Junior Achievement

National Entrepreneurship Month 2016

JA Launch Lesson: Educator Guide

Thank you for participating in this lesson and helping Junior Achievement empower young people to own their economic success. This guide serves as an overview of the lesson and offers supplemental activities that can be implemented before and after the entrepreneur's visit to enhance the experience.

Learning Objectives

Upon completion of the lesson, students will be able to:

- Analyze a real-world example of entrepreneurship.
- Determine one next step that could lead to a new business venture.

Before the Lesson

Teacher Preparation

- Read through the Entrepreneur's Lesson Outline found at the end of this guide. Identify any relevant connections to student learning for possible discussions.
- Organize the classroom to maximize the experience for the guest speaker and the students.

Student Preparation

Please prepare students for the guest entrepreneur by having them:

- Research the visiting entrepreneur and his or her company.
- Prepare questions they would like him or her to answer.

Optional Pre-Lesson Enhancements

To prepare for the guest entrepreneur, consider these optional entrepreneurship-focused opportunities:

- Have students visit http://www.designhill.com/interactive-guide/quiz and answer a series of yes or no questions to be matched to one of eight types of entrepreneur profiles. Have students share and discuss their results. (Note: Be aware that this is a third-party site selling its own product.)
- Tell the students that a successful entrepreneur's product or service fills a need, can be sold for enough money to make a profit, and is something he or she is passionate about because it requires significant time and energy to pursue. Have students work in small groups to brainstorm possible products or services that meet these three criteria. Remind them that improving an existing product or service is another good option. If time allows at the end of the guest entrepreneur's presentation, have the students present their product or service ideas to him or her for feedback.

During the Lesson (Suggested total presentation time: 50 minutes)

- Remain in the classroom during the entire visit and maintain classroom discipline.
- Follow along with the Lesson Outline found at the end of this guide, and help foster student engagement.

After the Lesson

- If not completed during the lesson, direct students to take a brief student survey at http://tinyurl.com/JALaunchStudentSurvey to help JA improve on students' experience.
- Please take a brief educator survey at http://tinyurl.com/JALaunchTeacherSurvey to help JA improve on educators' experience.

Optional Post-Lesson Enhancements

- Contact your local JA Area for information about other entrepreneurship opportunities for teens.
- For additional information and applicable advice for your students, consider the following resources.
  - » Have the students visit www.jamyway.org to learn more about starting a business, finding the perfect career, creating a resume, and exploring other resources to advance their career goals.
  - » Junior Achievement Business Ethics lessons: https://www.juniorachievement.org/web/ja-usa/excellence-through-ethics
  - » SBA Young Entrepreneurs Course: https://www.sba.gov/tools/sba-learning-center/training/young-entrepreneurs
  - » Khan Academy: https://www.khanacademy.org/economics-finance-domain/entrepreneurship2

Entrepreneur Lesson Outline (Suggested total presentation time: 50 minutes)

Purpose – To engage students in an inspirational experience that explores entrepreneurship and highlights the opportunities, challenges, and preparation required for successful participation in the global economy.

Desired Outcomes – An awareness of entrepreneurship and the personal commitment needed to be successful.

1 **Introduce** yourself and your company.

2 **Ice Breaker** (To show relevance and engage students in the topic of entrepreneurship.) (Suggested Time: 5 minutes)

- **Ask** students to think about their favorite products and services. It could be electronics, food, clothes, etc.
- **Have** a few students name their favorite product or service and explain why they like it. Does it meet a need?
- **Give** an example of your favorite product or service and explain why you chose it.
- **Explain** that a good product or service idea fills a need or solves a problem. It also is essential that entrepreneurs are passionate about their product or service because developing it typically requires much time and effort.
- **Ask** students if any of them have thought about a need that could be filled or a problem that could be solved with a new product or service, or by improving an existing product or service.

3 **Provide an Overview of Your Company** (Suggested Time: 10 minutes)

- **Big idea**–Share your big idea. Tell the story of how it developed.
- **Customers**–Describe the target market for your product or service. Explain why it fills a need.
- **Value Proposition**–Talk about why your product or service is more appealing than that of your competitors.
- **Sales and Marketing**–Explain how you market your product or service.
- **Capital**–Share how you funded the startup of your company. Describe other methods of securing startup capital.

4 **Share Stories to Highlight You and Your Experiences** (Suggested Time: 20 minutes)
Select topics from the list below to illustrate your experiences through stories. Increase students' engagement in the decisions you have faced by asking volunteers to predict the outcome of your story before sharing it.

- **Motivation**–What motivated you from idea to action?
- **Inspiration**–Who were your mentors and how did they influence your startup? Who is in your support network?
- **Preparation**–What education, training, and experience helped prepare you to start a business?
- **Expectation**–What has surprised you most in your entrepreneurial journey?
- **Challenges**–What major business challenges have you have encountered? How did you overcome them?

5 **Discuss Specific Steps Students Can Take to Become Entrepreneurs** (Suggested Time: 10 minutes)

- **Ask** students if anyone would like to share a possible business idea.
- **Provide** insight for those interested in starting a business—possible next steps, what they should and should not do, and local resources.
- **Encourage** each student to take one concrete step this week to begin building his or her own business and to visit www.jamyway.org for useful resources.

6 **To help JA improve on students' experience with this lesson, please direct them to take a brief student survey at http://tinyurl.com/JALaunchStudentSurvey**. (Suggested Time: 5 minutes)

7 **To help JA improve on entrepreneurs' experience in the classroom, please take a brief entrepreneur survey at http://tinyurl.com/JALaunchVolunteerSurvey**.