

What We Do

Virtual Enterprises International (VEI) transforms students into business professionals with an entrepreneurial mindset by bringing the workplace into the classroom. Students learn business by doing business with coaching from industry professionals.

A national non-profit, VEI builds the capacity of secondary schools to convert the classroom into an incubator environment that allows business thinking to flourish. Through a live, in-school global business simulation program, we are creating a generation of young people with the skills, knowledge, and drive to become entrepreneurs and business leaders. The only program of its kind in the U.S., VEI is being implemented in 380 schools across 19 states to serve 12,000 students a year.

How We Do It

We transform the classroom into a working office. With the guidance of a teacher-facilitator and a business partner, VEI students establish and manage a company, conducting business with other "firms" domestically and internationally. The simulated business replicates all the functions and demands of a real business. In each firm (class), students apply to work in different areas of the company overseen by department managers and a CEO. A typical firm is staffed in Administration, Accounting/Finance, Sales, Marketing, Human Resources, and IT. Students take VEI as a year-long, credit-bearing course, which is enhanced by regional, national, and international business plan competitions and trade shows.

Guided by a task-based curriculum rather than a textbook, VEI students produce the key deliverables that are required in a real business. Students conduct market research, work cooperatively to develop and write a business plan, design and implement an e-commerce website, recruit and market to clients/customers, and pay wages and taxes. Firms engage in international trade with other VEI firms on a continuous basis, participating in a global economy of over 5,000 firms across 40 countries. The transfer of funds is made electronically through a web-based simulated banking system that links firms worldwide. The simulation environment encourages risk-taking and continuous cycles of improvement and innovation based on successes and failures.



"VEI made a world of difference in my life. It helped ignite my entrepreneurial flame. I started two profitable companies in the tech and health industries while in college. I've since graduated and started my own design company in New York City where I help top startups with their product design."

*Patrick Lewis
Stockdale High School Class of 2007
Bakersfield, CA*

Our Business Partners

Entrepreneurs and professionals from major corporations including Deloitte LLP, HSBC, Viacom, New York Life and Apple play an integral role in shaping the VEI experience. By contributing their expertise and skills inside and outside the classroom, they serve as role models and mentors to students and business advisors to schools. Many VEI students go on to become the interns and employees of our business partners.

VEI's 2014 Feature Firm



Nüapps

Francis Lewis High School, Queens, NY
Mentored by Apple

Nüapps is VEI's first real mobile app development firm. Apps are available for download from the App Store. In 2014, they placed 2nd in the Advanced Website Competition and were finalists for Best Salesmanship and Best Catalog.

A visit to Nüapps begins with a stop at the reception desk where guests are signed in and then announced to the CEO. The space looks like a typical office, with a few dozen professionally-dressed employees working in their cubicles. In the sales and marketing department, an employee is designing a new logo for the firm. The human resources department is planning a conflict resolution workshop. The Chief Technology Officer is working with his team to develop a new app for the Android. Members of the accounting department are working on the firm's business plan, preparing for an upcoming presentation to potential investors. This is a real business in every sense, except that it is run by 16-, 17-, and 18-year-olds and located in a high school.

**Transforming students into
business professionals with an
entrepreneurial mindset, with the
help of business professionals.**



"Virtual Enterprise has been truly a life-changing experience for me. I can say that this has been one of the most challenging and at the same time helpful and best courses I've had during my 4 years in high school. It has allowed me to open up as an individual and discover things that I never knew I could do before. It helped me focus on what I want to become, and enhance my skills in the field I intend to pursue."

*Mahmoud Khedr
Manhattan Business Academy Class of 2014
New York, NY*

Why We Do It

VEI closes the skills gap. The program engages students in their learning and prepares them for college and career success by providing them with relevant, hands-on opportunities to develop, test, and apply academic, business, financial, and entrepreneurial skills.

- By engaging in business and trade across industries, borders and cultures, VEI students experience the expectations of the workplace and the global economy.
- Students develop professionalism, business acumen, self-confidence and an entrepreneurial mindset.
- Students gain real-world skills in:
 - Problem solving
 - Decision making/critical analysis
 - Teamwork
 - Communication, public speaking
 - Time management
 - Technology
 - Personal and corporate financial literacy
- VEI students are able to hit the ground running, both in college and the workplace.