



What We Do

VE is a national educational nonprofit transforming students through authentic business experiences which prepare them for fulfilling, financially secure futures. Since its inception in 1996, VE has served over 140,000 students, including many from economically disadvantaged communities. We currently support 15,000 students across the U.S. each year and are part of a global network spanning 42 countries and 7,500 student-run businesses.

How We Do It

We transform the classroom into a working office. With the guidance of a teacher-facilitator and a business partner, VE 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 VE 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, VE 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 VE firms on a continuous basis, participating in a global economy of over 7,500 firms across 42 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.



"VE 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

Program Features

- Curricula & Supporting Materials aligned to the Career Readiness Framework
- Professional Development
- Assessments & Evaluations
- Online Banking System
- Webinars & Newsletters
- Conferences, Exhibitions, & Competitions
- Community of Business Partners and Mentors, Teachers, Students, and Alumni
- College and university partnerships
- Internships with high-profile businesses
- National and international student exchanges

VE's Featured Firm



Nüapps

Francis Lewis High School, Queens, NY
Mentored by Apple

Nüapps is VE's first real mobile app development firm. Apps are available for download from the App Store.

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.

Our Business Partners

Entrepreneurs and professionals from major corporations including Deloitte, HSBC, Viacom, New York Life, NBC and Apple play an integral role in shaping the VE 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 VE students go on to become the interns and employees of our business partners.



"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

VE 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, VE 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
- VE students are able to hit the ground running, both in college and the workplace.