

**FOR IMMEDIATE RELEASE**

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**Venture Highway Launches to Help Entrepreneurs Build more Successful  
Businesses through Online Tools, Resources & Curriculum**

*Online Curriculum Designed to Guide Entrepreneurs, Augment University  
Entrepreneurial Education Courses*

**COLUMBUS, Ohio (January 10, 2011)** — In reaction to job losses and a strong desire to leave the structure of corporate life, more individuals are looking to start their own businesses. A new online learning system was released by Venture Highway today to help that increasing number of aspiring entrepreneurs to be more successful in launching and growing a business.

“Venture Highway combines an easy to follow, web-based curriculum that is based on best practices with the most comprehensive resources and tools available for entrepreneurs, said Kevin Gadd, founder and CEO of Venture Highway. “Essentially, Venture Highway takes away the guesswork of launching a start-up by offering a powerful guide to turn great ideas into successful businesses.”

Venture Highway is a web-based, user-friendly system that takes entrepreneurs starting a business through a proven step-by-step process separated into five distinct modules. Modeled after the Circle of Prosperity, which illustrates a typical business lifecycle, Venture Highway helps entrepreneurs **Innovate** for new ideas, test their **Viability, Plan** for business growth, funding or investment, **Operate** and scale efficiently, and plan for the **Exit** of the business venture—from merger to succession to IPO. In addition to this proven roadmap, each module includes valuable tools and resources to increase the efficiency and speed of venture growth.

There are currently two different versions of Venture Highway available—one for entrepreneurs and a curriculum-based version designed specifically for colleges and universities—both of which can be accessed on Venture Highway’s website at [www.venturehighway.com](http://www.venturehighway.com).

**About Venture Highway**

Venture Highway, an online system to help entrepreneurs more successfully launch and grow investable, viable businesses, is based in Columbus, Ohio. Whether an individual has an idea for an online, retail, service, product or home-based business, the Venture Highway curriculum is an easy to follow guide based on best practices.

Venture Highway was founded by Kevin Gadd, who has guided entrepreneurs in his role at TechColumbus, home of one of the nation's most successful nonprofit incubators, and has built and led several successful ventures. NCT Ventures, a venture capital firm based in Columbus, provided the framework for the Venture Highway model and is the organization's primary investor.

To learn more about Venture Highway, please visit its website at [www.venturehighway.com](http://www.venturehighway.com) or call 614.562.7324.

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