

IAF BUSINESS INNOVATION SYMPOSIUM (E6)  
Interactive Presentations - IAF BUSINESS INNOVATION SYMPOSIUM (IP)

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THE ENTREPRENEURIAL VISION WITH A MASSIVE TRANSFORMATIVE PURPOSE:  
CREATING FULLY-IMMERSIVE EXPERIENTIAL SIMULATION-BASED EDUTAINMENT WITH  
"LETS GET S.T.E.A.M.E.D" WORKSHOPS AND SIMULATION EVAS USING EXPONENTIAL  
TECHNOLOGIES.

**Abstract**

This is an interactive presentation and proof of concept in a viable commercial business model for supporting the "Entrepreneurial Vision with a Massive Transformative Purpose". As a case study, we will showcase and demonstrate Mars Academy USA (MAU) and the organization's entrepreneurial journey and difficult challenges since the founders' inception of the vision and mission to create fully-immersive experiential simulation-based edutainment with unique curated "Lets get S.T.E.A.M.E.D" workshops and SimEVAs using exponential technologies. The mission is to offer a new paradigm in learning by developing edutainment, experiential Simulation-Based Learning interactivities to prepare NextGen leaders, educators, analog astronauts, imaginers, citizen scientists for 21st Century. The storytelling narrative will be presented using various multi-media platforms, such as, 360 videos, visual and virtual immersions in VRAR technologies, music and interactive art and traditional 2D film and powerpoint formats.