

JA Start It Up: Program Overview



JA Start It Up immerses students in the world of business by challenging them to develop a proposal for a new flavor concept of Oogie's Gourmet Popcorn, targeted for a market of their peers. Guided by a volunteer, students work together in teams to practice entrepreneurial thinking and experience the creativity, sense of accomplishment and excitement that comes with solving a real-world business challenge. JA Start It Up operates as a field trip within the school. JA staff, volunteers and teachers work together to create this memorable experience for students.

In experiential phases throughout the day, students will:

- Complete research on the competitive landscape and the competitive advantage of Oogie's Gourmet Popcorn
- Brainstorm new flavors and analyze their market appeal
- Conduct market research and use results to determine the flavor they will propose Oogie's bring to market
- Determine pricing and profitability for their product
- Create marketing pieces and a sales pitch style presentation for their new flavor
- Compete against other teams for the winning proposal, judged by volunteers, with prizes for the winning team

Concepts:

- Product development
- Profitability
- Marketing promotions and tactics
- Market targeting
- Competitive advantage
- Supply and demand

Skill Development: 21st century skills

- Communication: exchange information and ideas
- Critical Thinking: conceptualizing and analyzing information
- Collaboration: work with others to create a plan, make decisions and meet a goal
- Persuasive Speaking: speaking with confidence and constructing a persuasive argument
- Entrepreneurial Thinking: recognizing opportunities in the marketplace and understanding how to capitalize on them

Sample schedule for the one day JA Start It Up program:

7:20 a.m. School starts, students report to their homeroom class

7:30 a.m. Phase 1: You're Hired! Students report to the gym for an assembly. They watch the "You're Hired" video that introduces them to Oogie's, describes the challenge, and introduces key concepts to support their work. JA staff delivers brief announcements and introduces volunteers.

8:00 a.m. Phase 2: Research and Development Students return to their homerooms and are grouped into teams. With help from their teacher and JA volunteer, they utilize visual tools to draw conclusions about their target demographic, competing products, and the competitive advantages of Oogie's.

8:50 a.m. Phase 3: Product Development Gathered together in the gym, students learn about the product development cycle, brainstorm flavor concepts and conduct market testing by surveying one another. Teams collaborate to decide on their final flavor concept.

9:50 a.m. Phase 4: The Perfect Price The teams will analyze supply and demand scenarios in order to understand how outside factors can effect the cost of the goods they need; ultimately effecting the cost of their product.

11:35 a.m. Break for Lunch

11:45 a.m. Phase 5: Marketing Teams will create their flavored Oogie's Popcorn logo as well as several forms of promotional materials for their marketing plan.

12:35 p.m. Phase 6: Presentation Prep Teams will prepare a persuasive speech highlighting the competitive advantage and marketing plan for their imaging flavor of popcorn.

1:05 p.m. Presentations Teams take turns showcasing their proposal, volunteer judges rate each proposal and determine a winning team.

1:40 p.m. Judges announce winners and present the winning team members with prizes.