

VentureQuest — Concept Poster

Print this and pin it up — an at-a-glance map of the VentureQuest cast and the ideas each one carries. Come back to it whenever you want to remember who teaches what.

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Meet the cast — and what each one teaches

Character	What they carry
Spot	Opportunity recognition — noticing problems worth solving for real people
Listen	Customer discovery — asking + waiting + watching, never guessing
Build	Lean experimentation — rough first drafts, fast iteration, failure-as-learning
Pitch	Pitch craft — plain-language story, inviting people in, never pressuring
Weigh	Ethical decision-making — sitting with tradeoffs, holding stakeholder views

Key ideas at a glance

The big concepts this cast helps you master:

- Business Basics
 - Money and Pricing
 - Marketing and Customers
 - Supply and Demand
 - Business Operations
 - Financial Literacy
 - Entrepreneurship and Innovation
 - Economics and Global Business
 - Adventure & Survival Skills
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