



Acquiring key skills as a member of a team



Getting hands-on practice at business over the course of three phases



Preparing for life after graduation



The Boston Consulting Group



*business@school
Launched during the
1998/1999 school year*



Over 20 partner companies

Every year, 200 teachers get involved at 90 participating schools in Germany, Austria, Italy, Switzerland, and the United States



Local support provided by 500 volunteers from BCG and other partner companies



So far, 25,000 students have participated



Participating students number around 1,500 each year, working in approximately 250 teams

Over the course of one school year ...



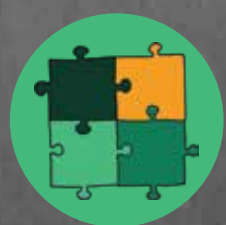
**Phase I
Large company**

Basic understanding of company structures, market environments, and business fundamentals



**Phase II
Small company**

Close-up understanding of company structures, market environments, and business fundamentals



**Phase III
Business idea**

Development of a business idea, including business plan



Regional competition



Finals

Recognition and prizes for the entrepreneurs of tomorrow

Presentations to a panel of expert judges at the end of each phase