

# JA COMPANY PROGRAM

Grades 9-12



Financial Literacy | Entrepreneurship | Work Readiness

## ABOUT THE PROGRAM



This hands-on experience equips students with essential entrepreneurial skills—from ideation and product development to marketing and financial management. Students will co-create and operate a small business as they gain experience with each step of the business cycle.

**Program Length:** 2-3 hours/week for 4-6 months (varies by location)

**Program Format:** In-School or After School (varies by location)

**Supports Curriculum:** business, math, social studies

**Provided Resources:** Interactive digital resources and tools

## What will students do and learn?

- Identify a business problem and develop a product or service to solve it
- Work as a team to grow the business, assigning roles that match talent to task
- Learn how to pitch to prospects, investors and potential customers
- Maintain financial records and analyze them to spot trends and find opportunity
- Develop marketing channels such as a website and social media platforms and learn how to use these to market a business
- Connect with mentors from the local business community who have a genuine interest in guiding Canada's future innovators





The hands-on activities and mentorship from business leaders inspire and prepare students with real-world skills in financial literacy, work readiness, and entrepreneurship.



JA Teacher



## 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 and tools for your program on [jacampus.org](http://jacampus.org). Details will be shared with volunteers for after-school programs supported by JA Advisors.

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



**7,000+**

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

## 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.