

LEARNING EXPERIENCE OVERVIEW

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.

Start Up!

An illustration on a dark grey background featuring a white rocket with orange and blue accents, launching upwards with yellow flames. To the left of the rocket is a glowing yellow lightbulb with a white filament, and above it is a blue microscope icon. White lines connect these icons to the rocket, suggesting a process of innovation and design.

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. It is requested as a separate course that includes the online interactive content and materials (JA in a Day guide and student handouts). The JA in a Day model will receive five Instructional Contact Hours upon registration.

FEATURES OF THE JA IN A DAY GUIDE FOR VOLUNTEERS AND TEACHERS:

- Format is redesigned for easy delivery of the JA in a Day model.
- Introduction and conclusion are specific to the JA in a Day model.
- Master List of Materials indicates the differences in use of materials between the standard and JA in a Day models.
- Additional Opportunities are not included.

JA It's My Business! JA in a Day

CURRICULUM OUTLINE

| Session | Objectives | Content Changes from Standard Implementation | Activities |
|---|---|--|---|
| Entrepreneurs 45 minutes | <ul style="list-style-type: none"> Define <i>entrepreneurship</i>. Describe the relationship between a business and its products and services. Identify entrepreneurial characteristics and recognize them, in varying degrees, in themselves. | <ul style="list-style-type: none"> Removed the social entrepreneurship topic. | <p>Warm-Up: Define key terms after watching a video about a successful entrepreneur and his business.</p> <p>Activity 1: Discuss entrepreneurial characteristics. Students complete the Entrepreneurial Characteristics Inventory.</p> <p>Activity 2: Introduce the Pitch Deck and explain the mock pitch competition held in the final session.</p> |
| Market and Need 45 minutes | <ul style="list-style-type: none"> Define <i>market</i> and <i>fill a need</i>. Explain the importance of identifying market and need when developing new product or service ideas. Identify the principles of design thinking. | <ul style="list-style-type: none"> Removed the discussion of examples of young entrepreneurs. Removed the Market and Need Scenarios used as brainstorming tools. | <p>Warm-Up: Define key terms.</p> <p>Watch a video about a young entrepreneur who developed a product for a specific market and need.</p> <p>Activity: Introduce design thinking. Students first work independently, then in teams, to develop product or service business ideas that meet a need and market.</p> <p>Teams begin to work on their pitch decks.</p> |
| Innovative Ideas 45 minutes | <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. | <ul style="list-style-type: none"> Removed Real or Not? game. Focus of groups' brainstorming should be on innovative ways to improve their product idea from Session Two. | <p>Warm-Up: Watch a video about a new product that meets a need and market. Define key terms.</p> <p>Activity: Students work in teams and brainstorm innovative product ideas to build on their new product.</p> <p>Teams continue working on their pitch decks.</p> |
| Design, Prototype, and Test the Market 45 minutes | <ul style="list-style-type: none"> Represent a product idea and its features by using rough sketches and drawings. Recognize sketches as an important first step in the prototype process. Discuss the importance of market research in the product development process. | <ul style="list-style-type: none"> Removed group sharing of sketches and prototypes. Removed all Session Five activities, including instructions to complete the slide associated with it. Combined Sessions Four and Five. | <p>Warm-Up: Watch a video about product design and define key terms.</p> <p>Activity: Examine prototype sketches that show and explain a product idea.</p> <p>Introduce market research and define key terms. Students then create prototypes of their product or service ideas.</p> <p>Teams continue working on their pitch decks.</p> |
| Seek Funding 45 minutes | <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. | <ul style="list-style-type: none"> No content changes. Adjusted time to allow for the pitch competition and JA in a Day program wrap-up. | <p>Warm-Up: Define key terms related to investors who fund a business idea. Watch a video demonstrating a successful product pitch.</p> <p>Activity: Teams finalize their pitch deck and plan a pitch for their product or service idea.</p> <p>Teams take turns pitching their product or service idea to the class and potential investors.</p> <p>A winning team(s) is selected.</p> |