

## **Venture Highway Website Redesign Will Inspire And Engage Young Entrepreneurs**

**Columbus, Ohio** – Venture Highway ([www.venturehighway.com](http://www.venturehighway.com)), an integrated online platform for teaching and learning entrepreneurship, is excited to announce a comprehensive platform redesign that will greatly enhance the student user experience while making it easier than ever for educators to integrate into their curriculum.

“Our long term vision of inspiring, educating, and training entrepreneurs remains the same,” points out Kevin Gadd, Founder of Venture Highway, “but our technology and user experience continue to evolve to meet the demands of the modern day learner. He adds, “Student feedback is the driving force behind this redesign and we have spared no expense to create and deliver a product that inspires and engages young minds.”

QStart Labs was selected to lead the redesign project, which will incorporate nearly two years of data from direct user feedback, analysis of trends in the education technology space, and a forecast of the future demands of the next generation student. Kevin Hiser, President of QStart Labs said "QStart Labs and Venture Highway have been partners for the past 4 years and this release represents another great milestone in our strong partnership.”

The revamped platform will make an immediate visual impression on students who will appreciate the familiar experience of mobile device navigation and a social media-like interface. A simplified library of course materials featuring instructional videos, concise readings, and experiential exercises will encourage exploration, discovery and action. Enhanced social sharing will reinforce lessons with “real” validation.

“We want to deliver an unmatched learning experience to students of all ages,” explains Carolyn Young, Director of Product Development at Venture Highway, “and the new site will feature a balance of rich media content, interactive exercises, and seamless communication tools that will enable real-time team collaboration as well as mentor feedback.”

Venture Highway anticipates full deployment of the redesign by Summer 2014.

### **About Venture Highway**

Venture Highway was founded in 2010 by Kevin Gadd in collaboration with NCT Ventures to develop an integrated online platform for teaching and learning entrepreneurship. Classroom learning is supported and enhanced by technology that helps students to access information anywhere, to collaborate on projects, and to connect with mentors and others in the entrepreneurial community. Educators are able to create customized courses, add their own course materials, and track/grade student progress.

### **Contact**

To learn more about Venture Highway, please contact:

*Neil Gilbert, Director of Business Development*

*Mobile: 614-489-9675*

*Toll Free: (888) 5-HIGHWAY*

*[neil.gilbert@venturehighway.com](mailto:neil.gilbert@venturehighway.com)*