

## LEARNING EXPERIENCE BRIEF

# JA It's My Business!® JA in a Day

### ■ Entrepreneurship

*JA It's My Business!* provides middle school students an opportunity to learn how to turn an idea into a pitch plan for a business. The learning experience introduces students to 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 JA in a Day model, based on core content from the *JA It's My Business!* Consists of five 45-minute sessions led by a volunteer. At the conclusion of the *JA It's My Business!* JA in a Day, students will describe entrepreneurship and identify their own personal entrepreneurial characteristics. Students will have engaged in the process of design thinking to empathize with a problem, identify a need and solution for a target market, prototype their concepts, consider market testing, and assemble a pitch deck to share their business idea.

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.

## 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. Additional optional training resources will be available in JA Connect, the JA Learning Platform, so you are familiar with the program. 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 five 45-minute sessions all delivered in a single day. 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! JA in a Day

## 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 examine the characteristics that they share. They then 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. Students are introduced to design thinking, and then 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. Working in teams, students use graphic organizers to capture brainstormed ideas.

### Design, Prototype, and Test the Market

Students learn about product design and the prototype process, and the importance of obtaining market feedback about new product and service ideas. Each student creates a sketch of his or her product or service to show its features and explain its purpose.

### 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 startup funds.

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JA It's My Business!®

Success! Think Big! Business! Start Up!

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.

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JA It's My Business!  
Blended Model

Guide for Volunteers and Teachers  
Middle School