

Upon completion of *JA Company Program*, high school students (grades 9–12) will be able 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 focused on the Company Ops. Deeper Dives are optional activities or suggestions on how to extend the meeting topic. A volunteer is required to lead 13 Instructional Contact Hours; the teacher may deliver the remainder. Each student receives 26 Instructional Contact Hours.



Meeting Title	Meeting Objectives/Goals Students will be able to...	Meeting Components	Materials Needed
PRE-PROGRAM	<ul style="list-style-type: none"> Take pre-program survey prior to volunteer's first visit. 	Pre-Program Survey	
MEETINGS ONE – FIVE: STARTUP & LAUNCH			
MEETING ONE Start a Business	<ul style="list-style-type: none"> Identify what they will be doing in <i>JA Company Program</i>. Share important information about prior knowledge, beliefs, and attitudes. Build relationships with others in their group. Determine entrepreneurial traits and choose a business team. Explore potential ways to fund their venture. 	Warm-Up <ul style="list-style-type: none"> Welcome to JA Team builder 	Student Welcome Letter
		Company Ops <ul style="list-style-type: none"> I, Me, My activity Company structure Raising capital 	1. Participant Agenda 2. I, Me, My Entrepreneurial Traits handout 3. Presentation Tool document
		Wrap-Up Summarize meeting and review action items for next meeting.	
		Quiz	
		Deeper Dives <ul style="list-style-type: none"> Videos Trade Fair activity Vision Wall activity 	Blank paper
MEETING TWO Fill a Need	<ul style="list-style-type: none"> Collaborate as a group to decide on the product or service that the Company will sell. Narrow the list of potential business ideas by answering critical questions about each one. 	Warm-Up <ul style="list-style-type: none"> Meeting introduction Team builder (Optional) 	Blank paper
		Company Ops <ul style="list-style-type: none"> Structured business brainstorm. 	1. Participant Agenda 2. Presentation tool document 3. Blank paper
		Wrap-Up Summarize meeting and review action items for next meeting.	
		Quiz	
		Deeper Dives <ul style="list-style-type: none"> AppFest activity Innovative thinking activity 	AppFest handout

MEETING THREE Vet the Venture	<ul style="list-style-type: none"> • Conduct research on the top business ideas. • Decide which product or service idea to move forward with. • Submit the product idea for approval. 	Warm-Up <ul style="list-style-type: none"> • Meeting introduction • Team builder (Optional) 	
		Company Ops <ul style="list-style-type: none"> • Pivot or Persevere? • Business research • Finalize product idea • Submit Product Approval Form 	<ol style="list-style-type: none"> 1. Participant Agenda 2. Business Research Form 3. JACP Product Approval Application
		Wrap-Up Summarize meeting and review action items for next meeting.	
		Quiz	
		Deeper Dives <ul style="list-style-type: none"> • SWOT Analysis • How to Think about Entrepreneurship 	SWOT Analysis handout
MEETING FOUR Create a Structure	<ul style="list-style-type: none"> • Form and select Business Teams. • Collaborate in Business Teams to determine leadership, conduct research, and assign tasks in order to launch the business. • Work individually or with other Company members to conduct research and complete tasks in order to launch the business. 	Warm-Up <ul style="list-style-type: none"> • Meeting introduction 	
		Company Ops <ul style="list-style-type: none"> • Form and select Business Teams • Review the Business Plan Snapshot • Each team reviews its Business Task List and begins to research and complete tasks 	<ol style="list-style-type: none"> 1. Participant Agenda 2. Business Team Task lists 3. JACP Investor Share document 4. Business Plan Snapshot 5. Financial Prep document 6. Marketing Prep document 7. Guiding Principles document 8. Sales Tracking document 9. Presentation Tool document 10. Financial Planning workbook
		Wrap-Up Summarize meeting and review action items for next meeting.	
		Quiz	
		Deeper Dives <ul style="list-style-type: none"> • Innovation Comparison • Lean Methods 	

MEETING FIVE Launch the Business!	<ul style="list-style-type: none"> Engage in business communication and implementation. Research business processes, and integrate information across all teams. Apply the concept of accountability to practices in the Company. Complete a business plan. 	Warm-Up <ul style="list-style-type: none"> Meeting introduction 	
		Company Ops <ul style="list-style-type: none"> Business Teams report on their tasks and findings and come to a consensus. Complete Business Plan Snapshot Business Team tasks 	<ol style="list-style-type: none"> Participant Agenda Business Team Task lists JACP Investor Share document Business Plan Snapshot Financial Prep document Marketing Prep document Guiding Principles document Sales Tracking document Presentation Tool document Financial Planning workbook
		Wrap-Up Summarize meeting and review action items for next meeting.	
		Deeper Dives <ul style="list-style-type: none"> Accountability Mission and Vision Statements 	Business Plan Snapshot

MEETINGS SIX – ELEVEN: RUN THE BUSINESS

MEETINGS SIX – ELEVEN Run the Business	<ul style="list-style-type: none"> Practice business communication and implementation. Practice task prioritization. Practice follow-through. Submit important information. Practice problem solving and critical thinking. 	Warm-Up <ul style="list-style-type: none"> Meeting introduction 	
		Company Ops <ul style="list-style-type: none"> Status updates by Business Team Company tasks 	<ol style="list-style-type: none"> Participant Agenda Blank paper Pitch Perfect PowerPoint
		Wrap-Up Summarize meeting and review action items for next meeting.	

TOPIC MODULES FOR MEETINGS SIX – ELEVEN

<p>TOPIC: CAPITALIZATION</p>	<ul style="list-style-type: none"> • Explore sources of capital. • Consider which sources of capital might be used for the Company. • Learn pitch ideas for building capital or obtaining funding. • Present a pitch. 	<p>Independently or in groups, members examine types of capitalization and practice the art of the pitch for future start-up capital.</p>	
<p>TOPIC: FINANCE</p>	<ul style="list-style-type: none"> • Examine the most important financial elements of a startup. • Practicing using the Business Finance Tool. 	<p>Independently or in groups, members practice using the company's financial tools for their own future business idea.</p>	<p>Business Finance tool</p>
<p>TOPIC: LEADERSHIP</p>	<ul style="list-style-type: none"> • Research how leaders make decisions. • Investigate how leaders influence a company, beyond giving direction. • Provide evidence of a leader's specific leadership style. • Develop a TED-style talk on leadership. 	<p>Independently or in groups, members explore aspects of leadership.</p>	<p><i>Forbes</i> online article</p>
<p>TOPIC: MARKETING AND COMMUNICATION</p>	<ul style="list-style-type: none"> • Learn about the 4 P's of marketing— Product, Place, Price, and Promotion—and how they are related. • Explore marketing through a virtual job shadow and answer key questions that relate to the 4 P's. 	<p>Independently or in groups, members explore marketing through a virtual job shadow of top professionals from across the country.</p>	
<p>TOPIC: SALES</p>	<ul style="list-style-type: none"> • Understand tips for sales success. • Create a video blog entry about a product or service to practice these tips. 	<p>Independently or in groups, members practice sales techniques through a video blog.</p>	
<p>TOPIC: SUPPLY CHAIN</p>	<ul style="list-style-type: none"> • Explore the interconnected links in a supply chain. • Define standards for communicating about production. • Apply the concept of quality control to practices in the Company. 	<p>Independently or in groups, members explore the basic supply chain and examine quality control techniques.</p>	<p>Presentation Tool document</p>

MEETINGS TWELVE AND THIRTEEN: WRAP UP & LOOK AHEAD

MEETING TWELVE Liquidate the Company	<ul style="list-style-type: none"> • Explain and follow the liquidation process. • Complete business closing and liquidation tasks, including recordkeeping. • Create an annual report. 	Warm-Up <ul style="list-style-type: none"> • Meeting introduction 	
		Company Ops <ul style="list-style-type: none"> • Liquidate the Company 	1. Participant Agenda 2. Financial Planning workbook 3. Liquidation Report
		Wrap-Up Summarize meeting and review action items for next meeting.	
		Quiz	
		Topic: Annual Report <ul style="list-style-type: none"> • Create an Annual Report 	Alternative deliverables: 1. Business Plan Snapshot 2. Summary Video
MEETING THIRTEEN Create a Personal Action Plan	<ul style="list-style-type: none"> • Understand the importance of networking. • Complete a personal action plan. • Explore potential career options. 	Warm-Up <ul style="list-style-type: none"> • Meeting introduction 	
		Company Ops <ul style="list-style-type: none"> • Personal Action Plan 	1. Participant Agenda 2. Personal Action Plan worksheet
		Wrap-Up Summarize program and review personal action plans.	
		Post-Program Survey	
		Topic: Career Exploration <ul style="list-style-type: none"> • Online tools: <i>JA Build Your Future™</i> • Careers and ROI (Return on Investment) module 	

Concepts: Annual report, business plan, capitalization, charitable giving, company structure, entrepreneurial facts, myths, and traits, financial tools, launch the company, leadership, liquidate, marketing, personal action plan, pitch, product development process, product and service evaluation, quality control, ROI, sales techniques, supply chain, SWOT analysis

Skills: Accountability, analyzing alternatives, brainstorming, creativity, critical thinking, cross-departmental collaboration, decision making, idea development, leadership, listening, product evaluation, public speaking, research, sales, self-assessment, synthesizing and evaluating information, task-management, teamwork