

LEARNING EXPERIENCE OVERVIEW

JA Company Program[®] Pop-Up

■ Entrepreneurship

JA Company Program–Pop-Up teaches teens and young adults the practical skills required to plan, launch, and operate their own business venture within a structured, experiential experience. All profits generated benefit the school or designated community organization.

Throughout the start-up process, participants 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 participants company sells a predetermined product or supports an existing school or community event. Participants focus primarily on marketing and sales roles, while learning the basics of launching and operating a pop-up business.

This learning experience is part of the JA Entrepreneurship Pathway and is designed for Grades 6–12 and post-high school. The learning experience may receive 7 or more ICH based on the content delivery and duration of the sales period.



LEARNING EXPERIENCE HIGHLIGHTS

- Appropriate for middle school, high school, and post-high school
- New model to offer the full entrepreneurship experience, with additional adult guidance to simplify and streamline the JA Company Program experience
- Blended model with teacher- and volunteer-led opportunities to support flexible implementation options
- Can be implemented in classroom, after school, or virtual settings
- Opportunity for participants to support a fundraiser through a project

JA Company Program Pop-Up

CURRICULUM OUTLINE

Session	Overview	Objectives	Activities
Meeting One: Pop-Up Warm-Up	Participants get acquainted with the pop-up experience and set preliminary business and personal goals as budding entrepreneurs.	<p>Participants:</p> <ul style="list-style-type: none"> • Explain what a pop-up business is and its intended purpose. • Recognize the entrepreneurial characteristics that an entrepreneur must possess to achieve a successful business venture. • Document goals for the pop-up business in SMART goal-writing format that reflect business planning elements. • Discuss the importance of charitable giving 	<p>Required:</p> <ul style="list-style-type: none"> • Using Entrepreneurial Characteristics to Run a Business • Setting Business Goals <p>Optional:</p> <ul style="list-style-type: none"> • Video: Three Tips for Setting Up a Pop-Up Shop
Meeting Two: Doing the Research	Participants examine the elements of a profitable business and delve into the customer-focused business planning to contemplate product, pricing, and promotional strategies.	<p>Participants:</p> <ul style="list-style-type: none"> • Identify the elements of the profit equation and understand how to calculate profit. • Explain who the target audience is. • Recognize the importance of the customers' wants and needs as they relate to the business's goals. • Identify appropriate market research techniques to use when collecting information. 	<p>Required:</p> <ul style="list-style-type: none"> • Preparing for Market Research <p>Optional:</p> <ul style="list-style-type: none"> • Managing Your Lemonade Stand Expenses
Meeting Three: Defining the Pop-Up Structure	Participants identify the different roles and responsibilities necessary to plan, prepare, and launch a pop-up shop.	<p>Participants:</p> <ul style="list-style-type: none"> • Analyze market research data to make planning decisions about the pop-up business to maximize sales. • Describe the different roles and responsibilities necessary to organize and run a pop-up business. • Reflect on their own personal strengths and weaknesses to determine what their role on the pop-up team should be. • Draft a timeline of tasks and associated due dates needed to meet the pop-up company's goals. 	<p>Required:</p> <ul style="list-style-type: none"> • Step One: Tallying Totals • Step Two: Digging into the Data • Matching Roles and Responsibilities • I, Me, My and Company Structure (self-guided) • Roadmap to Success

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Meeting Four: The P's of Pop-Up	Participants develop promotional strategies and establish pricing decisions for a successful pop-up experience.	<p>Participants:</p> <p>Explain the importance of the four 4 Ps of the marketing mix related to a pop-up business.</p> <p>Identify the location for the pop-up business to include dates and hours of operation for the Place "P" detail of the marketing mix.</p> <p>Design an optimal layout for a pop-up business that will maximize sales.</p> <p>Recognize that people want to be able to connect emotionally with a charitable cause.</p>	<p>Required:</p> <ul style="list-style-type: none"> • The Price Is Right • Plan Your Promotion
Meeting Five: Creating the Buzz	Participants develop promotional strategies and establish pricing decisions for a successful pop-up experience.	<p>Participants:</p> <ul style="list-style-type: none"> • Formulate the appropriate price for their product to achieve the pop-up store's monetary goal. • Devise promotional strategies and materials to attract interest to the pop-up business. 	<p>Required:</p> <ul style="list-style-type: none"> • Plan Your Promotion
Meeting Six: Open for Business	Participants complete the essential logistics needed to launch the business and review important aspects of operating a business, including successful sales strategies in interpersonal contact and customer service excellence.	<p>Participants:</p> <ul style="list-style-type: none"> • Select appropriate sales strategies to use while interacting with customers during pop-up store sales. • Practice excellent retail customer care skills to maximize the pop-up store's sales potential to reach its business goals. • Assist others in empathizing with charitable causes that are personally meaningful. • Resolve final logistics before launching the pop-up business, including transaction types, starting cash, inventory tracking, and staffing schedule. 	<p>Required:</p> <ul style="list-style-type: none"> • Customer Interaction Role-Plays • Launch Logistics

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Sales Period	Participants operate their business. The duration may vary depending on available time and needs of the company.	Participants: <ul style="list-style-type: none">• Operate the pop-up business using sales and customer care strategies to maximize sales.	Required: <ul style="list-style-type: none">• Store Operations
Meeting Seven: Pop-Up Wrap-Up	Participants execute the business's closeout tasks and analyze the final metrics to gauge the achievement of both company and personal goals.	Participants: <ul style="list-style-type: none">• Complete the tasks to calculate final sales and profit and close out the business.• Analyze final sales information and compare it to the pop-up business's initial profit goal.• Assess company and personal goals to determine successes and areas for improvement.• Identify meaningful ways to contribute proceeds to a worthy cause.	Required: <ul style="list-style-type: none">• Pop-Up Closeout• Measuring Pop-Up Success