

JA Be Entrepreneurial Junior

Inspiring students to become Canada's next entrepreneurs



*Grade 5-6
 Full day program*

JA Be Entrepreneurial Junior is an interactive one-day program that introduces Grade 5 & 6 students to the fundamentals of starting a business and the opportunities and challenges of being an entrepreneur. Through key entrepreneurial concepts, including product, service, competitive advantage and target market, students develop an understanding of how businesses thrive.

Four Central Lessons:

- **Entrepreneurship** - Explore entrepreneurship as a career option, the importance of a solid business plan, the difference between product and service based businesses
- **Competitive Advantage**- Identify that a competitive advantage is important for business success
- **Target Market** - Discuss the importance of identifying a target market
- **Marketing** - Identify marketing and sales strategies



JA Be Entrepreneurial Junior lessons link school curriculum with experiential learning that increases retention and makes learning fun.

Give Youth the Skills They Need

Why Become a Volunteer?

As a JA volunteer, you'll deliver programs in a local classroom - facilitating critical financial and business knowledge to students. JA provides you with program materials, in-depth training, and support to ensure that everyone has a fun and meaningful experience.

- Enhance your presentation, coaching and team-building skills
- Give back to the community and boost your organization's profile
- Open young minds to their limitless potential

Why Bring JA to your School?

JA programs are taught by volunteers from the local community; this gives students a unique opportunity to learn from community leaders. These volunteers share their personal stories and experiences, which makes the learning engaging and inspirational.

Provide students with an opportunity to:

- Reinforce teamwork and responsible consumerism
- Discover the role of business in our community
- Ignite the entrepreneurial spirit
- Learn from positive role models

For more information contact:

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