LEARNING EXPERIENCE BRIEF

JA Company Program®

▶ Entrepreneurship ▶ Work and Career Readiness

JA Company Program empowers teens and young adults to fill a need or solve a problem in their community and teaches them practical skills required to conceptualize, capitalize, and manage their own business venture. Upon completion, participants are eligible to earn JA's Essential Work Skills Credential which can be shared with employers or colleges..

Throughout the process of building their own company, participants collaborate, make crucial business decisions, communicate with multiple stakeholders, and develop entrepreneurial knowledge and skills. Community volunteers and mentors provide real-world guidance and experience to the participant-led startup.

The learning experience is available for both in-school and after-school settings and may be completed during one semester or throughout an entire school year.

This learning experience is part of the JA Entrepreneurship Pathway and is designed for Grades 9–12 and post-high school, in-school or after-school/out-of-school. The learning experience has recommendations for volunteer delivery or educator delivery for each session.

OUTLINE OF MEETINGS

1 **Meeting One: Start a Business**

Participants are introduced to the *JA Company Program* experience, explore ways to raise capital for their business venture, and analyze their personal strengths to help inform their individual roles in their company project.

LEARNING EXPERIENCE HIGHLIGHTS

- JA kit with digital options plus educator-led and volunteer-led opportunities, supporting flexible implementation options
- Includes self-guided learning topics in a flipped model to maximize hands-on learning time with the lead instructor
- Subject Matter Expert volunteer guides
- Robust support materials for educators, including a pacing guide for semester-long implementation
- Streamlined financial management with accompanying step-by-step walk-through tutorial videos
- Includes interactive, self-guided topics for sales, leadership and management, supply chain, finance, and marketing
- Enables participants to develop knowledge, skills, and abilities related to essential work competencies including Creativity and Innovation, Critical and Analytical Thinking, Cultural Agility, Effective Collaboration, Engaging Communication, and Self-Direction

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2 Meeting Two: Solve a Customer's Problem

Participants use creative problem solving to brainstorm ideas for a business service/ product, with the goal of identifying their top choices to research.

3 Meeting Three: Evaluate the Options

Participants apply their personal entrepreneurial skills while exploring good decision making and vetting the viability of a venture, using a SWOT analysis tool to narrow their decision on their company's final product idea.

4 Meeting Four: Create a Structure

Participants initiate the company's structure by establishing roles, commence planning within business teams, and finalize capitalization decisions.

5 Meeting Five: Launch the Business

Participants explore corporate leadership roles and responsibilities, evaluate personal leadership skills, elect leaders for the business venture, and document ia Code of Conduct. Then, they organize their business teams, start deep dives into business team roles, and complete work on the Business Snapshot and Company Charter.

6–11 Meeting Six–Eleven: Business Operations

Over the course of several meetings, participants launch their business, work in their business teams to run the business, and share weekly progress with Leadership. They have access to self-guided content to support their specific roles.

12 Meeting Twelve: Liquidate the Company

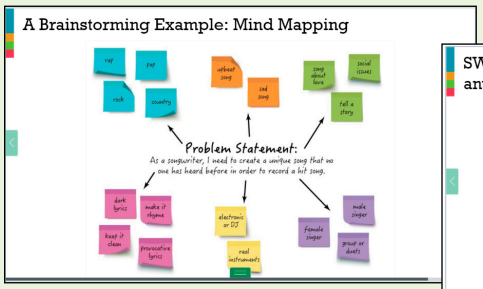
Participants finalize their company's operations, initiate the steps necessary to liquidate their company's assets, and complete the steps to close out their company.

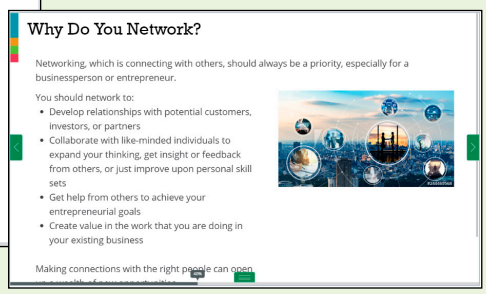
13 Meeting Thirteen: Create a Personal Action Plan

Participants recognize the necessity of networking as an entrepreneur and work on a personal action plan to develop their personal network and to refine their entrepreneurial skills.

14 Meeting Fourteen: Develop an Annual Report

Participants create an annual report as a summary of their company experience.





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