

AMAZON EXPERIENCE CHALLENGE



*“RESETTING OUR MINDSET,
TAKING CARE OF OUR
PLANET”*



**Missouri
State**
UNIVERSITY





AMAZON EXPERIENCE CHALLENGE

This two-week
challenge will
provide a virtual
immersion
experience to
those students
willing to
discover the
Amazon
Region





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The Amazon Experience Challenge applies the Game-based Learning Methodology. The goal is to be exposed to a real-life experience environment, which fosters students to develop 21st Century Skills such as Critical Thinking, Creativity, Collaborative Team Work, Leadership, Communication, among others.





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The main objective of our project is to help develop a preservation mindset for the social and economic development of the Amazon Region





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GAME INFORMATION

Participants from
Brazil, USA, China,
Peru and Australia.

Teams will be divided into the best
multicultural configuration.

Challenge Goal: Teams must develop a
social-environment enterprise to export
products from the Amazon Region.

The winning team will be the team that
presents the most eco-efficient and profitable
business model.

October 15, 2021	October 29, 2021
Monday	Friday
6:00 p.m.	9:00 p.m.



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CHALLENGE**

GAME INFORMATION

10/15 - Game Opening and Team Division

First week of workshops - 15 hours - 3h each day

10/18 - Amazon Business Context

10/19 - Identifying Business Opportunities

10/20 - Customers, Marketing Channels,
Sales Plan and Value Proposition

10/21 International Trade

10/22 - Business Model - Lean Canvas

10/23 to 28 - Business Model Development

10/29 - Presentation to Amazon Entrepreneurs for
evaluation of the Ideas



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Get on board for this journey!

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