

# JA Company Program® Blended Model

*JA Company Program* provides high school students (grades 9–12) an opportunity to fill a need or solve a problem in their community by launching their own start-up business, unleashing their entrepreneurial spirit. The program utilizes both original and curated content. Meeting-specific, student-friendly materials enable students to identify the key elements of organizing and operating a business and to consider creating their own start-up business.

*JA Company Program* Blended Model is available for implementation in school or after school, and may be completed in one semester or throughout an entire school year. Two implementation options are available: 13 two-hour meetings or 26 one-hour meetings. A volunteer is required to lead 13 Instructional Contact Hours; the teacher may deliver the remainder. Each student receives 26 Instructional Contact Hours.



## 1 Meetings One–Five: Startup and Launch

### Meeting One: Start a Business

Students examine their own entrepreneurial traits and how those traits fit within their company structure, and they explore potential ways to fund their venture.

## 2 Meeting Two: Fill a Need

Students brainstorm potential products and services that could fill a need or solve a problem, and determine which business ideas should be vetted further.

## 3 Meeting Three: Vet the Venture

Students conduct research on their top product or service ideas and decide which idea to move forward with based on a series of factors.

## 4 Meeting Four: Create a Structure

Students form business teams and begin to develop their business plan through a series of specialized tasks.

## 5 Meeting Five: Launch the Business!

Business teams report on their tasks and findings to the entire company and come to a consensus on major decisions as they launch the business and finalize their business plan.

## 6-11 Meetings Six–Eleven: Run the Business

Each week, business teams meet to provide status updates to the entire company, review priorities, and accomplish tasks to meet company goals and objectives.

## 12-13 Meetings Twelve and Thirteen: Wrap-up and Look Ahead

### Meeting Twelve: Liquidate the Company

Students conclude remaining business operations, liquidate the business, and decide what to do with the profits.

## 13 Meeting Thirteen: Create a Personal Action Plan

Students create their own personal action plan using the knowledge and experience gained throughout the program.



Join Junior Achievement's national network of more than 237,000 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. Training also will be available in the 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. High school classes include 13 two-hour meetings or 26 one-hour meetings.

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 Company Program® Blended Model

1

What does this have to do with starting a business?



Creative thinking is a key component of an entrepreneurial spirit.

Business owners and business employees alike face questions and problems everyday. Being able to think creatively about a problem or a question is the start to finding a solution.

2

Agenda: Meeting One

**Team Builder Activity:** In this exercise, Company members get to know each other.

**Company Ops:** During today's Company Operations (called Company Ops), you will begin to explore your entrepreneurial traits, think about your Company's structure, and brainstorm ways to raise capital for your new venture.

**Deeper Dive:** Each meeting includes additional "Deeper Dive" activities that you can complete if you have extra time. These activities will help you learn more about key business skills and concepts.

Please note that your group may find that it is beneficial to spend more time on some activities and less on others.

3

**Activity Guide**

Below are talking points and instructions designed to help you facilitate the session and enhance student discussions.

**10 minutes**  
**Meeting Introduction**

- Welcome students to Meeting One.
- Explain that today everyone will get to know one another and discuss how every individual's strengths relate to the structure of a company.

**10 minutes**  
**Pre-Survey**

- Ask all participants to take the JA Company Program Pre-Survey, available in Meeting One on the online program page.
- Explain that this survey will help identify each participant's knowledge and beliefs about starting a company.

**15 minutes**  
**Program Introduction**

- Welcome all participants to the program.
- Quickly describe the program as a whole (students create, launch, and liquidate a real business).
- Direct students to watch the videos "Why Start a JA Company Program?"
- Discuss the following questions:
  - Have you ever started a business?
  - Do you know someone who started a business?
  - Do you have any business ideas?

JA Company Program® | Meeting One Volunteer and Teacher Guide

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**Junior Achievement MY BUSINESS**

**Biz Builder**

An interactive business plan builder that will help you research, plan and run your own business.

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1

Interactive digital tools and resources

2

Engaging interface and blended-learning opportunities

3

Volunteer resources, including a Volunteer and Teacher Guide with instructions and talking points

4

Multi-media content

5

Link to JA My Way™—Entrepreneurship Pathway

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