

JA START IT UP!

PRESENTED BY OOGIE'S GOURMET SNACKS

Junior Achievement-Rocky Mountain (JA) is proud to offer a program that immerses middle school students in business development, enabling them to experience the creativity, sense of accomplishment, and excitement that careers in entrepreneurship and business can offer. Students work together to develop a new flavor of Oogie's Gourmet Popcorn targeted toward a teen market.

This program includes five 45-minute sessions, and one optional 45-minute session

OBJECTIVES

Following their participation in the program, students will be able to:

- Complete research on their target market, the competitive landscape and the competitive advantage of Oogie's
- Brainstorm new flavor possibilities and analyze their specific market
- Understand the impact of ingredients and market conditions on the cost of production
- Participate in a proposal-based competition, with prizes for the winning team

SESSION 1: RESEARCH ROCKS

Students watch a video introducing them to Oogie's and the JA Start it Up! challenge. Students engage in a research and development activity designed to get them thinking about what appeals to their target market of youth ages 12-18. They compare and analyze a variety of snack products and consider how Oogie's products compare to their competitors. Students sample two flavors of Oogie's.

SESSION 2: TEST IT OUT

In their teams, students will brainstorm and test ideas for their popcorn flavor. They must conduct market testing and determine one new flavor to bring to the market.

SESSION 3: BRAND BRILLIANCE

Students help each other guess brands by answering yes-or-no questions and then reflect on the impact of branding. Students learn about the visible and invisible components of a company's brand and begin to work on their own logo, tagline, and bag design for their Oogie's popcorn flavor.

SESSION 4: MARKET YOURSELF

Students learn about different methods of marketing and choose two forms to draft as part of their presentation during session five. Students learn some practical strategies to implement during their presentations and work on scripting and rehearsing their presentations.

SESSION 5: SHOW TIME!

Students finish preparing for their presentations and pitch their idea to the judges who evaluate the product based on a rubric.

OPTIONAL SESSION: BREAKING EVEN

Students analyze an abbreviated profit and loss table to determine the profitability generated by the company over a five month period. Then, they engage in a discussion that will help them see the impact of supply and demand on a company's profitability.