

# BE ENTREPRENEURIAL

Grades 9-12



## Entrepreneurship | Work Readiness

### ABOUT THE PROGRAM



Students explore what it means to be an entrepreneur by identifying target markets, analyzing competitive advantages, and developing a business plan and strategy.

**Program Length:** 2-6 hours

**Program Format:** In-Class or Online

**Supports Curriculum:** Business, entrepreneurship, career education, language

**Provided Resources:** Classroom presentation, interactive digital resources, and a physical kit or resources for activities/games\*

\*physical kit for in-class/in-person programs

### What will students do and learn?

- Brainstorm a business idea to respond to a need in the community
- Identify methods to increase a business' competitive advantage
- Describe the target market for a potential business idea
- Outline details needed to start building a business plan



“ Before participating in the Be Entrepreneurial program, I had ideas but no real sense of how to turn them into something meaningful. This program changed that. It broke down the entrepreneurial process in a way that felt practical, inspiring, and surprisingly achievable.

JA Student

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## How do I access this JA program?

### Step 1



Reach out to [your local JA office](#) to register your class.

### Step 2



Your local JA contact will follow up to coordinate details for teacher-led programs or to coordinate a volunteer to facilitate the program. Volunteer availability may vary by location.

### Step 3



Access the online resources for your program on [jacampus.org](http://jacampus.org) and the physical kit material. If a volunteer will be facilitating the program, these details will be shared with the volunteer.

*Access to online resources requires setting up a free JA ID and using a program access code (provided by your local JA office).*



4,000+

youth participated in this program during the 2024-25 year.

### \*\*NEW\*\*

Also available as a self-directed online program. Can be completed as independent learning or assigned as a classroom resource.

**Create a free login today:**  
[jacampus.org](http://jacampus.org).

## Reach out Today!



### Contact your [local JA office](#)

to register and learn about opportunities in your community.



### Visit at [jacanada.org](http://jacanada.org)

to learn about national JA program options for student in grades 3-12.

JA programs are available at no cost to educators or participants thanks to our generous supporters.