

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[®] 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.