

## LEARNING EXPERIENCE OVERVIEW

# JA Company Program<sup>®</sup> 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, educator-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 learning experience is part of the JA Entrepreneurship Pathway and is designed for Grades 6–12 and post-high school.



## 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

## CURRICULUM OUTLINE

Session	Overview Participants:	Objectives Participants will be able to:	Activities
<b>MEETING ONE</b> <b>Pop-Up Warm-Up</b>	<ul style="list-style-type: none"> <li>• Get acquainted with the pop-up experience.</li> <li>• Set preliminary business and personal goals as budding entrepreneurs.</li> </ul>	<ul style="list-style-type: none"> <li>• Explain what a pop-up business is and its intended purpose.</li> <li>• Recognize the entrepreneurial characteristics that an entrepreneur must possess to achieve a successful business venture.</li> <li>• Document goals for the pop-up business in SMART goal-writing format that reflect business planning elements.</li> <li>• Discuss the importance of charitable giving.</li> </ul>	<p><b>Required:</b></p> <ul style="list-style-type: none"> <li>• Using Entrepreneurial Characteristics to Run a Business</li> <li>• Setting Business Goals</li> </ul> <p><b>Optional:</b></p> <ul style="list-style-type: none"> <li>• Video: Three Tips for Setting Up a Pop-Up Shop</li> </ul>
<b>MEETING TWO</b> <b>Doing the Research</b>	<ul style="list-style-type: none"> <li>• Examine the elements of a profitable business and delve into the customer-focused business planning to contemplate product, pricing, and promotional strategies.</li> </ul>	<ul style="list-style-type: none"> <li>• Identify the elements of the profit equation and understand how to calculate profit.</li> <li>• Explain who the target audience is.</li> <li>• Recognize the importance of the customers' wants and needs as they relate to the business's goals.</li> <li>• Identify appropriate market research techniques to use when collecting information.</li> </ul>	<p><b>Required:</b></p> <ul style="list-style-type: none"> <li>• Preparing for Market Research</li> </ul> <p><b>Optional:</b></p> <ul style="list-style-type: none"> <li>• Managing Your Lemonade Stand Expenses</li> </ul>
<b>MEETING THREE</b> <b>Defining the Pop-Up Structure</b>	<ul style="list-style-type: none"> <li>• Identify the different roles and responsibilities necessary to plan, prepare, and launch a pop-up shop.</li> </ul>	<ul style="list-style-type: none"> <li>• Analyze market research data to make planning decisions about the pop-up business to maximize sales.</li> <li>• Describe the different roles and responsibilities necessary to organize and run a pop-up business.</li> <li>• Reflect on their own personal strengths and weaknesses to determine what their role on the pop-up team should be.</li> <li>• Draft a timeline of tasks and associated due dates needed to meet the pop-up company's goals.</li> </ul>	<p><b>Required:</b></p> <ul style="list-style-type: none"> <li>• Step One: Tallying Totals</li> <li>• Step Two: Digging into the Data</li> <li>• Matching Roles and Responsibilities</li> <li>• I, Me, My and Company Structure (self-guided)</li> <li>• Roadmap to Success</li> </ul>

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Session	Overview Participants:	Objectives Participants will be able to:	Activities
<b>MEETING FOUR</b> <b>The P's of Pop-Up</b>	<ul style="list-style-type: none"> <li>Analyze the Four P's of Marketing (product, price, place, and promotion).</li> <li>Make decisions about the product and place elements of their marketing strategy.</li> </ul>	<ul style="list-style-type: none"> <li>Explain the importance of the four 4 Ps of the marketing mix related to a pop-up business.</li> <li>Identify the location for the pop-up business to include dates and hours of operation for the Place "P" detail of the marketing mix.</li> <li>Design an optimal layout for a pop-up business that will maximize sales.</li> <li>Recognize that people want to be able to connect emotionally with a charitable cause.</li> </ul>	<b>Required:</b> <ul style="list-style-type: none"> <li>The Price Is Right</li> <li>Plan Your Promotion</li> </ul>
<b>MEETING FIVE</b> <b>Creating the Buzz</b>	<ul style="list-style-type: none"> <li>Develop promotional strategies.</li> <li>Establish pricing decisions for a successful pop-up experience.</li> </ul>	<ul style="list-style-type: none"> <li>Formulate the appropriate price for their product to achieve the pop-up store's monetary goal.</li> <li>Devise promotional strategies and materials to attract interest to the pop-up business.</li> </ul>	<b>Required:</b> <ul style="list-style-type: none"> <li>Plan Your Promotion</li> </ul>
<b>MEETING SIX</b> <b>Open for Business</b>	<ul style="list-style-type: none"> <li>Complete the essential logistics needed to launch the business.</li> <li>Review important aspects of operating a business, including successful sales strategies in interpersonal contact and customer service excellence.</li> </ul>	<ul style="list-style-type: none"> <li>Select appropriate sales strategies to use while interacting with customers during pop-up store sales.</li> <li>Practice excellent retail customer care skills to maximize the pop-up store's sales potential to reach its business goals.</li> <li>Assist others in empathizing with charitable causes that are personally meaningful.</li> <li>Resolve final logistics before launching the pop-up business, including transaction types, starting cash, inventory tracking, and staffing schedule.</li> </ul>	<b>Required:</b> <ul style="list-style-type: none"> <li>Customer Interaction Role-Plays</li> <li>Launch Logistics</li> </ul>

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<b>Sales Period</b>	<ul style="list-style-type: none"><li>Operate their business. The duration may vary depending on available time and needs of the company.</li></ul>	<ul style="list-style-type: none"><li>Operate the pop-up business using sales and customer care strategies to maximize sales.</li></ul>	<b>Required:</b> <ul style="list-style-type: none"><li>Store Operations</li></ul>
<b>MEETING SEVEN Pop-Up Wrap-Up</b>	<ul style="list-style-type: none"><li>Execute the business's closeout tasks.</li><li>Analyze the final metrics to gauge the achievement of both company and personal goals.</li></ul>	<ul style="list-style-type: none"><li>Complete the tasks to calculate final sales and profit and close out the business.</li><li>Analyze final sales information and compare it to the pop-up business's initial profit goal.</li><li>Assess company and personal goals to determine successes and areas for improvement.</li><li>Identify meaningful ways to contribute proceeds to a worthy cause.</li></ul>	<b>Required:</b> <ul style="list-style-type: none"><li>Pop-Up Closeout</li><li>Measuring Pop-Up Success</li></ul>