

JA LAUNCH LESSON®

Entrepreneur Guide

Thank you for participating in this lesson and helping Junior Achievement empower young people to own their economic success. This guide serves as an outline of suggested topics for you to cover during your time with the students. The lesson is designed to be an interactive experience. Be sure to pause for questions from students during or after each section.

Lesson Outline (50 minutes)

1 Introduce Yourself and Your Company (5 minutes)

- **Connect** with students. Say a little bit about your personal self so the students get acquainted with you.
- **Share** a fact (that can be linked to your business without saying the business) that students can relate to. Examples: I like food = I own a restaurant; I like to help people = I am a therapist. Ask students to raise their hand if they like the same thing.
- **Explain** what your company is and what you do.

2 Reflect and Build Rapport (5-10 minutes)

- **Lead** with the important message: *Anyone* can be an entrepreneur. *You* can be an entrepreneur.
 - **State** why you wanted to be an entrepreneur. Explain that there are many reasons that people become entrepreneurs—for example, to be your own boss, to help the community, to make money. Ask for student volunteers to think about and share what reason they might like to be an entrepreneur.
 - **Emphasize** entrepreneurship is a journey of successes and failures no matter who the person is. Every entrepreneur goes through growing pains and has to overcome some obstacles.
 - **Mention** some of the obstacles you encountered to help students relate to your story.
- **Ask** students to think of someone they know personally or someone famous that started a business. Encourage them to share some of the products or services from those businesses they are thinking about.
 - **Ask** students if the products or services they named meet a need.
 - **Explain** that a good product or service idea fills a need or solves a problem. It also is essential that entrepreneurs are passionate about their product or service because developing it typically requires much time and effort.
 - **Ask** students if any of them have thought about a need that could be filled or a problem that could be solved with a new product or service, or by improving an existing product or service.

3 Provide an Overview of Your Company (10 minutes)

- **Big Idea** – Share your big idea. Tell the story of how it developed.
- **Customers** – Describe the target market for your product or service. Explain why it fills a need.

entrepreneurship the imagination, innovative thinking, and management skills needed to start and operate a business

purpose to engage students in an inspirational experience that explores entrepreneurship and highlights the opportunities, challenges, and preparation required for successful participation in the global economy

desired outcomes an awareness of entrepreneurship and the personal commitment needed to be successful

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- **Value Proposition** – Talk about why your product or service is more appealing than that of your competitors.
- **Sales and Marketing** – Explain how you market your product or service.
- **Capital** – Share how you funded the startup of your company. Describe other methods of securing startup capital. (Friends and family should not be the primary option mentioned to address differing students' backgrounds.)

4 Share Stories to Highlight You and Your Experiences (10–15 minutes)

Select topics from the list to illustrate your experiences through stories. Increase students' engagement in the decisions you have faced by asking volunteers to predict the outcome of your story before sharing it.

- **Motivation** – What motivated you from idea to action?
- **Inspiration** – Who were your mentors and how did they influence your startup? Who is in your support network?
- **Preparation** – What education, training, and experience helped prepare you to start a business?
- **Expectation** – What has surprised you most in your entrepreneurial journey?
- **Challenges** – What major business challenges have you encountered? How did you overcome them?

5 Discuss Specific Steps Students Can Take to Become Entrepreneurs (10 minutes)

- **Transition** to next steps by reminding students that *anyone* can be an entrepreneur.
- **Inspire** students with one or two entrepreneurial examples (personal acquaintances or famous people) where the entrepreneur's product failed and he or she overcame challenges, or an entrepreneur who started with one product idea and pivoted to another one that became successful/famous. Explain that the entrepreneurial journey requires commitment and perseverance. Illustrate with examples that are from diverse backgrounds and industries.
- **Provide** insight for students who are interested in starting a business.
 - **Emphasize** that students should explore **JA Connect™ Entrepreneurship** (<https://connect.ja.org/entrepreneurship>) as their next step—great resources to explore on their own in school or with family.
 - **Share** possible next steps, what they should and should not do, and recommended local resources.
 - **Work** with educator to distribute the student material and/or show the presentation slide.
- **Encourage** students to take one concrete step this week in their entrepreneurial journeys. Show the entrepreneurial journey map slide. A positive next step is exploring the valuable resources on JA Connect™ Learning Pathways to learn more about entrepreneurship.

To help JA improve this learning experience, please complete these brief surveys.

Students: <https://tinyurl.com/JALaunchLessonStudent21>.

Entrepreneur: <https://tinyurl.com/JALaunchLessonVolunteer21>.