LEARNING EXPERIENCE OVERVIEW

JA Company Program® Pop-Up

▶ Entrepreneurship

JA Company Program Pop-Up teaches teens and young adults the practical skills required to plan, launch, and operate their own business venture within a structured, experiential experience. All profits generated benefit the school or designated community organization.

Throughout the start-up process, participants collaborate, make crucial business decisions, practice communication skills, and develop entrepreneurial knowledge and skills within a streamlined, educator-led experience.

With the guidance of an instructor and financial oversight of the school or community organization, the participants' company sells a predetermined product or supports an existing school or community event. Participants focus primarily on marketing and sales roles, while learning the basics of launching and operating a pop-up business.

This learning experience is part of the JA Entrepreneurship Pathway and is designed for Grades 6–12 and post-high school.

LEARNING EXPERIENCE HIGHLIGHTS

- Appropriate for middle school, high school, and post-high school
- New model to offer the full entrepreneurship experience, with additional adult guidance to simplify and streamline the JA Company Program experience
- Materials available in digital and print formats with educator- and volunteer-led opportunities to support flexible implementation options
- Can be implemented in classroom, after school, or virtual settings
- Opportunity for participants to support a fundraiser through a project

Junior Achievement™

JA Company Program Pop-Up

CURRICULUM OUTLINE

Session	Overview Participants:	Objectives Participants will be able to:	Activities
MEETING ONE **Pop-Up Warm-Up**	• Get acquainted with the pop-up experience. • Set preliminary business and personal goals as budding entrepreneurs.	• Explain what a pop-up business is and its intended purpose. • Recognize the entrepreneurial characteristics that an entrepreneur must possess to achieve a successful business venture. • Document goals for the pop-up business in SMART goal-writing format that reflect business planning elements. • Discuss the importance of charitable giving.	**Required:** • Using Entrepreneurial Characteristics to Run a Business • Setting Business Goals **Optional:** • Video: Three Tips for Setting Up a Pop-Up Shop
MEETING TWO **Doing the Research**	• Examine the elements of a profitable business and delve into the customer-focused business planning to contemplate product, pricing, and promotional strategies.	• Identify the elements of the profit equation and understand how to calculate profit. • Explain who the target audience is. • Recognize the importance of the customers' wants and needs as they relate to the business's goals. • Identify appropriate market research techniques to use when collecting information.	**Required:** • Preparing for Market Research **Optional:** • Managing Your Lemonade Stand Expenses
MEETING THREE **Defining the Pop-Up Structure**	• Identify the different roles and responsibilities necessary to plan, prepare, and launch a pop-up shop.	• Analyze market research data to make planning decisions about the pop-up business to maximize sales. • Describe the different roles and responsibilities necessary to organize and run a pop-up business. • Reflect on their own personal strengths and weaknesses to determine what their role on the pop-up team should be. • Draft a timeline of tasks and associated due dates needed to meet the pop-up company's goals.	**Required:** • Step One: Tallying Totals • Step Two: Digging into the Data • Matching Roles and Responsibilities • I, Me, My and Company Structure (self-guided) • Roadmap to Success

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MEETING FOUR **The P's of Pop-Up**	• Analyze the Four P's of Marketing (product, price, place, and promotion). • Make decisions about the product and place elements of their marketing strategy.	• Explain the importance of the four 4 Ps of the marketing mix related to a pop-up business. • Identify the location for the pop-up business to include dates and hours of operation for the Place "P" detail of the marketing mix. • Design an optimal layout for a pop-up business that will maximize sales. • Recognize that people want to be able to connect emotionally with a charitable cause.	**Required:** • The Price Is Right • Plan Your Promotion
MEETING FIVE **Creating the Buzz**	• Develop promotional strategies. • Establish pricing decisions for a successful pop-up experience.	• Formulate the appropriate price for their product to achieve the pop-up store's monetary goal. • Devise promotional strategies and materials to attract interest to the pop-up business.	**Required:** • Plan Your Promotion
MEETING SIX **Open for Business**	• Complete the essential logistics needed to launch the business. • Review important aspects of operating a business, including successful sales strategies in interpersonal contact and customer service excellence.	• Select appropriate sales strategies to use while interacting with customers during pop-up store sales. • Practice excellent retail customer care skills to maximize the pop-up store's sales potential to reach its business goals. • Assist others in empathizing with charitable causes that are personally meaningful. • Resolve final logistics before launching the pop-up business, including transaction types, starting cash, inventory tracking, and staffing schedule.	**Required:** • Customer Interaction Role-Plays • Launch Logistics

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Session	**Overview** Participants:	**Objectives** Participants will be able to:	**Activities**
Sales Period	• Operate their business. The duration may vary depending on available time and needs of the company.	• Operate the pop-up business using sales and customer care strategies to maximize sales.	**Required:** • Store Operations
MEETING SEVEN **Pop-Up Wrap-Up**	• Execute the business's closeout tasks. • Analyze the final metrics to gauge the achievement of both company and personal goals.	• Complete the tasks to calculate final sales and profit and close out the business. • Analyze final sales information and compare it to the pop-up business's initial profit goal. • Assess company and personal goals to determine successes and areas for improvement. • Identify meaningful ways to contribute proceeds to a worthy cause.	**Required:** • Pop-Up Closeout • Measuring Pop-Up Success