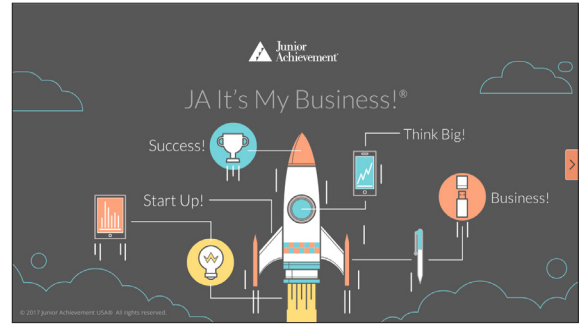




JA It's My Business!® Blended Model

Program Overview | June 2017

JA It's My Business! Blended Model provides middle school students an opportunity to learn how to turn an idea into a business. The program introduces students to the process of design thinking as a problem-solving process and provides an authentic entrepreneurial experience for students with each session building toward a product-pitch competition. The program consists of six 45-minute sessions led by a volunteer with Additional Opportunities and 15-minute extension activities offered throughout.



Session	Session Objectives/Goals Students will be able to...	Session Components	Activities	Materials Needed
SESSION ONE Entrepreneurs	<ul style="list-style-type: none"> Define entrepreneurship and social entrepreneurship. Describe the relationship between a business and its products and services. Identify entrepreneurial characteristics and recognize them, in varying degrees, in themselves. 	Warm-Up	Define key terms after watching a short video about a successful entrepreneur and his business.	Session One Student Guide
		Activity 1	Play Entrepreneur Matchup to introduce entrepreneurs and the characteristics that helped them become successful. Discuss entrepreneurial characteristics. Complete the Entrepreneurial Characteristics Inventory.	Entrepreneurial Characteristics Inventory
		Activity 2	Introduce the Pitch Deck and explain the mock pitch competition that will take place in the final session.	Pitch Perfect Pitch Deck Instructions Pitch Perfect Pitch Deck Template (online only) Pitch Presentation Scoring Guide
		Wrap-Up	Review the session's key concepts and terms.	

SESSION TWO Market and Need	<ul style="list-style-type: none"> • Define market and need. • Explain the importance of identifying market and need when developing new product or service ideas. • Identify the principles of design thinking. 	Warm-Up	Define key terms and watch a video about a young entrepreneur who developed a product for a specific market and need. Discuss examples of other young entrepreneurs.	Session Two Student Guide
		Activity	Introduce design thinking. Students first work independently, then in teams, to develop business ideas that meet a need and market. Teams begin to work on their pitch decks.	Brainstorming handout Need and Market Scenarios handout (optional) Pitch Perfect Pitch Deck Instructions Pitch Perfect Pitch Deck Template (online only) Pitch Presentation Scoring Guide
		Wrap-Up	Review the session's key concepts and terms.	
SESSION THREE Innovative Ideas	<ul style="list-style-type: none"> • Explain innovation and recognize it as a necessary entrepreneurial skill when starting a business. • Participate in creative idea generation, from brainstorming to defending and selecting an idea. 	Warm-Up	Students watch a short video about a new product that meets a need and market. Define key terms.	Session Three Student Guide
		Activity 1	Play Real or Not? to learn about some innovative product ideas that exist or are in development.	
		Activity 2	Students work in teams and brainstorm innovative product ideas to build on their new product. Teams share their revised product ideas with the class (optional) and then continue working on their pitch decks.	Innovative Ideas Graphic Organizer handout Pitch Perfect Pitch Deck Instructions Pitch Perfect Pitch Deck Template (online only) Pitch Presentation Scoring Guide
		Wrap-Up	Review the session's key concepts and terms.	

SESSION FOUR Design and Prototype	<ul style="list-style-type: none"> • Represent a product idea and its features using rough sketches and drawings. • Recognize sketches as an important first step in the prototype process. 	Warm-Up	Watch a short video about product design and define key terms.	Session Four Student Guide
		Activity	Students examine prototype sketches that show and explain a product idea. They create prototypes of their product or service ideas to present to the class. Teams continue working on their pitch decks.	Product Sketch Information handout Blank Paper (optional) Pitch Perfect Pitch Deck Instructions Pitch Perfect Pitch Deck Template (online only) Pitch Presentation Scoring Guide
		Wrap-Up	Review the session's key concepts and terms.	
SESSION FIVE Testing the Market	<ul style="list-style-type: none"> • Discuss the importance of market research in the product development process. • Describe multiple types of survey questions 	Warm-Up	Watch a short video featuring real-world market research and define key terms.	Session Five Student Guide
		Activity	Play the Market Testing game to test their new knowledge about market research and surveys. Students develop survey questions about their products then meet in their team to create a team survey. Teams continue working on their pitch decks.	Survey Questions handout Pitch Perfect Pitch Deck Instructions Pitch Perfect Pitch Deck Template (online only) Pitch Presentation Scoring Guide
		Wrap-Up	Review the session's concepts and key terms.	

SESSION SIX Seek Funding	<ul style="list-style-type: none"> Describe the elements that make a strong pitch presentation. Work together to create and deliver a product pitch to potential investors. 	Warm-Up	Define key terms related to investors who fund a business idea. Watch a video demonstrating a successful product pitch.	Session Six Student Guide
		Activity 1	Student teams finalize their pitch deck and plan a pitch for their product or service idea.	Pitch Perfect Pitch Deck Instructions Pitch Perfect Pitch Deck Template (online only) Pitch Presentation Scoring Guide
		Activity 1	Teams take turns pitching their product or service idea to the class and potential investors. A winning team is selected.	Investor Scoring Guide handout JA Pitch Awards
		Wrap-Up	Review the program's concepts and key terms.	Certificates of Achievement

Concepts: Business, consumer feedback, design, entrepreneur, entrepreneurial characteristics, funding, innovation, innovative, investor, market, market research, need, product, passionate, persistent, persuasive, pitch, presentation visuals, product, product sketches, prototype, risk-taker, self-confident, self-motivated, service, speaking skills, story, surveys, target market, team player

Skills: Analyze an example performance, analyze data from a variety of media sources, applying terms, brainstorming, collecting data, creating a model, creative thinking, communicating information through design, deduction, empathy, evaluating alternatives, group brainstorming, group presentation, group work, individual brainstorming, labeling an illustration, listening, logical reasoning, memory recall and matching, presenting ideas, problem solving, processing data from media, self-evaluation, synthesize data, teamwork