JA Company Program—Pop-Up teaches middle and high school students 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, students collaborate, make crucial business decisions, practice communication skills, and develop entrepreneurial knowledge and skills within a streamlined, teacher-led experience.

With the guidance of an instructor and financial oversight of the school or community organization, the student company sells a predetermined product or supports an existing school or community event. Students focus primarily on marketing and sales roles, while learning the basics of launching and operating a pop-up business.

PROGRAM HIGHLIGHTS

- Appropriate for both middle and high school
- New model to offer the full entrepreneurship experience, with additional adult guidance to simplify and streamline the JA Company Program experience
- Blended model with teacher- and volunteer-led opportunities to support flexible implementation options
- Can be implemented in classroom, after school, or virtual settings
- Opportunity for students to support a school fundraiser through a project

This program is part of the JA Entrepreneurship Pathway and is designed for Grades 6–12. The program may receive 7 or more ICH based on the content delivery and duration of the sales period.
Meeting One: Pop-Up Warm-Up  Students get acquainted with the pop-up experience and set preliminary business and personal goals as budding entrepreneurs.

Meeting Two: Doing the Research  Students examine the elements of a profitable business and delve into the customer-focused business planning to contemplate product, pricing, and promotional strategies.

Meeting Three: Defining the Pop-Up Structure  Students identify the different roles and responsibilities necessary to plan, prepare, and launch a pop-up shop.

Meeting Four: The P’s of Pop-Up  Students analyze the Four P’s of Marketing (product, price, place, and promotion) and make decisions about the product and place elements of their marketing strategy.

Meeting Five: Creating the Buzz  Students develop promotional strategies and establish pricing decisions for a successful pop-up experience.

Meeting Six: Open for Business  Students complete the essential logistics needed to launch the business and review important aspects of operating a business, including successful sales strategies in interpersonal contact and customer service excellence.

Sales Period  Students operate their business. The duration may vary depending on available time and needs of the company.

Meeting Seven: Pop-Up Wrap-Up  Students execute the business’s closeout tasks and analyze the final metrics to gauge the achievement of both company and personal goals.