Junior Achievement™
of Greater Kansas City

Student Entrepreneurial Workshops & Competitions

Design Thinking Workshop

- Learn & apply the Design Thinking Process for problem solving.
- Create solutions based on user's needs & experiences.
- 5 Components - Empathy Mapping, Problem Statement, Ideate, Prototype, Test

Presentation Preparation Workshop

- Identify & use technology tools for effective presentations.
- Apply effective design techniques and strategies for delivery.
- Practice presentations using these techniques and strategies.

Rapid Business Planning Workshop

- Students identify how to put their product or service idea into action.
- Learn and apply the components of a lean business plan.
- Create their own one-page business plan.

Standard Pitch Competition

- To prepare for the competition, students will participate in one or more of the workshops, or similar curriculum in the classroom.
- At the competition, students will prepare solutions to a specific challenge and pitch to a panel of judges.
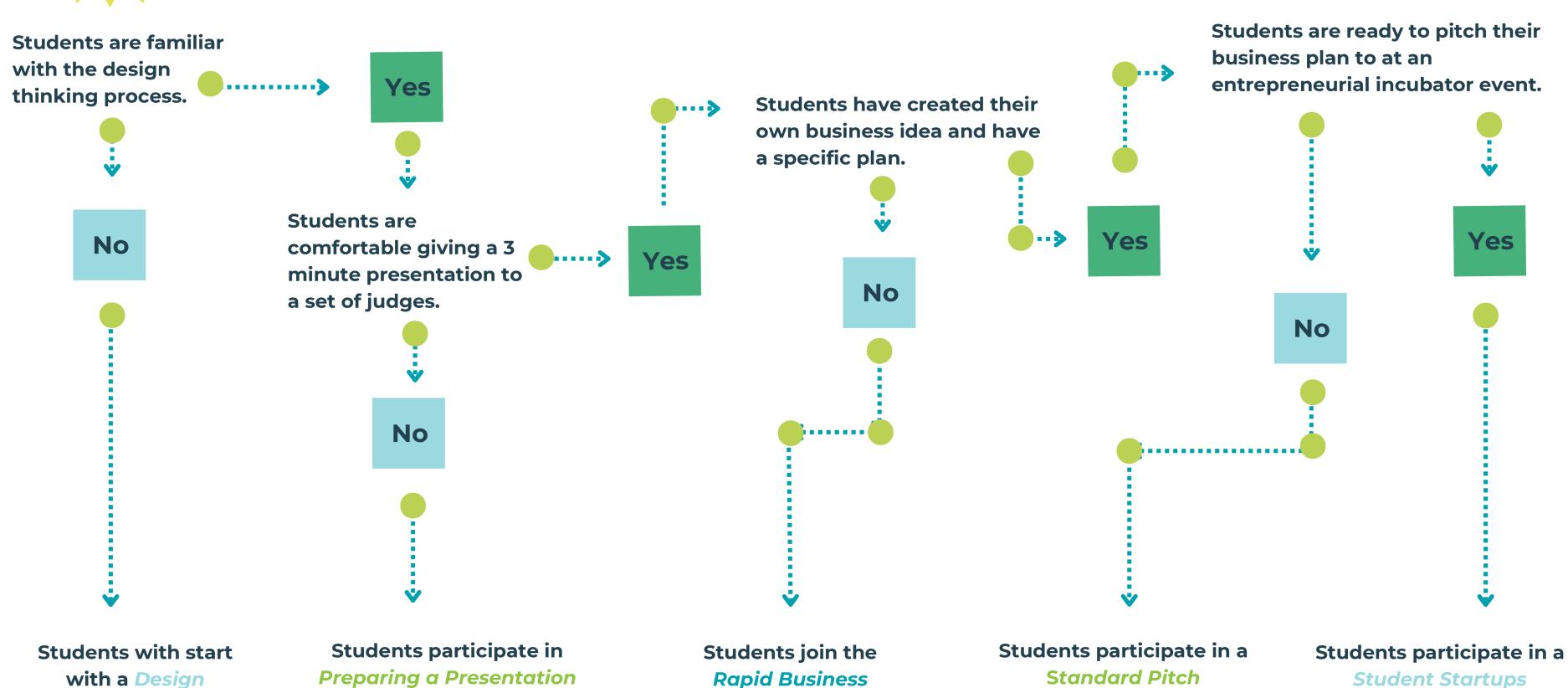
Student 'Start-up' Competition

- To prepare for the competition, students will participate in one or more of the workshops, or similar curriculum in the classroom.
- At the competition, students will prepare their lean business plan and pitch to a panel of judges.

Which Experience is the Best for Your Students?

Students are familiar with the design thinking process.

Yes

No

Students are comfortable giving a 3 minute presentation to a set of judges.

Yes

No

Students have created their own business idea and have a specific plan.

No

Students are ready to pitch their business plan to at an entrepreneurial incubator event.

Yes

Yes

No

Students with start with a *Design Thinking* Workshop.

Students participate in *Preparing a Presentation* Workshop.

Students join the *Rapid Business Planning* Workshop.

Students participate in a *Standard Pitch Competition.*

Students participate in a *Student Startups* Competition.