



2020 SPRING PREVIEW\*

# JA Company Program® Pop-Up Model

*JA Company Program–Pop-Up* teaches middle and high school students the practical skills required to plan, launch, and operate their own business venture within a structured, guided experience. All profits generated benefit the school or designated community organization. Throughout the startup process, students collaborate, make crucial business decisions, practice communication skills, and develop entrepreneurial knowledge and skills within a streamlined, teacher-led experience.

With the guidance of an instructor and financial oversight of the school or community organization, the student company sells a predetermined product or supports an existing school or community event. Students focus primarily on marketing and sales roles, while learning the basics of launching and operating a pop-up business.



## PROGRAM HIGHLIGHTS

- Appropriate for both middle and high school
- New model to offer the full entrepreneurship experience with additional adult guidance to simplify and streamline the *JA Company Program* experience
- More support and flexibility for volunteer engagement
- Additional instruction and training materials for teachers

## PROGRAM DESCRIPTION

- JA Entrepreneurship Pathway
- Placement: Grades 6–12, in-school or after-school/out-of-school
- Duration: 7 ICH, plus company sales period ICH possible
- Volunteer or educator delivery will be recommended for each session

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## PROGRAM OUTLINE

**Session 1—Pop-Up Warm-Up** sets the stage for the Pop-Up experience with a walk-through of business and personal goal setting through the lens of an entrepreneurial mindset.

**Session 2—Doing the Research** establishes the elements of a profitable business and explores the customer as the central point for determining product, pricing, promotional strategies, and business planning.

**Session 3—Defining the Pop-Up Structure** explores the different roles and responsibilities necessary to plan, prepare, and launch a pop-up shop.

**Session 4—The Ps of Pop-Up** introduces the Four Ps of Marketing (product, price, place, and promotion) and delves into the product and place elements.

**Session 5—Creating the Buzz** dives deeper into pricing decisions and promotional strategies for a successful pop-up experience.

**Session 6—Open for Business** targets the essential logistics needed to launch the business and successful aspects of operating a business, including successful sales strategies in interpersonal contact and customer service excellence.

**Sales Period**—Time may vary depending on available time and needs of the Company.

**Session 7—Pop-Up Wrap-Up** targets the closeout tasks of the pop-up business and the analysis of the final metrics to gauge the achievement of company and personal goals.

## SAMPLE ACTIVITIES

- Throughout the program, a Pop-Up Planner helps each student stay organized, generate ideas, and devise action plans.
- Students brainstorm promotional strategies and develop promotional materials to make their pop-up experience “pop.”
- Students sketch the pop-up store layout and product displays to maximize customer sales.
- Students role-play customer interactions to refine their skills for customer delight.