

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 <https://connect.ja.org/entrepreneurship>. 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:



Entrepreneurship



Go to connect.ja.org for more activities.

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.

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.



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.



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.

FUNDING AND LEGAL



Fund Your Startup

■ ■ ■ Entry

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



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 (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

 Entry

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

MARKETING AND SALES



Build a Recognizable Brand

 Entry

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

■ Entry

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