



# VENTURE VALLEY

*Partnership Opportunity*



SINGLETON  
FOUNDATION  
FOR FINANCIAL LITERACY & ENTREPRENEURSHIP™





## Introducing Venture Valley

Venture Valley is a  
free-to-play video  
game that brings to  
life  
**entrepreneurship**  
skills by building  
businesses and  
completing virtual  
in-game challenges



CLICK TO PLAY VIDEO





# The Power of Esports

- Unlimited Potential
- Explosive industry growth
- Over 22 million US esports fans by 2022
- Global esports viewership predicted to climb to 650+ million in 2020
- \$2+ billion spent in esports sponsorship revenue by 2021
- We bring people together
- Elevate the power of sport
- Build bridges between people and nations
- We inspire, motivate and educate NextGen
- We unite for good
- Venture Valley Showcases greatness

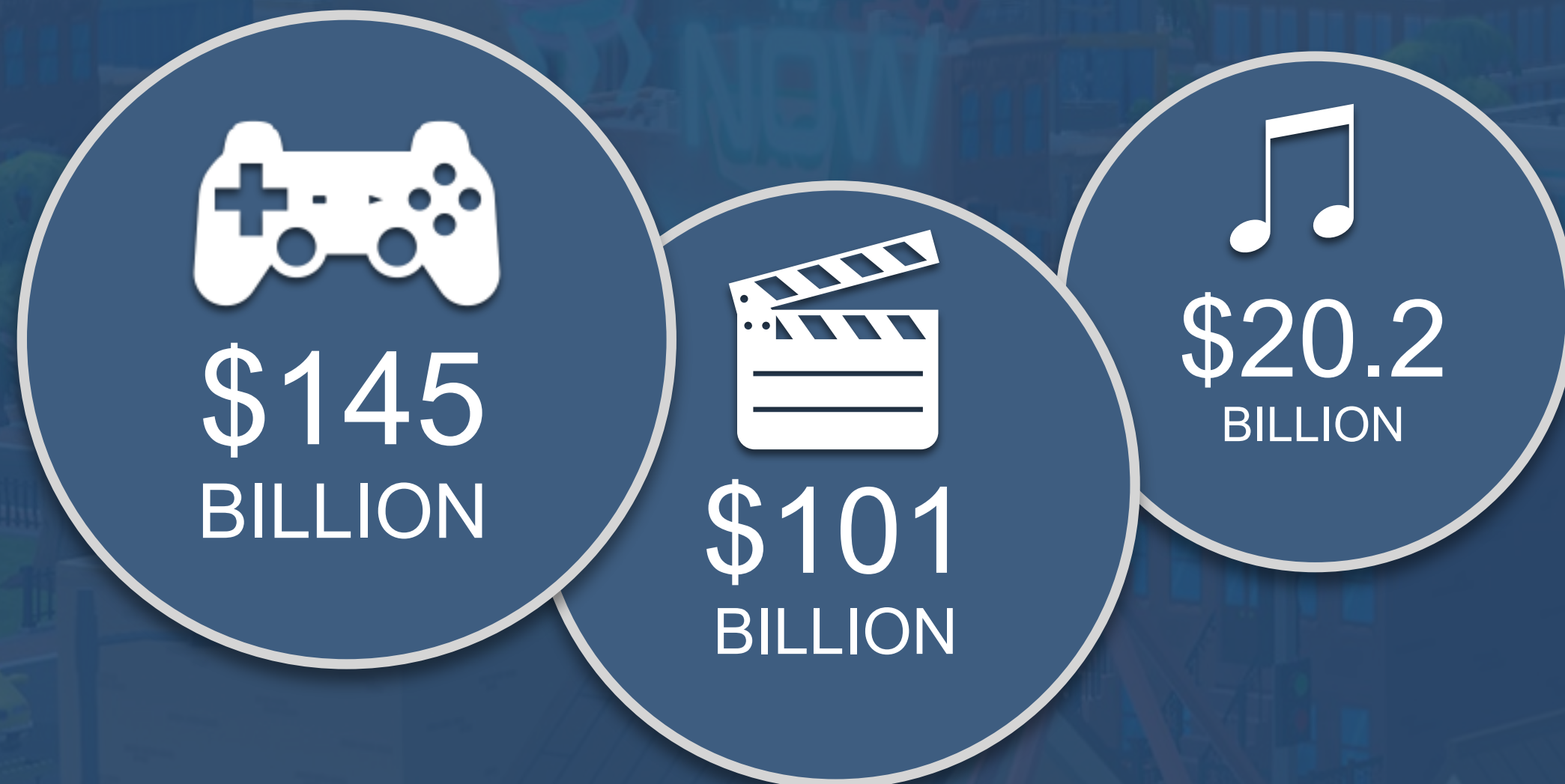






# Why a Video Game?

Gaming is the **largest** entertainment channel, bigger than movies and music combined as of 2019; making it a great category to connect with Gen Z and Millennials



*The series of progressive challenges, achievement, and rewards within in a video game is highly engaging*

The repetition of this cycle, makes for an effective and entertaining vehicle for learning and retaining new information, like entrepreneurial skills and concepts





# ACCESSIBLE AND FREE

The game will be available FREE across all major platforms (Mac/PC/Mobile)  
with NO in-app purchases or annoying ads



MOBILE



Download on the  
**App Store**



GET IT ON  
**Google Play**



MAC/PC



Download on the  
**App Store**



AVAILABLE ON  
**STEAM**

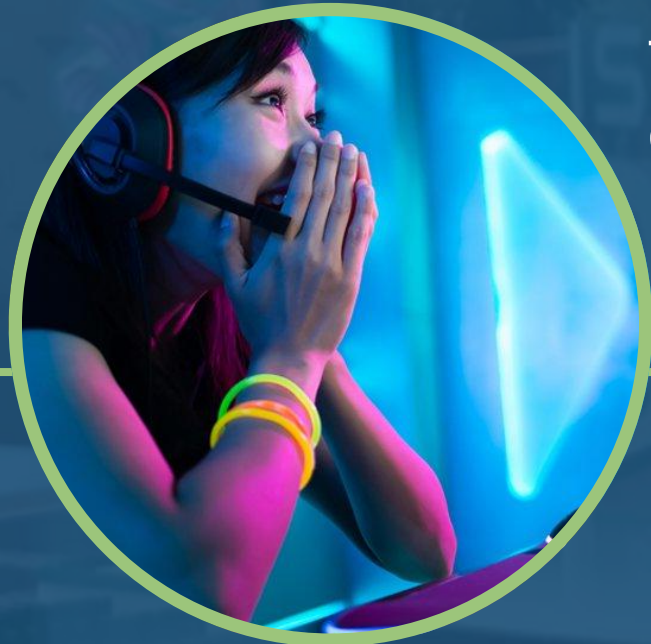






# Venture valley ENGAGES KEY AUDIENCES

## Venture Valley attracts 65% Gen Z and 35% Millennials



By 2023 Gen Z will be the largest generational cohort in the economy



U.S. Millennials + Gen Z represent **\$350 billion** in spending power



With **126MM** Millennials and Gen Z gamers in the U.S., leveraging this key passion makes learning more approachable for our target





# RAVING ABOUT VENTURE VALLEY



*"This game has some real-life business lessons, I'd like to know who made this"*

Monica, 31



*"You can tell this game has a lot of thought that went into it"*

Nathan, 22



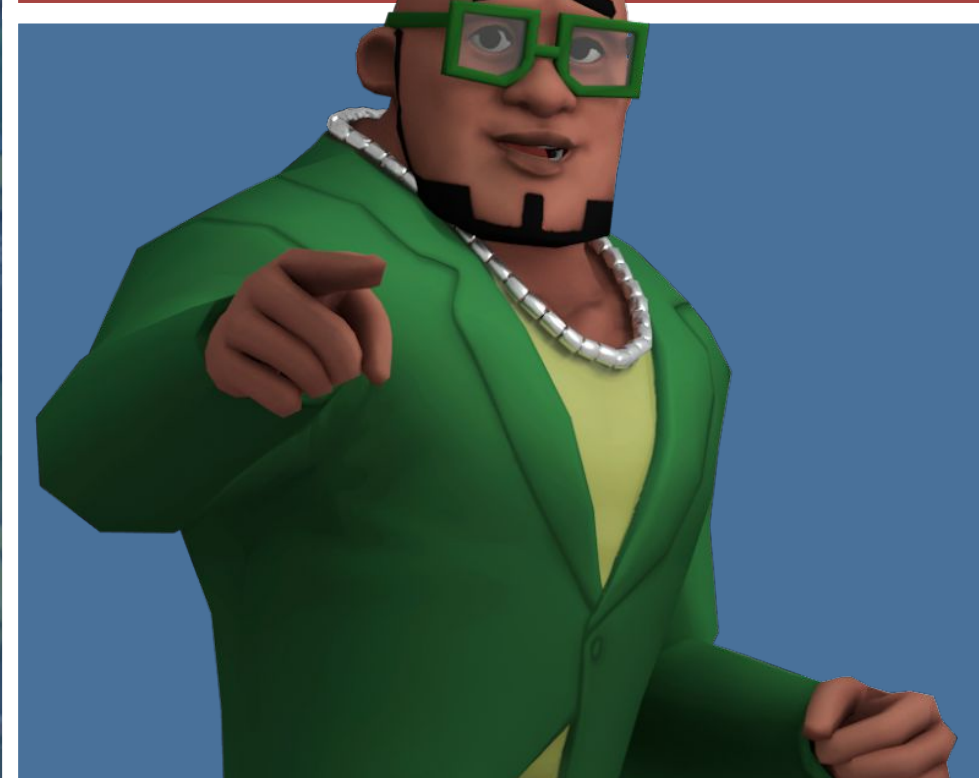
*"This game is fun, but also teaches me about business - it's better than school!"*

Esrom, 19



*"The challenges and the competition makes this game a lot fun"*

Marissa, 23



*"I can see how this relates to real life, really cool, I would play this"*

Chris, 21



*"I think this game is an interesting concept that teaches you a bit about how to run a business"*

Nia, 19







**What if understanding  
Entrepreneurship was as easy and fun  
as playing a video game?**







## Real world skills & real world rewards

In-game challenges test entrepreneurial skills through fun, competitive, and rewarding gameplay

At esports tournaments and community nights, players can win prizes competing in competitive matches







# YOUR OPPORTUNITIES

*Marketing program reaching over 500MM impressions*



Recurring Online  
Esports Tournaments



Brand and Event  
Activations



Influencer Marketing  
& Content



Intercollegiate  
Competitions



In-Game Integrations  
& Prizing



Media and PR  
Opportunities







# Join our Growing List of Partners





## Venture Valley reaches 4.5 million educators and 45 million students

### Education

- Integration of Venture Valley into DE's award-winning digital textbooks, multimedia resources, and the largest professional learning network of its kind.
- Teacher led student activities including 3 VV resources designed for teacher directed activity-based learning (6-8 pages each)
- Three dedicated Venture Valley 'studio boards' featured in Discovery Education's Experience platform.
- Three VV video series 2-4 minutes in length targeted to educators to include game overview, objectives, and suggested activities.

### Students

- Venture Valley part of Discovery's approx. 4.5 million educators and 45 million students worldwide, and its resources are accessed in every US state.
- Total U.S. presence exceeds 30M students and 1.3M educators.
- DE social media exposes Venture Valley to DE's Facebook (85,988 likes), Twitter (408.5K followers), Instagram (10.4K followers), etc.

### Reach

- Venture Valley will be connected to DE's state-wide partnerships with Nevada and New Hampshire and with one of the nation's largest school districts - LA Unified.
- Venture Valley will be in the hands of all students and teachers.
- High-profile press distribution to media outlets.

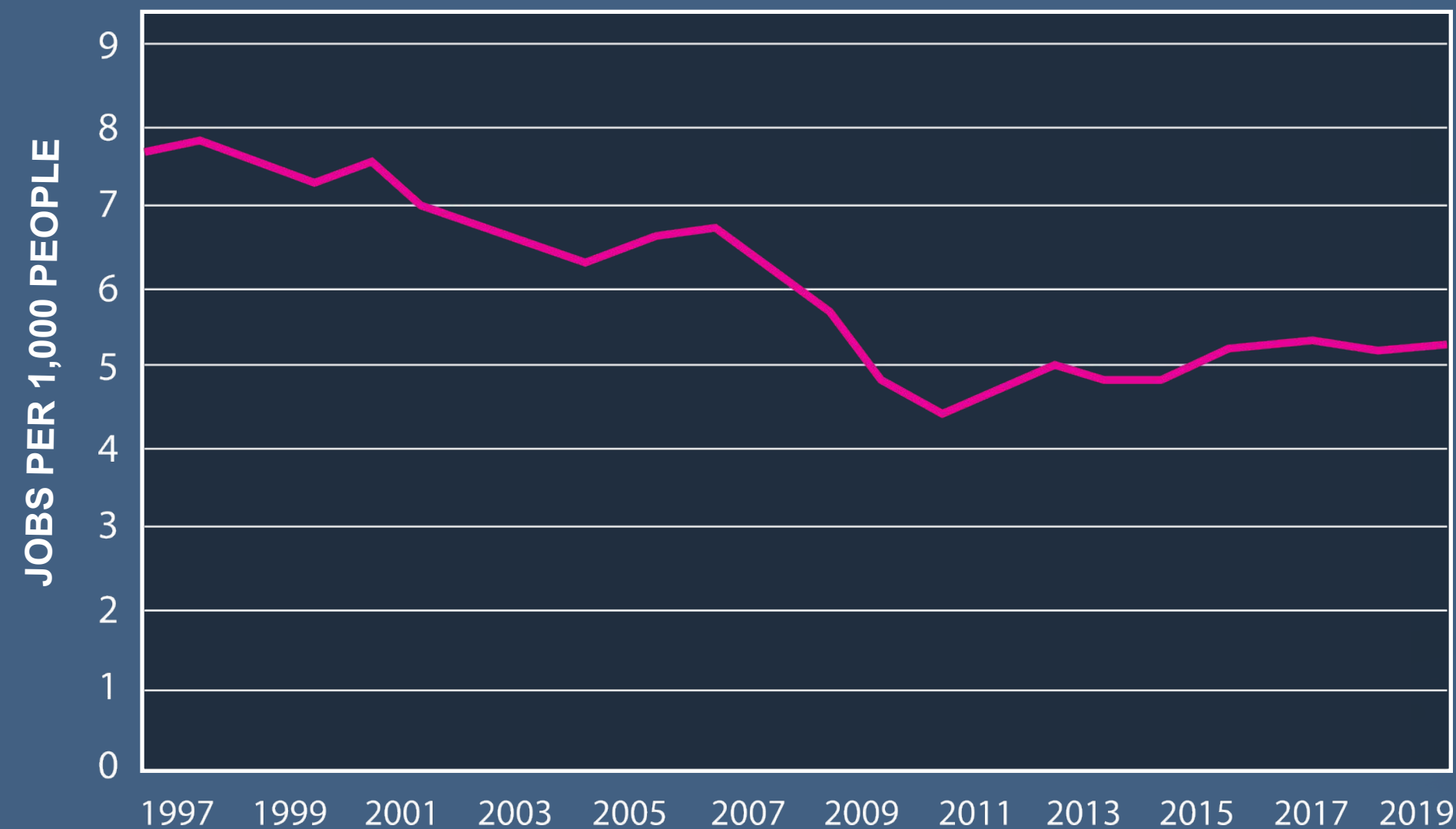




## Entrepreneurship is on the Decline

While entrepreneurial activity has increased during COVID, rates of entrepreneurship have historically declined since the 1970's

STARTUP EARLY JOB CREATION OVER TIME  
(1996-2019)



Source:  
Calculated from  
the Business  
Employment  
Dynamics

## Why does Entrepreneurship Matter?

- Entrepreneurs drive innovation that fundamentally reshapes consumer lives, industries, and economies
- New companies create jobs, and increase productivity





## OUR EXPERIENCE

We are led by a team of game industry and entertainment executives, with decades of collective experience in product development, marketing, and business leadership for brands and companies such as:







# HOW CAN YOU HELP?



## Community Outreach & Promotional Support

Help Venture Valley create and build awareness among audiences who benefit from playing the game



## In-game prizing & rewards

Supply real-world prizes that are exciting and meaningful to our players - your target audience



## Sponsorship

Contribute to tournament prize pools and gain goodwill among the vast gaming audience while supporting our mission





Through the power of media and entertainment, we help Gen Z and Millennials gain the skills to more successfully manage their financial futures by:



**Inspiring  
Entrepreneurship**

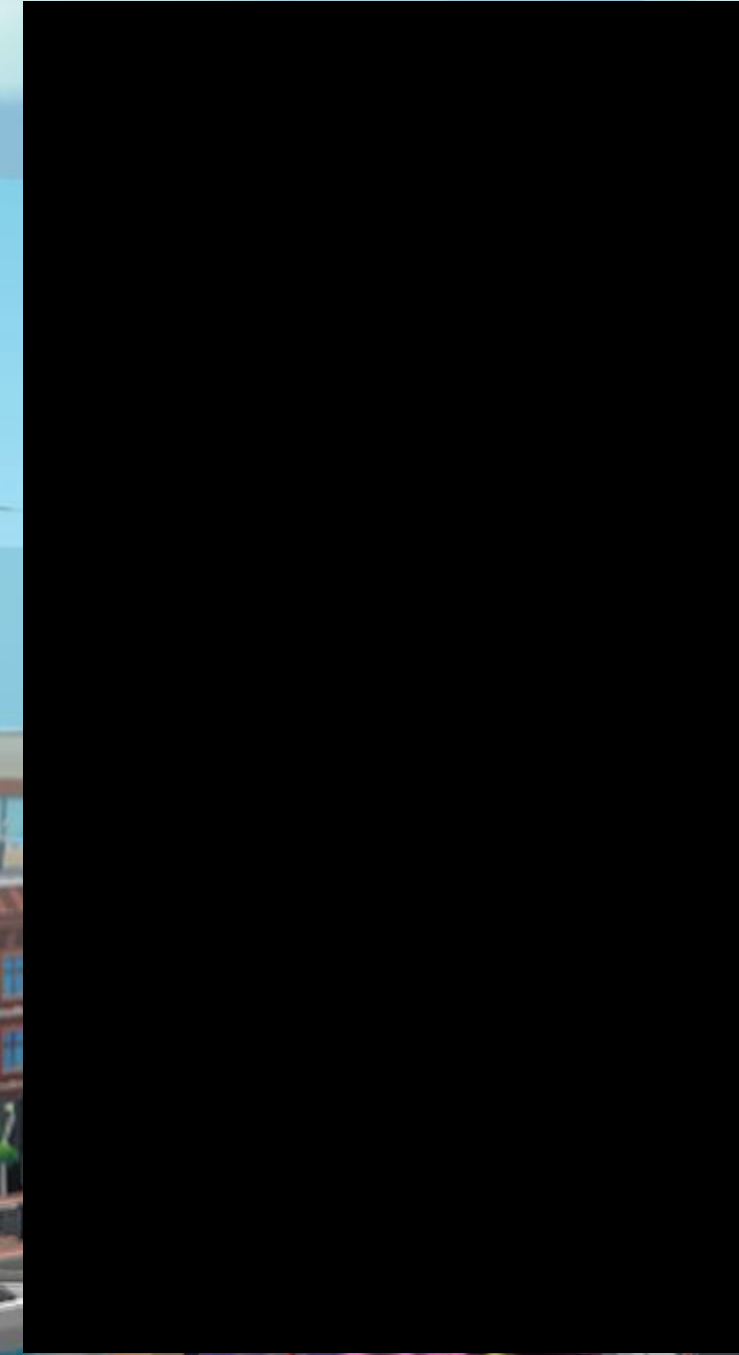


**Making Learning  
Accessible and Fun**



**Igniting  
a Movement**





***LAUNCHING FALL 2021***

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