

Superintendent's Highlight of the Week December 8, 2017

Watch out Wall Street; POB may have an IPO going public pretty soon as our students market their all natural energy drink in a virtual enterprise world. POBJFK's Virtual Enterprise Firm, Elluminate, took second place in the



Elevator Pitch Competition at the 2017 Virtual Enterprises International Entrepreneurship Conference held at LIU on October 27th. The Virtual Enterprise International (VE) program is a year-long course offered through POBJFK's Business Education Department for the first time during the 2017-

2018 school year. It is a course that provides students the opportunity to participate in a real-time, global business simulation by creating a virtual business from the ground up. The virtual business is student run with a teacher facilitator. POBJFK has two firms (classes) this school year, Elluminate and Sock-It, overseen by Ms. Gina Farrell and Mrs. Nancy Rogers, respectively.



Elluminate has developed their business model to target the energy drink market. The firm “sells” an all-natural energy drink that uses Stevia and green tea extract to replace sugar and caffeine. The firm is managed by the CEO Luke Petrsoric, CMO Karissa Eisinger and CFO Jason Pollack and has 15 student employees working in marketing, administration, finance, accounting, and human resources departments.

These students are ready to move into career pathways as a result of the authentic experiences they are gaining from this course. I am sure there are some future CEOs for Long Island firms within the ranks of these virtual enterprises. Way to go Hawks!!!