

Startup CEO is a full-year program where students ...

- Earn up to 12 credits while in high school
- Run a company with classmates and gain real-world business and workplace experience
- Experience a college campus
- Develop workplace competencies
- Connect with a network of U.S and global businesses



Students Gain Real-World Skills

- Problem solving
- Communication
- Decision making
- Public speaking
- Critical analysis
- Time management
- Teamwork
- Technology

How It Works

In the Startup CEO environment, students meet weekly in a business incubator where they develop and launch a simulated business that replicates the functions and demands of a real enterprise.

Filling roles within functional company departments (Administration, HR, IT, Sales, Marketing, Accounting/Finance), students work in teams to achieve company goals, and use technology to execute business tasks. Course content is applied through the company's daily operations.

VE companies in the U.S. are connected to a global network of 7,500 student-run businesses which engage in trade with other companies through VE's online banking system.

The VE Company Process



Enrollment & Eligibility

Students enroll in the program through their high schools. Upon completion of the program, students can earn up to 12 college credits, which can transfer to other colleges and universities.



Student eligibility is determined by the requirements of the college.

Through the VE early college model, faculty and students build a rapport as partners in learning and share intellectual connections made by motivation, self-discipline, and interdisciplinary inquiry.

Student participants begin to develop thinking and learning skills, which help them become independent and self-sufficient college learners, able to contribute responsibly to an increasingly global community.

What is Startup CEO?



Startup CEO is a VE-college-based entrepreneurship program and global business simulation that offers students a competitive edge through project-based, collaborative learning and the development of 21 Century skills in entrepreneurship, global business, problem solving, communication, personal finance, and technology.

An initiative piloted and launched at Bronx Community College in partnership with College Now, the early college program of the City University of New York. Startup CEO provides high school students who complete the course with up to 12 college credits.

Participating students learn beyond theory to the practical application of creating and launching a business in an environment that enables business thinking to flourish.

“Think of Startup CEO as a flight-simulator for future business professionals and entrepreneurs.”

A Program Of



VIRTUAL
ENTERPRISES
INTERNATIONAL



A College Model
Fostering Innovation,
Active Learning, and
Entrepreneurship

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