National Snapshot

16,500 students served annually
175,000 students served since 1996
441 schools served annually

“\textit{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:
\textbf{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