

# BE ENTREPRENEURIAL

Grades 9-12

## Entrepreneurship | Work Readiness

### ABOUT THE PROGRAM



Students explore what it means to be an entrepreneur by identifying target markets, analyzing competitive advantages, and developing a business plan and strategy.

**Program Length:** 2-6 hours

**Program Format:** In-Class or Online

**Supports Curriculum:** Business, entrepreneurship, career education, language

**Provided Resources:** Classroom presentation, interactive digital resources, and a physical kit or resources for activities/games\*

\*physical kit for in-class/in-person programs



Learn More

### What will students do and learn?

- Brainstorm a business idea to respond to a need in the community
- Identify methods to increase a business' competitive advantage
- Describe the target market for a potential business idea
- Outline details needed to start building a business plan
- Prepare and deliver a pitch on their business idea



“ Before participating in the Be Entrepreneurial program, I had ideas but no real sense of how to turn them into something meaningful. This program changed that. It broke down the entrepreneurial process in a way that felt practical, inspiring, and surprisingly achievable.

JA Student

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## How do I access this JA program?

### Step 1



Reach out to your local JA office to register your class.

### Step 2



Your local JA contact will follow up to coordinate details for teacher-led programs or to coordinate a volunteer to facilitate the program. Volunteer availability may vary by location.

### Step 3



Access the online resources for your program on [jacampus.org](https://jacampus.org) and the physical kit material. If a volunteer will be facilitating the program, these details will be shared with the volunteer.

*Access to online resources requires setting up a free JA ID and using a program access code (provided by your local JA office).*



# 4,000+

youth participated in  
this program during  
the 2024-25 year.

### **\*\*NEW\*\***

Also available as a self-directed online program. Can be completed as independent learning or assigned as a classroom resource.

**Create a free login today:**  
[jacampus.org](https://jacampus.org).

## Reach Out Today!



Visit [jabc.org/programs](https://jabc.org/programs)

to learn about JA program options for students in grades 3-12.

JA programs are available at no cost to educators or participants thanks to our generous supporters.