

DAY 1: INTRODUCTION TO VR BUSINESS & SELF-DISCOVERY

June 23, 2026 | 1–4 PM EST

Theme: “Who Am I and What Can I Create?”

Learning Objectives

- Understand what Virtual Reality and the metaverse are
- Learn how businesses operate in virtual spaces
- Identify personal interests, talents, and business ideas
- Build comfort using VR technology

Session Breakdown

- 1:00–1:30** Welcome, orientation, and VR safety training
Introduction to Virtual Reality and rules of engagement
- 1:30–2:15** **What Is a Business?**
Simple explanations of entrepreneurship, services vs. products, and problem-solving through business.
- 2:15–2:30** Break
- 2:30–3:15** **VR Experience: Exploring Business Worlds**
Students visit virtual stores, offices, and creative spaces in the metaverse
- 3:15–4:00** **Reflection & Group Discussion**
Students share what they saw, what inspired them, and begin brainstorming business ideas

DAY 2: BRANDING, COMMUNICATION & COLLABORATION

June 24, 2026 | 1–4 PM EST

Theme: “Your Idea Has a Voice”



Learning Objectives

- Learn the basics of branding and identity
- Understand how businesses communicate their message
- Practice teamwork and collaboration
- Engage with business professionals in VR

Session Breakdown

- 1:00–1:30** **Branding Basics for Young Entrepreneurs**
What is a brand, why logos matter, colors, **names**, and reputation
- 1:30–2:15** **From Idea to Brand**
Students name their business, choose what it represents, and define who it serves
- 2:15–2:30** Break
- 2:30–3:15** **VR Collaboration Session**
Students meet and interact with business professionals or mentors inside the metaverse
- 3:15–4:00** **Team Activity & Sharing**
Students work in small groups to share ideas, give feedback, and practice communication
- SEL Focus** Teamwork, communication, empathy, leadership, and confidence in speaking

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Creative Services

DAY 3: GLOBAL BUSINESS, PRESENTATION & FUTURE PLANNING

June 25, 2026 | 1–4 PM EST

Theme: *“Thinking Bigger Than Your Neighborhood”*



Learning Objectives

- Explore global business concepts
- Learn basic presentation and pitching skills
- Strengthen leadership and decision-making
- Reflect on personal growth and future goals

Session Breakdown

- 1:00–1:30** **Business Without Borders**
How businesses connect globally using **technology** and **VR**
- 1:30–2:15** **VR World Tour**
Students visit additional business worlds and creative spaces in the metaverse
- 2:15–2:30** Break
- 2:30–3:30** **Student Business Showcases**
Students present their business ideas, brand concept, and what they learned
- 3:30–4:00** **Closing Ceremony & Reflection**
Certificates, group reflection, encouragement, and next-step inspiration
- SEL Focus** Goal-setting, resilience, leadership, and self-belief



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*Inspiring Young Minds to Dream Big
and Build the Future.*