JA British Columbia | Member of JA Canada

Success Starts Here

A BUSINESS OF OUR OWN

Grades 6-8



Financial Health | Entrepreneurship

ABOUT THE PROGRAM

Students explore how they can run a real business that sells products. They'll learn what's involved in selecting products for sale, how to set up a successful sales stand and apply key concepts in entrepreneurship.

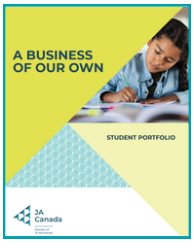
Program Length: 4 hours
Program Format: In-Class or Online
Supports Curriculum: ADST Math, Career Education
Provided Resources: interactive digital resources, and a physical kit or resources for activities/games*

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

Learn More

What will students do and learn?

- Discuss what businesses do and use the Business Model Canvas to plan for a business
- Discover possible target markets and types of promotions used when creating a new business
- Work as a team to develop marketing and promotional messaging for their business
- Record simple income and expenses and learn how to set prices for products in a business setting











> Watching 6th graders negotiate, problem solve, and use mirrors, free stickers and dynamic pricing to drive sales... No wonder the products sold out before parents even had a chance to visit the stalls!
>
> Grade 6 Teacher



How do I access this JA program?

Step 1

Enrol at jabc.org/connect.

Step 2

A JABC team member 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

Program materials will be provided directly by your local JA office, and a physical kit will be mailed to your school. 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 the links to digital materials will be provided by your local JA office.

7,000+

youth participated in this program during the 2025-26 year.

Reach Out Today!

Visit 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.