



National Snapshot

16,500

students served annually

175,000

students served since 1996

441

schools served annually

“I learned more life lessons in this one class than in my whole high school experience.”

VE Student from the Student Exit Survey

VE programs are in

Arizona
Bermuda
California
Connecticut
Florida
Illinois
Michigan
Missouri
North Carolina
New Jersey
New York
Oregon
Pennsylvania
South Carolina
Tennessee
Texas
Virginia
West Virginia
Washington D.C.

Half

of VE schools are located in under-resourced communities and two out of three schools qualify for Title I funding

Average class size:

20-25 students



100% of students

open and use bank accounts through VE's virtual online banking system

100% of students

fill departmental roles



51% Suburban

32% City/Urban

17% Town/Rural

VE schools by location type



VE Market 2019-20

Highlights from the VE Marketplace

\$436,949,374

of virtual transactions in 2019-20 school year

VE companies and their employees (the students) make up the players in the marketplace with obligations to buy and act as any entity in the real world.

763

VE businesses



B2B

VE companies use the virtual marketplace to procure the services and products necessary to operate their businesses.

B-to-B Examples: Leases, utilities, insurance, office furniture and equipment, advertising, design services, professional services.

16,500

VE employees



B2C

Students model entry-level adults with responsibilities of maintaining a personal budget, purchasing goods and services through the virtual marketplace.

B-to-C Examples: Food, clothing, automobile leasing, apartment leasing, entertainment, personal utilities/services, travel, and more

1,000s

of volunteers and guests



B2G (Guest)

Guest shoppers at trade shows receive credit cards to make purchases at VE company booths. The cards have a limit of \$5,000 per transaction per booth.

Firms may also enter into contracts with "Non-VE" entities to subsidize employee payroll expenses.



VE Market 2019-20

Business & Student Profiles



Guardian Eye Insurance

Guardian Eye Insurance provides insurance for VE businesses, donating proceeds to help rebuild lower-income communities.



NeoTerra

NeoTerra educates young adults on the human environmental impact through interactive entertainment, inspiring a "New Earth."



Sole Purpose

Sole Purpose is an online casual sneaker company that recycles rubber waste to form the soles of the shoes.

90% of students
learn to *work as a team*

8,200 students
serve in *leadership roles*

180 hours of work
experience gained on average by each VE student

Half of VE businesses
are women-led, compared to 5% of Fortune 500 companies



Sample Leadership Positions for Students

Chief Executive Officer (CEO), Chief Financial Officer (CFO), Chief Technology Officer (CTO), Chief Marketing Officer (CMO), Chief Operating Officer (COO), Chief Human Resources Officer (CHRO), Chief Sales Officer

Sample Job Positions for Students

Office Manager, Event Planner, Public Relations Specialist, Sales Associate, Marketing Associate, Branch Banker, Accounts Payable/Payroll Specialist, Accounts Receivable Specialist, Human Resources Associate, Web Designer, Social Media Specialist