LEARNING EXPERIENCE BRIEF

JA Connect® Entrepreneurship

▶ Entrepreneurship

JA Connect Entrepreneurship provides self-guided, on-demand learning experiences and resources to high school students interested in entrepreneurship. The site's content and resources are designed to offer different learning experiences—augment and extend JA Entrepreneurship Pathway learning experiences, explore entrepreneurial ideas independently, and guide JA students in the next steps of their entrepreneurial journeys (planning, incubating, and launching their own startups).

These learning activities are part of the JA Entrepreneurship Pathway and are designed for Grades 9–12.

ENTREPRENEURSHIP CONTENT

The way the content is organized allows students to follow their personal, unique entrepreneurial journeys at their own pace. Additional activities will continue to be added.

Explore

- **Define Your Why** Discover how your passion can lead to a fulfilling entrepreneurial career.
- **Could I Be an Entrepreneur?** Take a quiz to see what entrepreneurial skills you already have.
- **You Can Start a Business** Discover six strategies that can help anyone start a business.
- **A Day in the Life of an Entrepreneur** Gain a first-hand perspective on an average day for an entrepreneur.
- **Seize the Opportunity** Get practical advice to keep your business fresh and relevant through innovation.

LEARNING EXPERIENCE HIGHLIGHTS

- Activities are accessible at connect.ja.org/entrepreneurship via computer or mobile device.
- Self-guided activities support advanced, as well as budding, student entrepreneurs.
- Highly interactive and media-rich learning activities are designed to reinforce and extend JA entrepreneurship learning experiences.
- Content allows students to explore and learn with bite-sized learning activities that average 5–20 minutes.
- Students can follow the suggested pathway through the content while still having the freedom to choose among the topics, activities, and tools.
- Features include progress tracking, favorite bookmarking, and anytime access to all free learning activities when logged in.
- Future functionality includes tracking competencies, obtaining JA Pathways certifications, engaging with virtual volunteers, and sharing e-portfolio documents.

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Research and Planning

- **MyBiz Builder** Construct your business concept in just 5 minutes.
- **Market Research for Your Business** Learn how market research can promote success in your new business.
- **Design For Delight** Design and create amazing products, services, and solutions for customers.
- **Develop a Lean Business Plan** Explore a quick and optimal way to develop a new business plan.

Funding and Legal

- **Fund Your Startup** Identify funding sources that entrepreneurs use to launch their new businesses.
- **Pitch Your Business Idea** Discover how to effectively pitch your business idea to others.
- **Create Your Pitch Deck** Capture the key elements to include in a pitch deck.
- **Protect Your Intellectual Property** Protect your business ideas, products, and trade secrets from competitors.
- **Legal Considerations for Startups** Learn about legal requirements for starting and owning a business.

Operations

- **Develop a Shared Vision** Implement strategies to ensure that team members share a mutual business vision.
- **Set Up an Online Store** Review options and things to consider when setting up an online store.
- **Build Your Team** Determine the roles and responsibilities needed on your business team.

Marketing and Sales

- **Build a Recognizable Brand** Learn why a company's brand is crucial to a business's success.
- **Reach Your Target Audience** Explore effective strategies to maximize ways to reach your target audience.
- **Social Media Marketing** Harness the power of social media marketing to promote your business.
- **The Sales Funnel** Attract the right customers to your business with the sales funnel method.