

# AMAZON EXPERIENCE CHALLENGE



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



**Missouri  
State**

UNIVERSITY



Centro Universitário do Estado do Pará





## AMAZON EXPERIENCE CHALLENGE

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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.**



**AMAZON EXPERIENCE  
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!

For more info:

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