

JA COMPANY PROGRAM

Grades 10-12

Financial Literacy | Entrepreneurship | Work Readiness

ABOUT THE PROGRAM



This hands-on experience equips students with essential entrepreneurial skills—from ideation and product development to marketing and financial management. Students will co-create and operate a small business as they gain experience with each step of the business cycle.

Program Length: 10-16 weeks

Program Format: In-School or After School (varies by location)

Supports Curriculum: ADST, Career Education

Provided Resources: Interactive digital resources and tools



Learn More

What will students do and learn?

- Identify a business problem and develop a product or service to solve it
- Work as a team to grow the business, assigning roles that match talent to task
- Learn how to pitch to prospects, investors and potential customers
- Maintain financial records and analyze them to spot trends and find opportunity
- Develop marketing channels such as a website and social media platforms and learn how to use these to market a business
- Connect with mentors from the local business community who have a genuine interest in guiding Canada's future innovators



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The hands-on activities and mentorship from business leaders inspire and prepare students with real-world skills in financial literacy, work readiness, and entrepreneurship.

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JA 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



Access the online resources for your program on 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).



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.

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jabc.org