

LEARNING EXPERIENCE BRIEF

JA Company Program[®] Pop-Up

► Entrepreneurship

JA Company Program Pop-Up teaches teens and young adults the practical skills required to plan, launch, and operate their own business venture within a structured, experiential experience. All profits generated benefit the school or designated community organization.

Throughout the start-up process, participants collaborate, make crucial business decisions, practice communication skills, and develop entrepreneurial knowledge and skills within a streamlined, teacher-led experience.

With the guidance of an instructor and financial oversight of the school or community organization, the participants' company sells a predetermined product or supports an existing school or community event. Participants focus primarily on marketing and sales roles, while learning the basics of launching and operating a pop-up business.

This experience is part of the JA Entrepreneurship Pathway and is designed for Grades 6–12 and post-high school.

LEARNING EXPERIENCE OBJECTIVES

Through the process of establishing a pop-up venture, participants will be able to:

- Set personal goals through the lens of an entrepreneurial mindset.
- Establish the elements of a successful business.
- Define different roles and responsibilities necessary to launch a pop-up.



LEARNING EXPERIENCE HIGHLIGHTS

- Appropriate for middle school, high school, and post-high school
- New model to offer the full entrepreneurship experience, with additional adult guidance to simplify and streamline the JA Company Program experience
- Materials available in digital and print formats with educator- and volunteer-led opportunities to support flexible implementation options
- Can be implemented in classroom, after school, or virtual settings
- Opportunity for participants to support a fundraiser through a project

JA Company Program Pop-Up

- Understand the Four P's of Marketing (product, price, place, and promotion).
- Launch, operate, and close out a pop-up business.

CURRICULUM OUTLINE

1 Meeting One: Pop-Up Warm-Up

Participants get acquainted with the pop-up experience and set preliminary business and personal goals as budding entrepreneurs.

2 Meeting Two: Doing the Research

Participants examine the elements of a profitable business and delve into the customer-focused business planning to contemplate product, pricing, and promotional strategies.

3 Meeting Three: Defining the Pop-Up Structure

Participants identify the different roles and responsibilities necessary to plan, prepare, and launch a pop-up shop.

4 Meeting Four: The P's of Pop-Up

Participants analyze the Four P's of Marketing (product, price, place, and promotion) and make decisions about the product and place elements of their marketing strategy.

5 Meeting Five: Creating the Buzz

Participants develop promotional strategies and establish pricing decisions for a successful pop-up experience.

6 Meeting Six: Open for Business

Participants complete the essential logistics needed to launch the business and review important aspects of operating a business, including successful sales strategies in interpersonal contact and customer service excellence.

7 Sales Period

Participants operate their business. The duration may vary depending on available time and needs of the company.

8 Meeting Seven: Pop-Up Wrap-Up

Participants execute the business's closeout tasks and analyze the final metrics to gauge the achievement of both company and personal goals.



It's All about the Customer

