



## News Release

For Immediate Release  
April 17, 2015

### **Northwest ISD Virtual Enterprise Teams Win Big in NYC in First Year**

Students from the Byron Nelson High School and Northwest High School Virtual Enterprise International (VEI) business programs competed against the Top 24 VEI teams in the country at the Virtual Enterprises International Youth Business Summit held in New York City. VEI provides a real-life simulation of the business world for students interested in starting and operating a business. The program creates a business world environment in the classroom where students are the decision-makers in creating a viable business from start-up through operation. During the three-day summit, student teams compete and participate in the Global Business Challenge, National Business Plan Competition and International Trade Show.

The team from Byron Nelson High School created a start-up business called Life's PURiTEA centered on an organic tea drink provided in different flavors. The team had to create the business plan, marketing strategy, budgeting process and manufacturing requirements to launch the business. They earned a National Championship in the Business Plan competition, a Gold Award in the International Website Competition and a Silver Award in the International Catalog Competition. The Northwest High School VEI team won the Gold Award for their sales pitch in the International Trade Show competition for their Texas Software Essentials company. Much of this could not have been accomplished without the dedication of team sponsors, Antonio Banos and Patricia Tran, from Byron Nelson High School and Northwest High School respectively.

"I am so proud of this team. It has been a year full of learning, incredible growth and real world experiences." said Ms. Tran of her Northwest High School VEI team. When asked about his team from Byron Nelson High School, Mr. Banos noted, "They have poured their heart and souls into this company and journey to the national title."

Students from both teams will combine when Northwest ISD opens its seventh career academy, The Academy of Business Management and Entrepreneurship, this fall at the new V.R. Eaton High School. To learn more about the program, click here <https://vimeo.com/88760124>

###

Photographs included.