

ABOUT THIS LEARNING EXPERIENCE

JA Company Program Pop-Up®

In *JA Company Program Pop-Up*, students will develop an entrepreneurial mindset and skills they can use in everyday life that will also make them assets to future employers. They will gain foundational skills and knowledge needed to plan, promote, launch, and run a business, while exploring roles and responsibilities related to finance, marketing, and sales within a business structure.

JA Company Program Pop-Up is a student-driven project experience that tasks students with achieving a profitable business goal to donate proceeds to a charitable cause. Students are exposed to the real-life decision-making experiences of an entrepreneur as they manage logistics to set up and successfully run a product campaign or service-related event.

JA Company Program Pop-Up is part of the JA Entrepreneurship Pathway and is recommended for middle and high school students (grades 6–12).



Program Grades



Entrepreneurship

Learning Experience Goals

By participating in this program, students will:

- Apply entrepreneurial characteristics to a real-life business experience and set personal growth goals.
- Explore their “inner entrepreneur” and experiment with processes used in entrepreneurial endeavors.
- Employ 21st-century learning skills like critical thinking, creativity, collaboration, and communication in business planning and operations.
- Discover mindsets and problem-solving techniques that can be applied to any life experience.

Thank You

You are about to give students the gift of facts and ideas that can open the door to a world of possibilities. Add in students' own imaginations and talents, and there's no limit to what they might accomplish. You have Junior Achievement's sincere gratitude and congratulations for the important work you are about to do.

Teacher and Volunteer Materials

All materials, including digital assets, are found on the JA Learning Platform™ accessible through the following link: <https://learn.ja.org/>.

Anatomy of a Session

JA Company Program Pop-Up is made up of seven meetings with additional time for running the pop-up business. Each meeting is estimated to take 45–60 minutes to complete and includes individual topics that address single learning objectives. This content organization provides flexibility for the instructor to determine the best use of materials based on the class's goals and students' abilities. Each meeting contains academic, conceptual topics that directly relate to the work students will complete in their pop-up company.

Students explore the foundational elements of planning, setting up, promoting, and running a small business. Learning concepts are mapped directly to the pop-up experience so that students can progress step-by-step through the planning process with the scaffolded supports and prompts of their **Pop-Up Planner** (a student workbook). Students will plan a timeline of milestone tasks and events and the corresponding logistics to ultimately run a profitable business venture and achieve their monetary goal. They take ownership of their business and make all of the business decisions to actively learn by doing. Volunteers and teachers provide guidance and allow students to succeed and fail as they explore their entrepreneurial and business skills and abilities.

- **Meeting One:** Participants get acquainted with the pop-up experience and their own goals as budding entrepreneurs.
- **Meetings Two through Five:** Participants plan and publicize their pop-up business, exploring:
 - Market research
 - Pop-up structure
 - Marketing and merchandising
 - Price and promotion
- **Meeting Six:** Students explore essential customer service and sales skills to use while their pop-up store is operating. Additionally, they review and finalize all logistics necessary to launch and open the store.
- **Sales Period:** Participants operate the pop-up business using sales and customer care strategies to maximize profits.
- **Meeting Seven:** This meeting guides students through the final tasks necessary to close the pop-up business, reconcile the finances, and determine the business's final profit. Students reflect upon their accomplishments and analyze the final metrics to gauge their achievement of company and personal goals.

Preparation Tips

- Call your JA Area to find out if in-person volunteer training sessions are offered nearby.
- Meeting with the teacher and presenting sessions to working with students and managing the class. Go to <https://jausa.ja.org/volunteer-resource/ja-volunteer-training> and review the section, Resources for Volunteers.
- Try to get together briefly with the teacher a few days before your session or 15 minutes immediately before your presentation.
- Review ways you as a volunteer can build rapport and connect with the students.
- Discuss ways to promote school-to-home connections with the learning experience.
- Consider asking for help writing students' names on the table tents (or you can have students fill in their tents themselves).
- Briefly go over the day's session and activities.

Delivery Options

The following scenarios illustrate how facilitators can utilize the flexible content and delivery to help students complete assignments in their preferred learning style (e.g., online outside of class, in class with peers) and obtain mastery of concepts and skills through additional time, repeated exposure, and/or varying modalities. Implement a method that best fits your needs. If you need more time, consider multiple meetings per week. Find a way to provide students with the amount of meeting time necessary to gain the full experience.



Delivery Option One: Remote, Virtual Learning Environment

The meeting is delivered in a remote, virtual learning environment. Students access their **Pop-Up Planner** on the JA Learning Platform independently in preparation for each session. Instructors open the guide for the session on a tablet while sharing the on-screen presentation on a laptop. Students engage in discussion through the Web-conferencing tool by unmuting their microphones and responding and/or posting in the chat. Students complete and submit any assignments as directed by the instructor.



Delivery Option Two: In-Person, Face-to-Face Environment

The meeting is delivered in-person in a face-to-face learning environment. The instructor distributes the students' **Pop-Up Planners** to use for note taking and activities during class. Instructors lead the meeting and project the on-screen presentation on the classroom smartboard to guide class discussion. Students complete independent and small group activities during class and debrief as a class to discuss their learning. Instructors continue the learning by assigning students the rest of the activity to complete independently outside of class time.

Approved and Non-Approved Products and Services

The following list is intended to provide guidelines for students during the product/service ideation and selection process.

All products must be submitted for approval prior to production by submitting the Product Approval Application to JA's insurance company, USI, at jacompanyprogram@usi.com.

The list is not all-inclusive; other products and services may be approved or denied. There may be specific requirements that must be met for a product to be approved. If students have a great product/service idea, but are concerned that it may not be approved, contact USI as soon as possible even if they haven't yet completed the Product Approval Application.

Note: Food products prepackaged and purchased from a wholesaler and not altered or repackaged by JA students can be approved except for seafood, poultry, meat, and dairy products.

APPROVED PRODUCTS AND SERVICES EXAMPLES

(pending product approval submission)

- Snack bar with prepackaged snacks, drinks
- Branded apparel items
- T-shirts, wrist bands, hats, beanies, sweatshirts, spirit items, socks
- Online event (trivia night, speaker series)
- Online educational game (Kahoot!)
- School event
- Lunch bags, water bottles, pencil cases
- Koozies
- Sling backpacks
- Games
- Stress balls

NON-APPROVED PRODUCTS AND SERVICES

- Any product or service that may cause bodily injury or property damage
- Any product or service that uses copyrighted or trademarked materials without the owner's consent

PRODUCTS

- Products directly sourced from foreign manufacturers/retailers
- Skin care products of any kind, including lip balm, soaps, essential oils, lotions manufactured by JA students
- Manufacturing and/or selling fireworks
- Fire starters
- Lamps
- Safety or first aid kits
- Rice bags used as heating pads
- Vitamins, medicines, nutritional supplements

FOOD ITEMS

- Any homemade food item, including, but not limited to baked goods, sauces, honey, candy, soups, salads, sandwiches
- Growing and selling of fruits and/or vegetables
- Dairy products even if purchased from a wholesaler and prepackaged including ice cream, milkshakes

TECHNOLOGY

- Web and phone applications that contain personal information of others, whether traceable through email or other means
- Apps with any GPS component

CHILDREN PRODUCTS

- Children's pajamas
- Clothing manufacturing for children under the age of 10
- Toys for children under the age of 10
- Manufacturing of toys, games, or stuffed animals
- Board games for children under 8 years of age

SERVICES

- Anything that promotes transportation or transportation services
- Babysitting services
- Window washing
- House-sitting services
- Carnivals, circuses, or amusement rides
- Pet grooming/sitting
- Horse, donkey, or bull rides
- Candle making
- Swimming lessons
- Painting of houses, fences, numbers on curbs
- Snow or ice removal or ice melt
- Lawn or house services

Product Approval Application

<https://data.ja.org/s/0AUAAA>