

# JA It's My Business!®

### ■ Entrepreneurship

Through engaging activities, *JA It's My Business!* provides middle school students an opportunity to experience the initial steps necessary to start a business. New program content provides an authentic entrepreneurial experience for students, with each session building up to a product-pitch competition.

*JA It's My Business!* offers middle school students an opportunity to engage in design thinking and experience the initial steps of a business startup. The learning experience provides an authentic entrepreneurial experience for students with each session building toward a product-pitch competition.

The learning experience consists of six 45-minute sessions led by a volunteer, with Additional Opportunities and 15-minute extension activities offered throughout.

**Following participation in the learning experience, students will be able to:**

- Identify their own personal entrepreneurial characteristics.
- Engage in the process of design thinking to empathize with a problem.
- Develop a business startup from its ideation, innovation, and market research through its design and prototyping.
- Pitch their new business idea to potential funders.

## JA'S TURNKEY VOLUNTEER SOLUTION

### Personalized Placement

JA works with you to ensure you teach at the location and grade level of your choice.

### Comprehensive Training

JA staff provides training so you are comfortable visiting the classroom. Training also will be available in the Learning Platform so you are familiar with the learning experience. Training topics include working with students and the classroom teacher, and understanding and facilitating the JA program.

### Flexible Time Commitment through Blended Learning

The time commitment is flexible to maximize the impact you make. Middle school classes include six 45-minute sessions.

JA provides you with online access to the volunteer, teacher, and student materials you'll need to fit your schedule.

### JA Staff Follow-Up and Support

JA staff is available to answer your questions or make suggestions about your volunteer assignment.

# JA It's My Business!

Join Junior Achievement's national network of volunteers and help students in your community connect the dots between what they learn in school and the "business of life"—work readiness, entrepreneurship, and financial literacy.

## SESSION HIGHLIGHTS

### Entrepreneurs

Students observe the relationship between entrepreneurs, their businesses, and the products and services they offer. They are introduced to well-known entrepreneurs and social entrepreneurs and examine the characteristics that they share. Finally, they take an entrepreneurial characteristics inventory to assess their own entrepreneurial abilities and interests.

### Market and Need

Students identify markets and needs that entrepreneurial products and services answer. They examine young entrepreneurs who have successfully identified a market and need and then create a new product to meet that need. Students work in teams to brainstorm current needs within different product or service categories.

### Innovative Ideas

Students learn about generating innovative ideas, while keeping in mind market and need. They examine cutting-edge innovative new products before brainstorming their own

product or service ideas. Working in teams, students use graphic organizers to capture brainstormed ideas.

### Design and Prototype

Students learn about product design and the prototype process. Each student creates a sketch of his or her product or service to show its features and then explains its purpose.

### Testing the Market

Students learn about the importance of obtaining market feedback about new product and service ideas. They examine types of survey questions and then develop their own. They then determine whether the survey provides useful feedback about the product.

### Seek Funding

Students complete their pitch deck and learn to deliver a pitch presentation with the intent of attracting investors. In a mock competition, teams pitch their product idea to a guest judge or judges who award the winning team(s) with ceremonial start-up funds.

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Start Up! Business!  
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Innovative Ideas

1 A fork that contains sensors to monitor your food intake, count calories, and send the information to a smartphone or tablet.

2 Contact lenses that contain tiny telescopes that can zoom in or out with a wink of your eye.

3 transmits a heartbeat to a smartphone so that doctors can look at the rhythms and detect problems.

Junior Achievement  
JA It's My Business!  
Blended Model  
Guide for Volunteers and Teachers  
Middle School