Venturing Lab is an interactive documentation study which allows students to analyze six different business proposals through video “elevator pitches” and to evaluate their potential.

The interactive case is separated into two main parts:

- six video “elevator pitches” of potential projects
- questionnaires to evaluate each of the projects
- a professor’s section will compiles the results of the questionnaires
Through short video presentations, six teams of potential entrepreneurs present their business initiatives.

Students watch the “elevator pitches” and think about the potential of each proposal.
After having watched each of the six videos, students analyze the different ideas by completing a short questionnaire. Students grade each of the projects in areas such as business potential, schedule, and potential profitability, amongst others.
A graphical analysis displays the results of the class.