

# DEAR EDUCATOR/VOLUNTEER,

As you implement **JA Entrepreneurship Learning Experiences**, we wanted you to be aware of the self-guided, on-demand, digital resources available on JA Connect<sup>®</sup> to enhance and extend student learning. These bite-sized learning activities average 5–15 minutes in length, are highly interactive, and are accessible via computer or mobile device at <u>https://connect.ja.org/entrepreneurship</u>. They may be used:

- As pre-program activities to help jump-start conversation.
- To practice concepts during your JA class sessions.
- · As a follow-up for extended learning/practice.

All entry-level resources are available to any user. Intermediate and advanced resources require login (users can access with existing JA login or may self-register). Select the thumbnail image to go directly to the resource.

New resources are added frequently, so check back often. Resources that align with **JA Entrepreneurship Learning Experiences** include:

## **ENTREPRENEURS**



**Examples of Entrepreneurs** 

Entry

Students get inspired by other entrepreneurs and their stories.



Could I Be an Entrepreneur?

Entry

Students take a quiz to see what entrepreneurial skills they already have.



### A Day in the Life of an Entrepreneur

Entry

Students gain a first-hand perspective on an average day for an entrepreneur.

## **INSPIRATION**



#### Seize the Opportunity

#### Entry

Students learn practical advice to keep their business fresh and relevant through innovation.



**Define Your Why** 

Entry

Students discover how their passion can lead to a fulfilling entrepreneurial career.



You Can Start a Business

Entry

Students learn six strategies that can help anyone start a business.





Go to <u>connect.ja.org</u> for more activities.

# **RESEARCH AND PLANNING**



### **MyBiz Builder**

### Entry

Students build a business plan with this interactive resource designed to help them research, plan, and run their own business.



## JA Future by Design: Entrepreneurship

#### Intermediate

Students discover how to approach career exploration like an entrepreneur by using the Design for Delight method in this multiple session activity.



### **Develop a Lean Business Plan**

## Entry

Students explore a quick and optimal way to develop a new business plan.



### **Market Research for Your Business**

Entry Students learn how market research can promote success in their new

business.

TARGET

**Pitch Your Business Idea** 

## Entry

Students discover how to effectively pitch their business idea to others.



**Create Your Pitch Deck** 

Intermediate

Students learn about the key elements to include in a pitch deck.

FUNDING AND LEGAL



**Fund Your Startup** 

Entry

Students identify funding and sources that entrepreneurs use to launch their new businesses.





**JA Connect Resources** 

# FUNDING AND LEGAL (CONTINUED)



### Protect Your Intellectual Property

#### Entry

Students learn how to protect their business ideas, products, and trade secrets from competitors.



## Legal Considerations for Startups

Entry

Students learn about legal requirements for starting and owning a business.

# **OPERATIONS**



## **Develop a Shared Vision**

Entry

Students explore strategies to ensure that team members share a mutual business vision.



## Set Up an Online Store

Entry

Students review options and things to consider when setting up an online store.



## **Build Your Team**

Students determin

Students determine the roles and responsibilities needed on their business team.

# **MARKETING AND SALES**



## **Build a Recognizable Brand**

Students learn why a company's brand is crucial to a business's success.



## **Reach Your Target Audience**

## Entry

Students explore effective strategies to maximize ways to reach their target audience.



## **Social Media Marketing**

## Entry

Students discover how to harness the power of social media marketing to promote their business.



# **MARKETING AND SALES (CONTINUED)**



### **The Sales Funnel**



Students explore how to attract the right customers to their business with the sales funnel method.