

## LEARNING EXPERIENCE BRIEF

# JA Be Entrepreneurial<sup>®</sup>

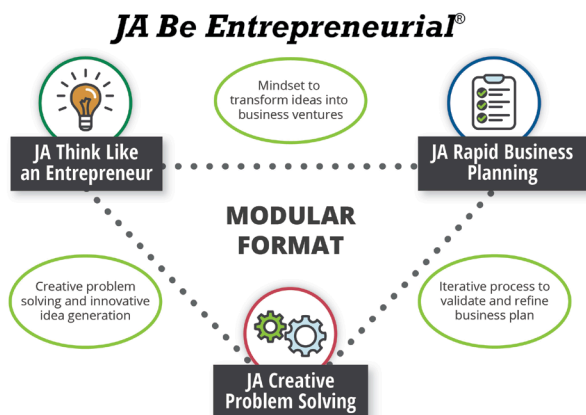
### ■ Entrepreneurship



*JA Be Entrepreneurial* is a modular learning experience that teaches participants about the mindset and the skills needed for success by aspiring entrepreneurs and innovators who add value to any organization. Participants completing all three modules use Design Thinking, a problem-solving approach, to create business ideas. Participants also learn to transform their ideas into concise, effective, and actionable one-page business plans. *JA Be Entrepreneurial* is part of the JA Entrepreneurship Pathway.

Participants will have the opportunity to compete in the national JA Social Innovation Challenge, which provides an opportunity to pitch their innovative business ideas for improving their communities.

This learning experience is designed for Grades 9–12 and post-high school, in-school or after-school/out-of-school. The learning experience can be completed in three modules, 2–6 in-class hours per module based on delivery of the required and optional content.



## LEARNING EXPERIENCE HIGHLIGHTS

- The learning experience includes teacher-led content, volunteer-led opportunities, and self-guided content to support flexible implementation options.
- There are a series of three core modules, with each module comprising multiple 45-minute sessions.
- Modules can be offered together or as stand-alone experiences to meet the diverse needs of educators and participants.
- Each module offers a culminating, self-guided project for participants to create an artifact that allows them to apply what they have learned.
- Within a module, some sessions and activities are required for standard implementation. Other sessions are optional to meet additional requirements, such as eligibility for the competition.

# JA Be Entrepreneurial

## OUTLINE OF MODULES AND SESSIONS

### Module: JA Creative Problem Solving®

Participants learn and apply Design Thinking, an innovative process for problem solving used by entrepreneurs (and intrapreneurs) to brainstorm customer-centric ideas. This process focuses on the user needs and experience through the creation of empathy maps, problem statements, high-level solutions, prototypes, and testing plans to validate a design solution.

#### 1 Session One: Identifying the Problem

Participants are oriented to problem/solution thinking practices and introduced to the Design Thinking process of creative problem solving. They explore the first step (Empathize) that teaches them to look at problems as human-centered, from the customer's perspective.

#### 2 Session Two: Exploring Solutions

Participants focus on the second and third steps of the Design Thinking process (Define and Ideate). They summarize the root cause of the issue in a problem statement and then use brainstorming techniques to generate viable ideas as solutions.

#### 3 Session Three: Prototyping the Solution

Participants use rapid prototyping techniques to create an inexpensive model of their solution for customer review and feedback. This process teaches the importance of keeping customers involved in the process without large investments of time or money.

#### 4 Session Four: Testing the Solution

Participants devise testing plans to validate the design and function of their prototyped ideas with customer participants. User testing emphasizes the importance of ongoing improvement cycles in the Design Thinking model.

#### 5 Session Five: Applying Design Thinking (Optional, Self-Guided)

Participants complete a cumulative Design Thinking project to demonstrate comprehension and execution of the creative problem-solving process.

# JA Be Entrepreneurial

## Module: JA Think Like an Entrepreneur®

Participants develop a mindset that enables opportunity identification, innovation, value creation, and problem solving. They learn the entrepreneurial principles, strategies, and skills through the experiences of others and apply them to their own lives.

### 1 Session One: Developing a Mindset

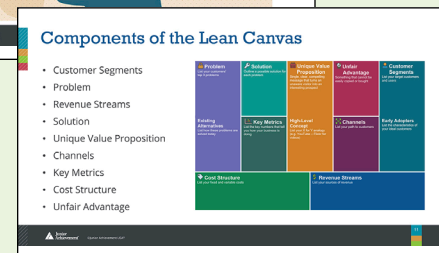
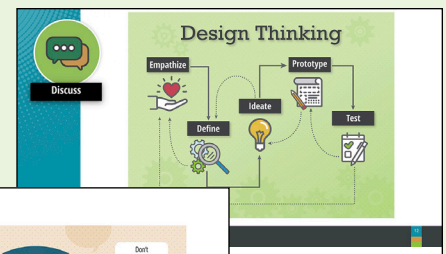
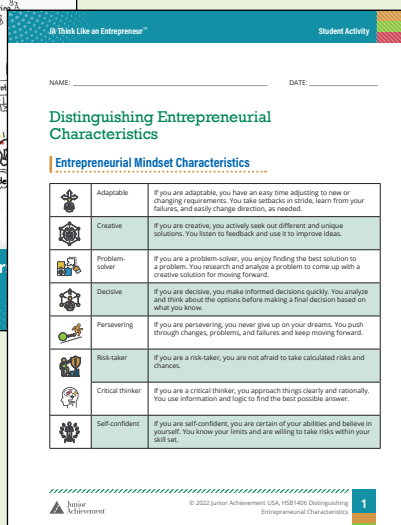
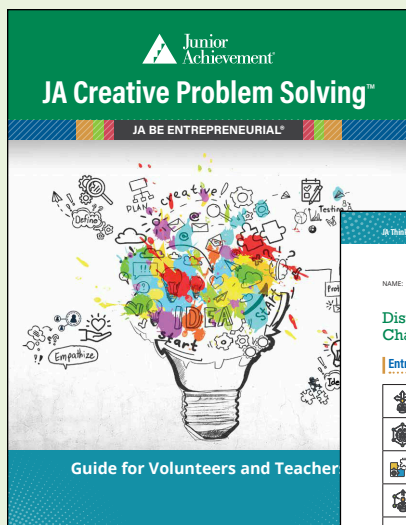
Participants are introduced to entrepreneurship and the characteristics of a mindset that promote success in their personal and professional lives.

### 2 Session Two: Assessing Entrepreneurial Potential

Participants demonstrate their understanding of the entrepreneurial characteristics by identifying prevalent skills in scenarios. Then, they complete an introspective personal assessment about their entrepreneurial potential.

### 3 Session Three: Creating an Entrepreneurial Action Plan (Optional, Self-Guided)

Participants craft a personal action plan to start thinking like an entrepreneur in their daily life and career aspirations.



# JA Be Entrepreneurial

## Module: JA Rapid Business Planning®

Participants learn about the foundations of lean business planning using the Lean Canvas, a streamlined, one-page, business plan template. Rapid business planning is emphasized to test and refine the approach in continuous improvement cycles.

### 1 Session One: Planning with the Customer in Mind

Participants are introduced to lean business planning and focus on the customer-focused segments of the Lean Canvas. They identify customer segments, the problem to be solved, and the intended solution.

### 2 Session Two: Summarizing the Customer Elements

Participants learn about customer communication channels and the most effective practices for reaching their customers. Then, they practice completing the customer elements of the lean business plan using an original or supplied idea.

### 3 Session Three: Formulating the Finances

Participants focus on financial elements of the Lean Canvas, including cost structure, pricing, and revenue streams. Then, they identify what metrics are key to gauge the performance and health of the venture.

### 4 Session Four: Conveying the Business's Value

Participants identify the business's unique value and competitive advantage to convey its "edge." Then, participants practice writing compelling unique value proposition (UVP) statements and identifying a business's competitive advantage.

### 5 Session Five: Completing and Testing the Lean Business Plan

Participants practice completing the marketing and financial elements of the lean business plan using an original or supplied idea. Then, they review the importance of testing the business plan for ongoing refinement.

### 6 Session Six: Developing a Lean Business Plan (Optional, Self-Guided)

Participants construct a lean business plan with an original idea using the Lean Canvas to demonstrate comprehension and execution of business planning.