

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 after each section.

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.

Lesson Outline (Suggested total presentation time: 50 minutes)

1 Introduce yourself and your company.

2 Ice Breaker (To show relevance and engage students in the topic of entrepreneurship.) (Suggested Time: 5 minutes)

- **Ask** students to think about their favorite products and services. It could be electronics, food, clothes, etc.
- **Have** a few students name their favorite product or service and explain why they like it. Does it meet a need?
- **Give** an example of your favorite product or service and explain why you chose it.
- **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 (Suggested Time: 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.
- **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.

4 Share Stories to Highlight You and Your Experiences (Suggested Time: 20 minutes)

Select topics from the list below 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 have encountered? How did you overcome them?

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

- **Ask** students if anyone would like to share a possible business idea.
- **Provide** insight for those interested in starting a business—possible next steps, what they should and should not do, and local resources.
- **Encourage** each student to take one concrete step this week to begin building his or her own business and to visit www.jamyway.org for useful resources.

6 To help JA improve on students' experience with this lesson, please direct them to take a brief student survey at <http://tinyurl.com/JALaunchStudentSurvey>. (Suggested Time: 5 minutes)

7 To help JA improve on entrepreneurs' experience in the classroom, please take a brief entrepreneur survey at <http://tinyurl.com/JALaunchVolunteerSurvey>.