscription add-on to your GoVenture education bundle license. Value Option subscribers have access to activities, special offers, and discounts that are not available to non-subscribers. The GoVenture Value Option is only available with organizational licenses and is included FREE with some licenses for a limited time following purchase of GoVenture.

For details and a free preview of what's available to GoVenture Value Option subscribers, please visit www.goventure.net.

> *Note: To activate your Value Option Subscription, please refer to the documentation included with your purchase.*

6. Getting Started

The following approach is recommended to help you and your students get started with GoVenture:

1. Browse through all of the resources that are provided with GoVenture Entrepreneur to get a better understanding of how everything fits together.

2. Review the Software User Guide document to become familiar with the simulation.

3. Start the GoVenture Entrepreneur software. Select *Play GoVenture* and then choose the *About GoVenture* option to watch the 8-minute slide show presentation.

4. Once the slide show is finished, choose *GoVenture Setup*. If you have at least 30 minutes to review GoVenture closely, then choose the *New* option, otherwise choose *QuickStart.*

    - With a **New** simulation, you are required to make all Personal and Business Profile startup decisions before being allowed to begin running your business. When you start a New simulation, the Walkthrough window will pop up — you may choose to follow the directions in this window, or close it altogether.

    - **QuickStart** enables you to dive immediately into a preset business, without having to complete the Personal and Business Profile sections. With a QuickStart simulation, you can review all Business and Personal Profile selections, but cannot change them (Except for the Personal Discovery, Wish List, and Hours sections.)

      Note: Every decision element in the Personal and Business Profiles corresponds to an activity in the Learning Guides, as well as a section in the Experiencing Entrepreneurship illustrated guide.

5. Explore the various areas of your business to become familiar with the different screens within the program and the types of decisions that need to be made. If you run your business long enough, you will experience a variety of events that will challenge you along the way. Be sure to view the *Help* information that is available to guide you through the program. Click on the yellow button with the question mark to access this feature.

6. Virtual time is tracked by minute, hour, and day. The initial clock speed is set for "Slow" (30 virtual seconds for every real second). You can adjust the speed at which time passes by clicking the *Time* button at any point in the simulation.

Once you are familiar with the simulation screens, try starting and running a business of your own to get a better sense of how GoVenture works.

7. GoVenture and Your Curriculum

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 business 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 business 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 about 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 Personal and Business Profile sections of the simulation, making all the decisions for themselves — and perhaps using the activities in the Learning Guide for assistance.

Hours 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.

As a general rule-of-thumb, you can count on every hour your students spend working with GoVenture equaling about a month of operating time for their GoVenture businesses. 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 Day	**1 Week**	**6 Months**	**1 Year**
Warp 4	4 sec	These time settings are too fast to handle daily transactions, but can be helpful to advance time quickly for brief periods.		
Warp 3	6 sec			
Warp 2	24 sec			
Warp 1	48 sec			
Super Fast	1 min			
Very Fast	**3 min**	**20 min**	**7½ hrs**	**15 hrs**
Fast	**5 min**	**½ hr**	**15 hrs**	**30 hrs**
Normal	**½ hr**	**3 hrs**	**70 hrs**	**145 hrs**
Default = Slow	$^3/_4$ hr	These time settings are commonly used when becoming familiar with the simulation.		
Very Slow	24 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.

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.

Creating Your Own QuickStart Scenarios

You can create businesses with specific startup settings and turn them over to your students to operate. All you need to do is start a new simulation, make the desired decisions, and then save the simulation. Provide a copy of your scenario to your students via disk or any network folder, give them the file name and password, and instruct them to use the *Resume Simulation* feature and select your simulation file.

Every Simulation is Different

No two simulations will be exactly the same in GoVenture Entrepreneur. 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.

8.   Facilitated and Self-Directed Learning

GoVenture is designed to be used in facilitated and/or self-directed learning environments. Students can dive in on their own, exploring and discovering their GoVenture businesses with limited supervision, or can be directed step-by-step through the various aspects of starting and running a business.

Students only need the GoVenture simulation software to begin exploring and learning. However, the additional resources provided can add value to their specific areas of interest and their overall business learning experience.

9. Individual and Group Learning

GoVenture can be used for individual or group learning.

Students can run their own businesses and make all of the necessary decisions. They do not compete directly against each other, but with other virtual competitors programmed within their simulations — and of course they compete with themselves in order to successfully grow their businesses.

For group learning, students can work together to make decisions and/or they can be assigned specific business areas to champion — such as Operations, Finance, Human Resources, and Marketing. Groups of up to five students per business/computer can work effectively.

10. Evaluating Success

GoVenture Entrepreneur provides various business and life balance measurements, such as revenue, profit, net worth, market share, customer satisfaction, employee morale, personal and work hours, personal stress, and more. This allows you and your students to focus upon and to evaluate a diverse number of success points.

GoVenture provides a detailed Performance Evaluation report.   This report includes a score on pre-established factors, so students can compare their results. However, what role this score might play in your evaluation of their learning experience is your decision.

The Success Evaluator, a resource in the Value Option on the GoVenture.NETwork, allows you to adjust the weights of the scoring variables in the Performance Report and run single or multiple reports from your students' simulation files.

Please refer to GoVenture Experiencing Entrepreneurship, "Evaluating Success," and to the Software User Guide for more information on evaluating student performance.

11. We Want to Hear from You!

At MediaSpark, we are committed to providing our customers with the best support in the business! We make every effort to design easy to use, robust programs that run on various computer platforms and require little or no installation. However, if technological difficulties still arise, we are here to help. Toll free telephone, email, and fax assistance is readily available. We will call you back promptly, and stay with you until all of your issues are resolved. Our primary goal is to provide you and your students with a successful GoVenture experience every time.

We invite you to stop by the GoVenture.NETwork often to learn about new features we have added to GoVenture and new simulations we are developing.

MediaSpark Inc.

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GoVenture

Entrepreneur

Learning Guides and Activities

INSTRUCTOR

EDITION

MediaSpark

GoVenture Entrepreneur
Learning Guides and Activities

Table of Contents

Selecting a Business
Choosing the Type of Business to Operate

Instructor

Overview
In this activity, learners will discover the type of business they would best be suited to operate. They will also select a business in GoVenture.

Outcomes
Upon completion of this activity, learners should be able to:

- Explain how their personality and interests are important factors in deciding what type of business they should set up.
- Identify three businesses that they would be best suited to operate, and provide supporting evidence.
- Identify three businesses that they would not be suited to operate, and provide supporting evidence.
- Outline the advantages and disadvantages of owning a franchise versus an individual operation.
- Select a Business in GoVenture.

Skill Level
Middle School — High School — Adult

Preparation
Review the background information with learners:

Experiencing Entrepreneurship: Starting Your Business — Type of Business

Procedure

Summary
Instruct learners to answer the questions and follow the procedures as outlined on the Student Edition activity sheet.

GoVenture Entrepreneur

In the Business Profile area, have users choose the Type of Business portal and make an appropriate selection. Request that they outline the reasons why they chose this business over the others.

Questions and Answers

1. **List 10 types of businesses.**

2. **List 3 products that each business would likely sell.**

3. **Name 3 types of businesses that you feel you could own and operate. What would make you suited to run these businesses?**

4. **Name 3 types of businesses that you would not be suited to own. Why?**

The answers to Questions #1-4 will vary with each learner. They are designed to get learners thinking about the types of businesses that would suit their personalities, and the realization that setting up a business that does not suit their interests would be an additional challenge.

5. **What are the advantages to owning a franchise?**

   See: *Experiencing Entrepreneurship:* Starting Your Business — Type of Business

6. **What are the disadvantages to owning a franchise?**

   See: *Experiencing Entrepreneurship:* Starting Your Business — Type of Business

7. **Would you like to own a franchise? Why or why not?**

   Some learners will be very interested in belonging to a franchise, feeling the benefits will outweigh the negatives. Other learners will not want to give up any control over their business and will want complete ownership of their business. Here the learners should show an understanding about the advantages and disadvantages of owning a franchise.▣

Selecting a Business

Entrepreneur

Learning Guides and Activities

STUDENT

EDITION

MediaSpark

Selecting a Business
Choosing the Type
of Business to Operate

YOUR NAME: _____

DUE DATE: _____

SCORE

Overview

There are many different factors to be considered when deciding the type of business that you would like to set up. These factors would include your personality and your interests. Also, when starting up a new business you often will look at whether or not you want to become part of a national franchise.

Outcomes

Upon completion of this activity, you should be able to:

- Explain how your personality and interests are important factors in deciding what type of business you should set up.

- Identify three businesses that you would be best suited to operate, and provide supporting evidence.

- Identify three businesses that you would not be suited to operate, and provide supporting evidence.

- Outline the advantages and disadvantages of owning a franchise versus an individual operation.

- Select a Business in GoVenture.

Procedure

You should give very serious thought to what type of business would suit your personal interests. If you are going to spend huge amounts of hours developing a business, you may as well enjoy what you are doing. Think carefully about your interests, and then answer the questions asked on the following pages.

Questions and Answers

1. **List 10 types of businesses.**

2. **List 3 products that each business would likely sell.**

Answers for Questions 1 and 2 can be completed in the table below, by listing a type of business and 3 products it might sell on each line.

#	Type of Business	Product A	Product B	Product C
1				
2				
3				
4				
5				
6				
7				
8				
9				
10				

3. **Name 3 types of businesses that you feel you could own and operate. What would make you suited to run these businesses?**

_____

_____

_____

_____

_____

_____

Selecting a Business

4. Name 3 types of businesses that you would not be suited to own. Why?

_____

_____

_____

_____

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5. What are the advantages to owning a franchise?

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6. What are the disadvantages to owning a franchise?

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7. Would you like to own a franchise? Why or why not?

_____

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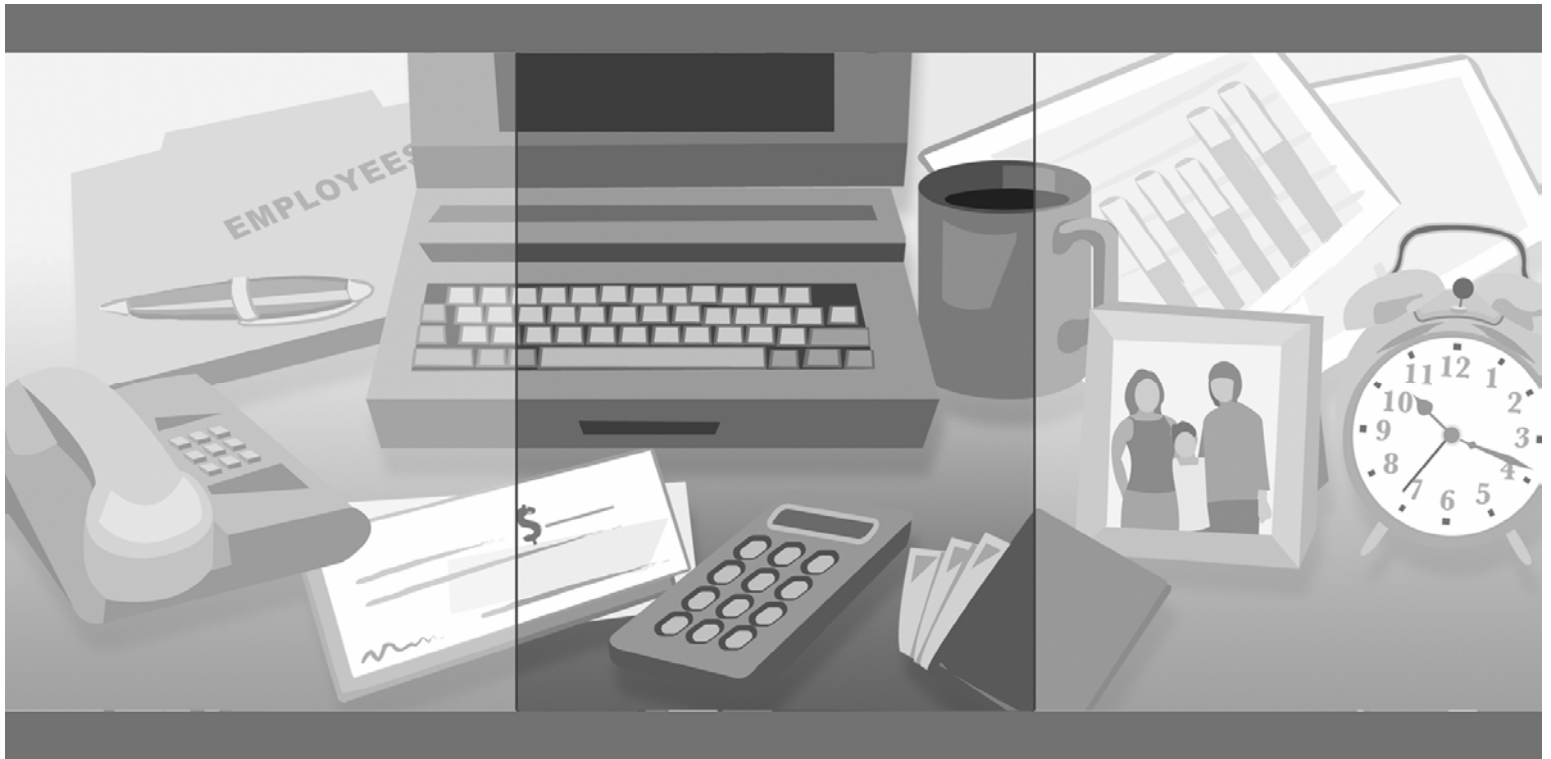## Selecting a Business

GoVenture

Entrepreneur

Test Bank

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GoVenture® Entrepreneur Test Bank

Questions are arranged by subject matter groups, and the related areas within the GoVenture Entrepreneur simulation are indicated for each question. Please select the questions most appropriate for your learners.

The GoVenture Entrepreneur Test Bank is also available as an online teaching as part of the Value Option on the GoVenture.NETwork. To access the online test bank, connect to the Internet, browse to www.goventure.net, and log in to the Value Option.

Contents

Instructor Edition — With Answers

Instructor

GoVenture Entrepreneur
Test Bank

Accounting

1. **How can an accountant help an entrepreneur?**

   An accountant can help an entrepreneur with:
   - Bookkeeping.
   - Tax advice and preparation of your tax return.
   - Improving the financial efficiency of your business.
   - Seeking out financing for startup and growth capital.

   Area in GoVenture Entrepreneur: GoVenture City Video in Accountants Office

2. **What is bookkeeping and why is it important?**

   Bookkeeping is the act of maintaining accurate and detailed financial records of all income received and of all expenses incurred while operating your business. You are required by law to keep these records accurately. Bookkeeping also provides you with an accurate reading on how your business is doing financially.
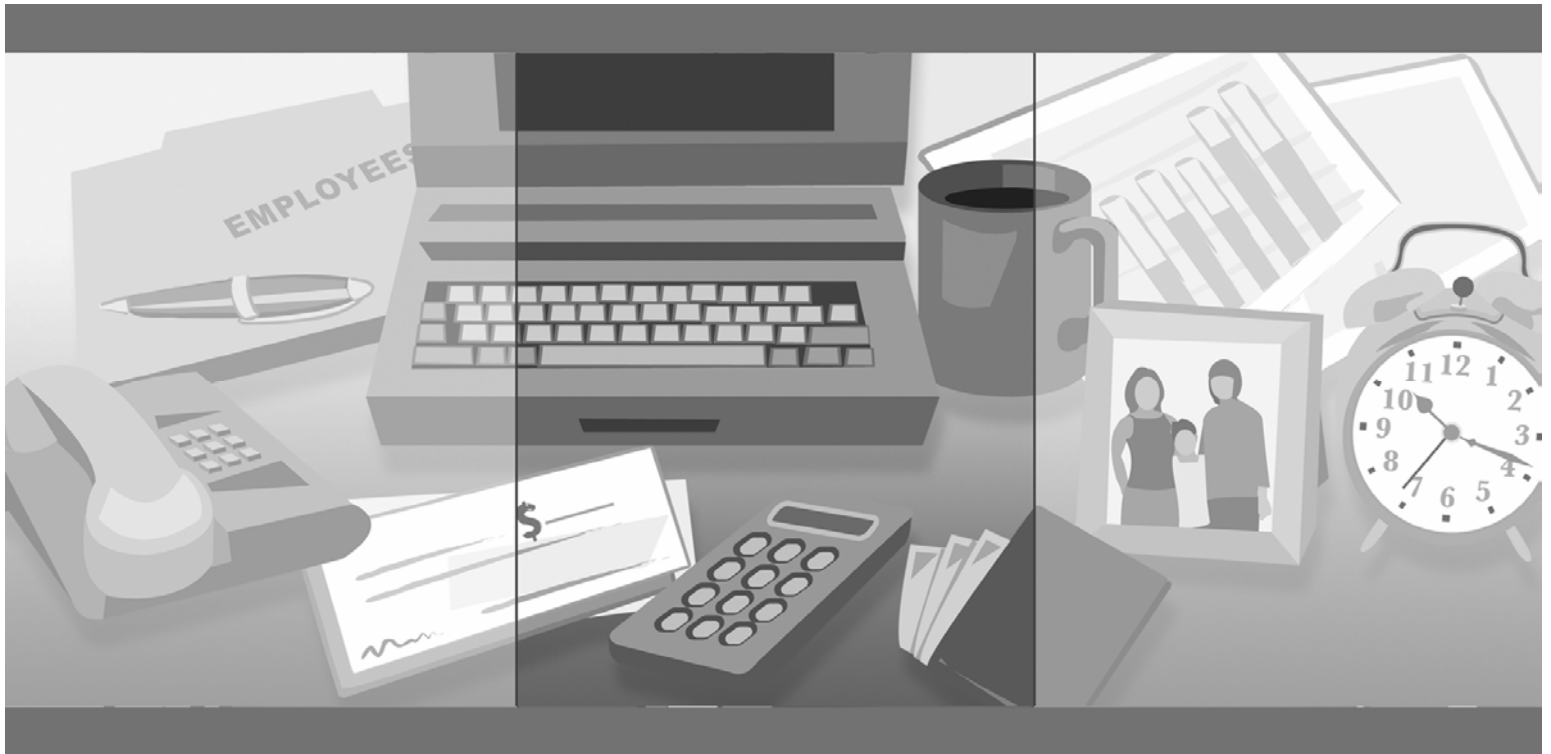
   Area in GoVenture Entrepreneur: GoVenture City Video in Accountants Office

GoVenture

Entrepreneur

Software
User Guide

MediaSpark

Contents

GoVenture® Entrepreneur
Software User Guide

1. Welcome

The Software User Guide is provided to help you use MediaSpark's GoVenture Entrepreneur simulation in your classroom or computer lab. If you are not already familiar with the award-winning GoVenture business simulations, we invite you to visit the GoVenture.NETwork at www.goventure.net or to contact us at 1-800-331-2282.

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.

An electronic version of this document is also available on the GoVenture.NETwork.
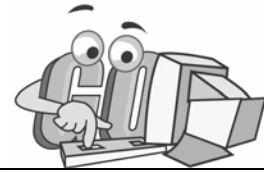
2.   GoVenture Entrepreneur

What is GoVenture Entrepreneur

GoVenture Entrepreneur is the most realistic entrepreneurship simulation ever!

GoVenture Entrepreneur is a highly visual and realistic entrepreneurship simulation that recreates the day-to-day experiences involved in starting and running a small business.

Like a flight simulator for business, GoVenture Entrepreneur puts you in the role of founder and CEO of your own virtual business, while engaging you in realistic situations and problems. Run an entire session of GoVenture Entrepreneur within minutes, or over an extended period of time. It's easy to use, visual, interactive, and exciting!

Unlike any book, course, or seminar, GoVenture Entrepreneur enables you to gain years of experience in minutes! Manage all aspects of your own virtual business and personal life — price your products, order inventory, conduct advertising initiatives, review financial statements, write checks, hire and fire employees, manage schedules, allocate time for sleep and family, manage personal stress, and more. Monitor your success by evaluating profitability, customer satisfaction, employee morale, and personal goals. Gain practical experience so you have the confidence to explore becoming a real entrepreneur. Play again and again — every new simulation you run is different!

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

What Makes GoVenture Entrepreneur Unique

GoVenture Entrepreneur is a highly visual, realistic, and interactive business simulation software program that emulates the startup and operations of a business. It includes over 6,000 graphics, animation, sound, and video which make it an effective and enjoyable way to learn about starting and operating a small business. In addition, GoVenture Entrepreneur 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.

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 Entrepreneur offers several key advantages:

1. A complete experience, touching on all aspects of small business startup and management.
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 Entrepreneur 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 is the perfect complement to any entrepreneurship or business course or curriculum.

GoVenture Entrepreneur can provide a valuable learning opportunity for an individual or an entire class, within a single hour of use — or over an extended period of time. The educational foundation and ease of integration in the classroom and curriculum make GoVenture Entrepreneur 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.

GoVenture for You

Education

GoVenture has been designed to be suitable for a variety of instructional approaches and levels. Whether the need is to create a complete new curriculum or to enhance an existing one, GoVenture offers a successful and valuable experience for teachers and students, from middle school to adult education.

Business Service Centers

Entrepreneurs are not "born" — they must be trained in a number of business, management, and interpersonal skills. Budding entrepreneurs need to experience the thrills and challenges of running a business before they do so in the real world. GoVenture provides the experience necessary to gain valuable knowledge in starting and running a business without the risk of failure. Learn about accounting, finance, marketing, human resources, inventory management, and a full range of life skills.

Banking and Financial Services

Startup entrepreneurs can pose a significant challenge to financial institutions. In many cases, they require a great deal of attention to the point where small business can be the least profitable segment of the commercial market. Nonetheless, they constitute a market that cannot be ignored. Financial institutions can provide startup entrepreneurs with a successful and valuable experience by directing them to GoVenture or by directing their own employees to GoVenture as a customer empathy tool.

Corporate Business Training

The need to acquire competitive business know-how is increasing at Internet speed. Soon the only competitive differentiator will be the speed at which people and organizations learn. In order for employees to play a proactive role in the success of an organization, they must have a strong understanding of the overall business model. GoVenture provides an experience that is compelling, flexible, cost-effective, and efficient for generating the understanding needed to foster a strong intrapreneurial spirit.

Life Skills Training

> GoVenture helps develop a number of necessary skills for success in the fast-paced Knowledge Economy, including: planning, just-in-time learning, problem solving, organization, critical thinking, and risk management. GoVenture addresses life skills training directly by immersing learners in a simulated world of experience that transcends the limitations of traditional teaching and learning approaches.

Unlike conventional educational materials, games and Internet portals, GoVenture offers a comprehensive learning experience. Simulations are combined with a wide range of learning resources for quick and easy integration into self-directed or facilitated learning environments.

What You Need to Play GoVenture Entrepreneur

GoVenture Entrepreneur is designed using proven technologies that will operate on personal computers, either stand-alone or over the Internet. For specific system requirements, please refer to the software documentation.

More Information

For more information on GoVenture Entrepreneur and other simulations, visit the GoVenture.NETwork Internet portal or contact MediaSpark at:

Sales:	1-800-331-2282 USA/Canada
Telephone:	902-562-0042
Fax:	902-562-1252
Internet:	www.goventure.net

3.   Playing GoVenture Entrepreneur

Venture Menu

Each time you run GoVenture Entrepreneur you will first be prompted to type in your name. Then you will automatically go to the **VENTURE MENU** where you will have the following options:

> **About Venturing** — a slide show presentation about GoVenture.

> **GoVenture Setup** — the menu for starting and exiting simulations.

At the bottom of the screen are buttons to:

- Unlock your software (a locked/unlocked padlock).
- Quit the program.
- Access the GoVenture Entrepreneur help ("?" button)
- Link to GoVenture.Net additional help on the Internet

Later, after you have started, if you return to the **VENTURE MENU** there will be a third option, which allows you to return to your current simulation:

> **GoVenture** — return back to your current simulation.

GoVenture Setup Menu

The **GOVENTURE SETUP** screen gives you the following options:

- NEW — Start a new custom simulation.
- QUICKSTART — Start one of several already set up businesses.
- RESUME — Open and continue a previously saved simulation.
- SAVE — Save the current simulation.
- BACK — Continue with the current simulation.
- QUIT — Exit the program.

There are also controls for:

- Music.
- Volume.
- Sound Effects.
- Unlocking your software version.

Start a NEW Simulation

When you elect to start a new simulation, you will have to decide whether you will start a new custom simulation, or select a pre-established GoVenture business option:

QUICKSTART

> QuickStart enables you to dive immediately into a preset business, without having to complete the Business Profile details. You can review all the Startup Details selections later, but you cannot change most of them. Click the *QuickStart* button and choose a business. Then click the *Start* button. The program will take you to the Personal Profile section, which you can elect to complete now or later. You may view the Business Profile which has been set up for you, or click on the *City* button to go to GoVenture City and start the simulation.

NEW CUSTOM SIMULATION

> When you start a new custom simulation, you must complete the required components of the Personal and Business Profiles for your new business before you can begin the simulation. For each of the required items, you will be given a list of different options from which to choose. The Business Plan and Personal Objectives are optional and may be completed at a later point during the simulation. When you have completed the profiles, or click on the *City* button to go to GoVenture City and start the simulation.

When you arrive in GoVenture City the virtual time clock will start ticking and the simulation begins.

SAVE a Simulation

You can halt time in the GoVenture Entrepreneur simulation and save your simulation to disk, and then return to it later. To do this, click on the *Setup* button in the lower left corner of every main screen. This will take you to the **GOVENTURE SETUP** screen, where you can click on the *Save* button, then name and save the file to a hard drive or diskette.

You will need to enter a password to protect against unauthorized use of your file. Be sure to note the password used; it will be needed to resume the simulation.

RESUME a Saved Simulation

Click on the *RESUME* button and call up your saved simulation file. You will need to type in the password to open it. When the file opens, play resumes where you left off when you saved the file.

END a Simulation

The simulation will automatically stop if you go out of business (become bankrupt), close your business, or sell your company. Otherwise, you can continue the simulation for as long as you wish.

Even after the simulation ends and the clock stops, you will be allowed to review the entire simulation, including the Performance Report. However, you cannot alter the simulation after it ends.

If you wish to save your results, be sure either to Print the Performance Report or to Save the simulation before quitting the program or starting a new simulation. If you Save the completed simulation, you will be able to view the results later by selecting the Resume option (see above).

QUIT GoVenture

To quit GoVenture Entrepreneur and exit the program completely, select the *Setup* button and then click the *Quit* button. If you wish to resume your current simulation at a later time, be sure to save it before quitting (see above).

Create and Play Your Own QUICKSTART

Once you are familiar with GoVenture, you may wish to make your own QuickStarts, so that an entire group of users can be challenged with the same scenario. This is done by using the Save and Resume features of the program.

Create a QuickStart

To create a QuickStart, start a new custom 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 a location that can be accessed by others.

Play Your QuickStart

To play your own QuickStart, run GoVenture and go to the GoVenture Setup menu, click Resume, select your saved file, and enter the password. The simulation will begin at the point in the simulation where you saved the file.

Edit Your QuickStart

If you wish to edit your QuickStart file, you must run GoVenture and choose the Resume feature. Select your file and enter the password to open it. Once you have completed your modifications, you can resave the simulation file.

You should normally 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.

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 folders.

Then run GoVenture, select the *Resume* button, 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 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.

4.   How GoVenture Entrepreneur Works

Objective

The key objective of GoVenture Entrepreneur is to provide you with the virtual experience of starting and running a business while managing your personal life.

- The business objective is to run a profitable operation which grows and gains a dominant market share.

- The personal objective is to manage your personal life (personal wealth, stress, time) while running your business.

Evaluating this experience against your goals and lifestyle objectives may help you make future career choices. And of course, the overall objective is learning — in an engaging, but challenging, environment.

Simulation Activities

Playing GoVenture Entrepreneur involves the following activities:

Personal Profile

Starting up a business involves everything from selecting the type of business to buying the equipment needed and obtaining necessary permits. For each component of the Business Profile, you must select from a number of different options and complete all the mandatory elements in the following setup details:

- You (required)
- Your Advisor
- Your Family (required)
- Self Discovery
- Wish List
- Time Guide
- Personal Status (a recap, nothing to setup here)

The Personal Profile sections are optional except for You and Your Family. Completing these may help you with strategies and future decisions. Except for Your Family, they do not affect the operations of the simulation directly. This information may also be accessed while running the simulation and completed later.

Business Profile

Starting up a business involves everything from selecting the type of business to buying the equipment needed and obtaining necessary permits. For each component of the Business Profile, you must select from a number of different options and complete all the mandatory elements in the following setup details:

- Business Plan
- Type of Business
- Seed Money
- Business Name
- Logo
- Legal Structure
- Location
- Site
- Equipment
- Permits & Licenses
- Financial (a recap, no setup required)

The Business Plan section is optional. Completing this may help you with strategies and future decisions, but will not affect the operations of the simulation directly. The Business Profile may also be accessed while running the simulation and completed later.

GoVenture City

From the GoVenture City screen, you have access to all areas of the program, including:

- GoVenture Setup
- Venture Menu
- Home
- Work
- Briefcase
- Personal and Business Profiles
- GoVenture.NETwork
- Time

In addition, you can use your mouse to rollover the city and click to visit:

- Your Banker
- Your Lawyer
- Your Accountant
- The Discovery Center
- The Newspaper
- The TV Station
- The Radio Station
- The Print Shop

Work

As the owner of the business, you must monitor your business results — sales, customer satisfaction, employee morale, lost sales, profits, and more. The results of your operations may lead you to modify your business strategy, and will frequently require you to take action to improve any unsatisfactory operating results. From your Work screen and the menu on this screen you can:

- Follow all the key elements of your operations.
- Track cash and sales.
- Set your business schedule, close or sell your business.
- Review and order inventory.
- Price your products.
- Access resources on your desk including, employee files, your computer, telephone, answering machine, fax machine, calculator, and personal organizer.
- Get help.
- Go to the city.
- Go home at the end of the day.

Briefcase

When you are not at work, you can always access your computer, your personal organizer, and your calculator by opening your briefcase.

Time

You can adjust the speed at which time advance in GoVenture Entrepreneur to speed up or slow down time to suit your work style. You can also see your current emotional state and overall stress level when you click on the Time button.

Home (Personal)

You should start and end each day at Home. You will need to set your commuting, sleep, and personal hours. And you must also manage your personal finances. Your briefcase is available at home if you want to do some office work.

You determine how many hours you will work each day, and how much time is allotted to personal time for yourself, your family, and for rest. If you do not go home, then GoVenture will continue to operate, however, lack of sleep and personal time will increase your stress level.

Market Influences

Economy

There are underlying economic growth variables which play a role in determining factors such as the interest rate on bank loans, the minimum wage expectation, and fluctuations in inventory costs. You cannot control these factors, but be aware that conditions may change during the simulation. Your business will be affected by some of these external factors. So you must constantly monitor your operations – you cannot make one set of decisions and go on "auto-pilot" until the end of the simulation.
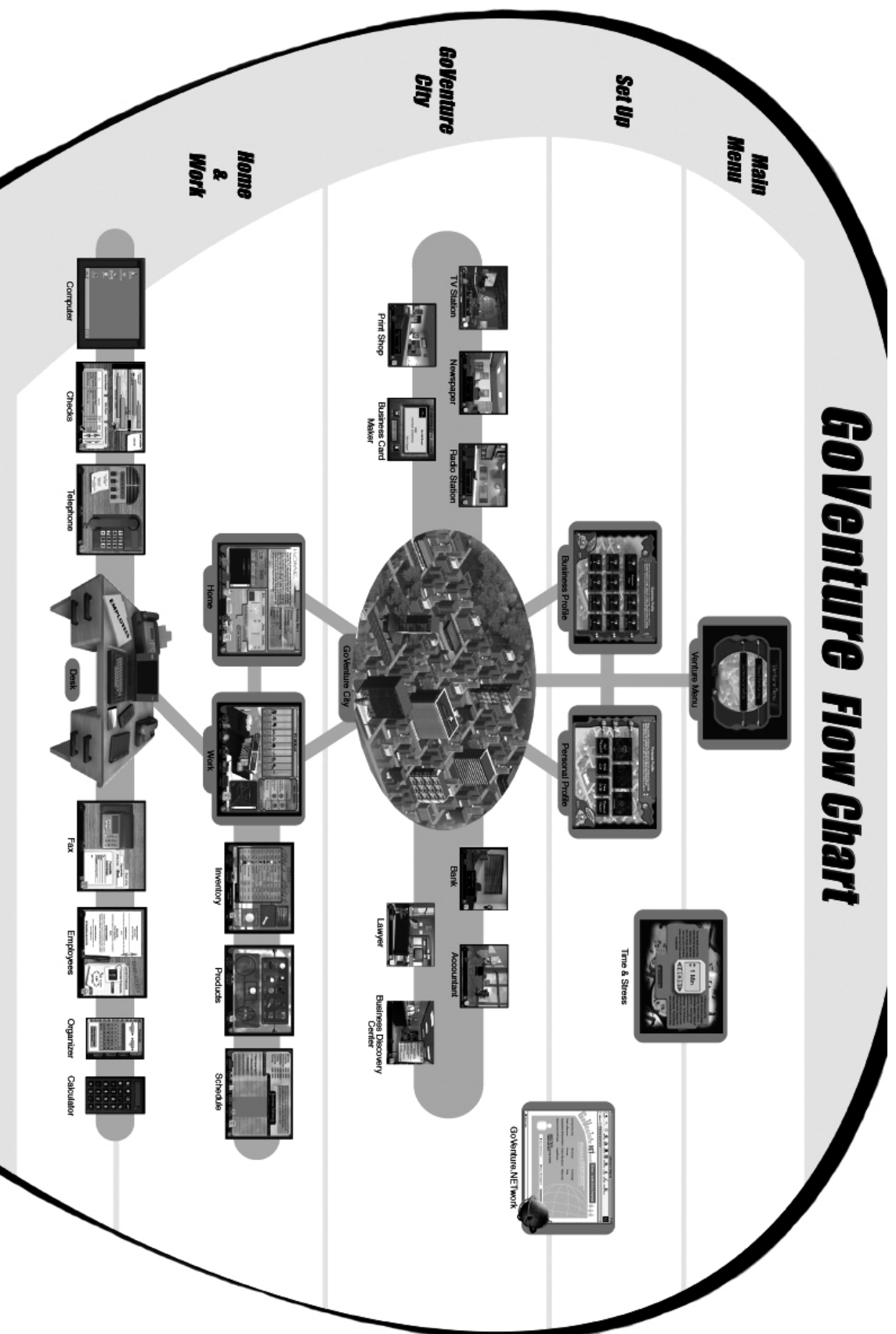
Weather and Random Events

Weather may play a role in when and where people shop. There will also be unforeseen events which happen to your business – equipment might break down, an inventory shipment might be lost, or an employee might not show up for work. You must be ready to react to these situations. Too much stress can make you sick, which could also impact your business.

Every Simulation is Different

No two simulations will be exactly the same in GoVenture Entrepreneur. While the business options will be the same from one simulation to the next, there will be changes in economic conditions, competition, weather patterns, and (intelligent) random factors which will make each simulation a new challenge.

You can also vary the experience by changing the type of business and the location startup details, or by running the simulation for different time periods. So a successful experience in one simulation does not guarantee equal success in the next — being consistently successful takes work!

GoVenture Entrepreneur Flow Chart

GoVenture Flow Chart

Main Menu

Set Up

GoVenture City

Home & Work

Venture Menu

Business Profile

Personal Profile

Time & Stress

GoVenture City

Business Discovery Center

Lawyer

Accountant

Bank

Products

Schedule

Inventory

Home

Work

Print Shop

TV Station

Newspaper

Radio Station

Business Card Maker

GoVenture NETwork

Computer

Checks

Telephone

Desk

Fax

Employees

Organizer

Calculator

6.   Getting Help

GoVenture 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 this 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 the simulation. Click this 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.

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 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.

7. GoVenture Entrepreneur Walkthrough

Venture 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.
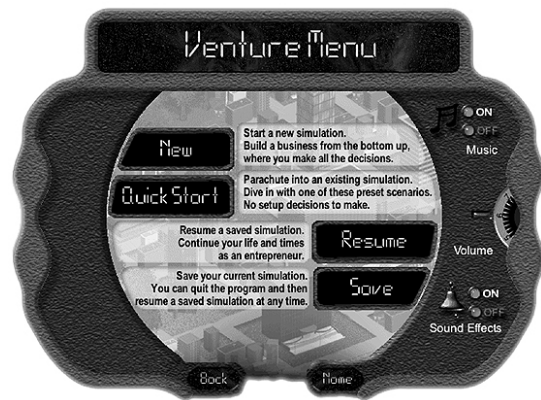

Figure 2: GoVenture Setup — You can start a new simulation, save a simulation in progress, resume an existing saved simulation, or use the Quick Start option to dive instantly into the GoVenture simulation with one of the preset scenarios. This screen also lets you adjust the controls for volume, music,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

Personal and Business Profiles

To begin a new simulation in GoVenture Entrepreneur, you must first set up your personal and business profiles. Decisions you make can 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.
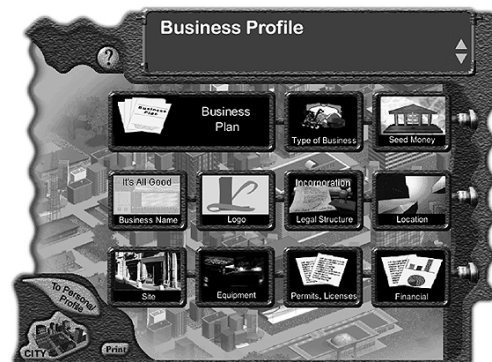

Figure 4: Starting and operating a business is not a simple task. There are a variety of important decisions to make, research to conduct, application forms to complete, and so on. It is important to remember that everything affects the success of your business in some way or another. Once you have set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

GoVenture City

The hub of all activity is the business community where you operate your company. In GoVenture, this 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.
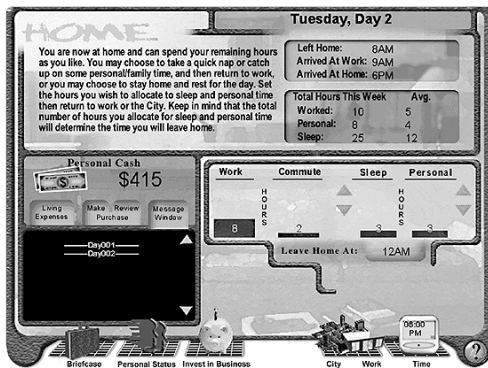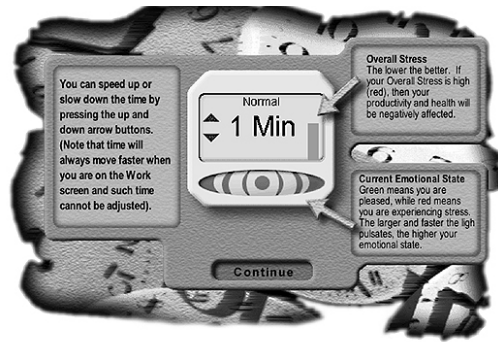
Home

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.
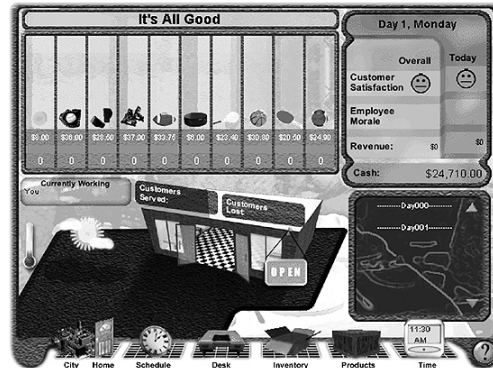
Work

This is your main business screen.

Figure 8: At 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 prices of your products. Be careful not to set them too high, or no one will buy.

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.
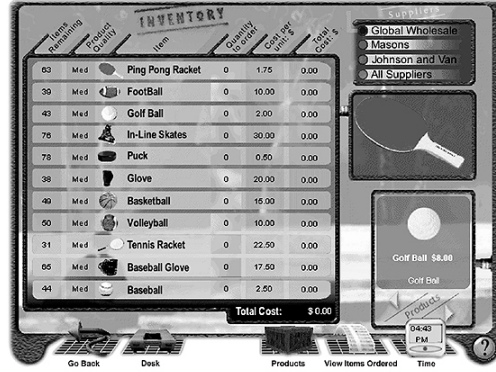

Figure 10: Check the inventory of items that you have in stock. Put together your orders for more inventory. You have three suppliers and each offers different quality levels and different prices. You decide what you want to purchase and from whom. Then call in your orders using the telephone on your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

Schedule

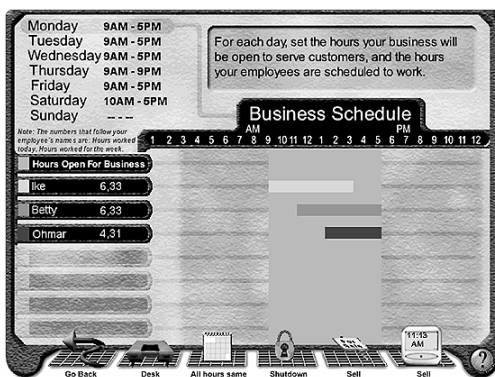Your work schedule includes your business hours of operation and your staffing.

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.
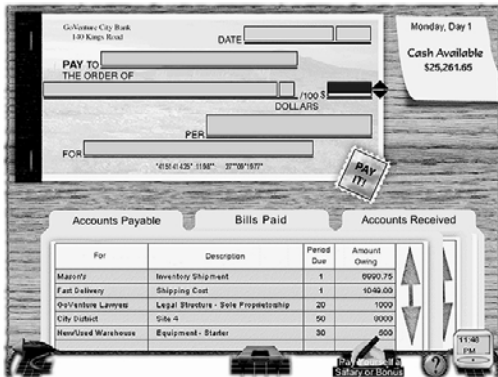

Figure 13: Each time you make a purchase (buying inventory or equipment) or owe money (employee wages or loan payments) a "payable" is automatically created. Click on Accounts Payable and select which bill you wish to pay. Fill in the check in your checkbook, and press the Pay It! button. You can check 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.
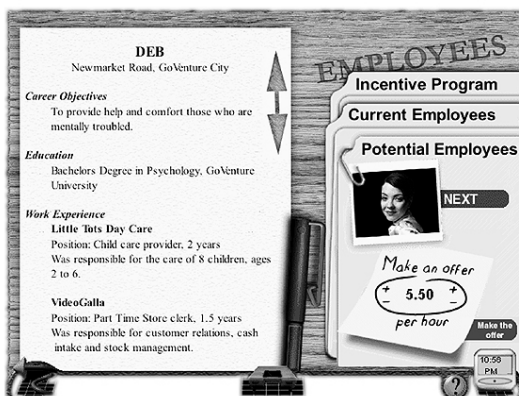

Figure 15: Check current employees and give them a raise. Review potential new hires to expand your staff, or set up an employee incentive program to improve morale.

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: Phone and Answering Machine — 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: Fax Machine — Send or receive a fax. The fax machine is on your desk.

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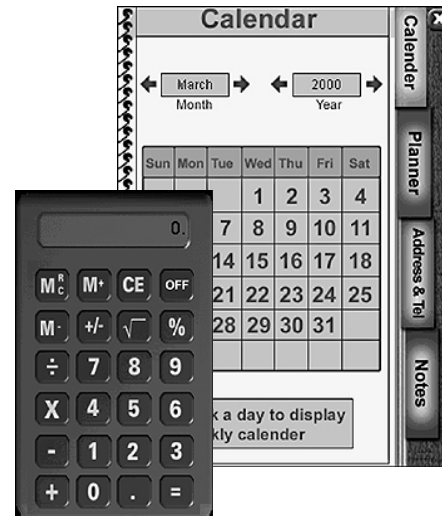

Figure 19: Calculator and Personal Organizer — Need to schedule your time? Make notes about that important meeting, or your spouse's birthday? Use the personal organizer. Or click the calculator to help you run some quick calculations.

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 Entrepreneur 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.

8.   Performance Evaluation

Success in GoVenture Entrepreneur

GoVenture Entrepreneur is designed to be fun and educational. There are two overall measurements for success:

1. How much you learned about running a small business.
2. How successful your business was.

If you know more about running a business now than you did before, have gained some insight and confidence, and perhaps had some fun along the way, then consider your experience a success!

If you wish to conduct a detailed evaluation of the results of your business decisions during the simulation, you can do so by reviewing the GoVenture Performance Report or by conducting your own personal evaluation.

Measuring Performance in GoVenture Entrepreneur

Performance Report

A summary of your simulation decisions and results can be viewed either by entering the Personal Status screen and clicking on the link "*Click here to view a detailed Performance Report,*" or by opening the computer (on your Desk or in your Briefcase) and double-clicking the Performance Report icon on the computer's desktop.

The Performance report gives you a score for your operations and provides summary data on your setup and operations, including:

- Personal Data
- Business Data
- Daily Operational Data
- Setup Selections
- Financial Statements
- and more . . .

By clicking the *Performance* button during a simulation, you will get a report on the status to date. If you save your simulation after completing it, you can return to the Performance area at any time and review, or print, the report for the entire simulation period.

Performance Score

The Performance Report includes a score out of 100 points, using average daily values for the operation of the entire simulation. The score is based on six weighted factors in three areas:

1. Financial Success (35 points)
    a. Average Daily Profits
    b. Average Daily Net Worth

The financial success factors awards points based on if you made a profit, and how much you were able to grow your business' net worth.

2. Business Longevity (45 points)
    a. Average Daily Market Share
    b. Average Daily Customer Satisfaction
    c. Average Daily Employee Morale

A business can make money by taking actions which may not be good for the long-term survival of the company. For example underpaying employees may lower current wage costs, but will result in poor morale and high turnover in your staff. For long-term growth the company should have a strong market share, satisfied customers, and good employee morale.

3. Personal Role/Management (20 Points)
    a. Lifestyle Balance

As the owner/manager of your business, you play a key role in the business. It may be difficult to replace you in the early years of operations. Therefore, you need to manage your personal life and stress so that you are able to continue to run the company. The Lifestyle Balance factor is derived from the stress factor. The lower the stress, the better you are at balancing your personal and business requirements.

To conduct your own evaluation of your performance, consider the factors in the next section.

Measurements of Business Success

Profits

A business must generate profits in order to survive in the long run. It is common for startup enterprises to lose money initially. However, over time, the trend should be to generate ongoing profits.

Profit maximization is not always the best strategy either. You can reach short-term profits to the long-term detriment of the company. For instance if you underpay your employees, you may show more profit; but your employee morale will be low, employees may be less efficient, and they will ultimately quit.

Net Worth

The cumulative value of the business is equal to its total investment and total net profits to date. This number is shown on the business' Balance Sheet as Total Equity. The term Net Worth refers to the fact that Total Equity equals Total Assets (all that is of value and owned by the business) less Total Liabilities (company debts), or the net value (worth) after creditors have been paid.

Caution: Both Profit and Net Worth are historic measures. They show only what has happened so far, and they do not indicate the true future potential. They also do not account for the value of intangibles, such as intellectual property, customer loyalty, brand awareness, etc.

Market Share

The percentage of customers your business obtains in comparison to other companies in the same type of business is called Market Share.

Time in Business

Simply surviving and keeping a business running for a length of time can be seen as a success in itself.

Employee Morale

Running a successful business means hiring and training an efficient workforce. An insufficient number of employees or a workforce with a poor morale can result in lost sales and dissatisfied customers. Ultimately there is a financial effect on the company, of both good and poor morale, but it is usually difficult to quantify. Happy employees tend to work harder, more efficiently, and deal with customers in a more positive manner.

Customer service plays a large role in customer satisfaction and in repeat customers, and thus, the long-term success of the business is heavily linked to employee morale.

Customer Satisfaction

Without customers, you have no sales. Satisfied customers return and buy again. Satisfied customers also tell their friends and promote your business by word of mouth free advertising – often the best type of endorsement your business can obtain.

Measurements of Personal Success

Personal Net Worth

A successful business returns some level of personal wealth to the owner(s). But, just like the business which may show losses in its startup years, owners may forego personal wealth in the early phases of the business in order to reinvest this money into the growth of the business.

Time with Friends and Family

A successful business owner has to balance both business and personal commitments. An indication of how well this balance has been achieved is shown in the number of hours spent on personal time with friends, family and self.

Stress Level

Stress is a critical factor in the long-term health of the business owner, and thus of the business. Many factors affect the owner's stress level – lack of sleep, family commitments, employee problems, financial concerns, sales levels, and more. In the near term most business owners can survive high stress periods. Over time, stress will impact their ability to manage the business successfully.

Personal Goal Achievements

Achieving personal goals is a comparative analysis. It includes comparing the tangible and intangible selections on your Personal Objectives list with what you have achieved. Only you can determine what constitutes success in reaching your personal goals.

9. Next Steps

If you enjoyed the GoVenture Entrepreneur experience, we encourage you to try other GoVenture simulations, where you can *gain years of experience in minutes!*