

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, educator-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.



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
- Materials available in digital and print formats with educator- 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 Participants:	Objectives Participants will be able to:	Activities
MEETING ONE Pop-Up Warm-Up	- Get acquainted with the pop-up experience. - Set preliminary business and personal goals as budding entrepreneurs.	- 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.	Required: - Using Entrepreneurial Characteristics to Run a Business - Setting Business Goals Optional: - Video: Three Tips for Setting Up a Pop-Up Shop
MEETING TWO Doing the Research	Examine the elements of a profitable business and delve into the customer-focused business planning to contemplate product, pricing, and promotional strategies.	- 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.	Required: - Preparing for Market Research Optional: - Managing Your Lemonade Stand Expenses
MEETING THREE Defining the Pop-Up Structure	Identify the different roles and responsibilities necessary to plan, prepare, and launch a pop-up shop.	- 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.	Required: - 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
MEETING FOUR The P's of Pop-Up	- Analyze the Four P's of Marketing (product, price, place, and promotion). - Make decisions about the product and place elements of their marketing strategy.	- Explain the importance of the four P's of the marketing mix related to a pop-up business. - Identify the location for the pop-up business to include dates and hours of operation for the Place "P" detail of the marketing mix. - Design an optimal layout for a pop-up business that will maximize sales. - Recognize that people want to be able to connect emotionally with a charitable cause.	Required: - The Price Is Right - Plan Your Promotion
MEETING FIVE Creating the Buzz	- Develop promotional strategies. - Establish pricing decisions for a successful pop-up experience.	- 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.	Required: Plan Your Promotion

(continued)

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MEETING SIX Open for Business	- Complete the essential logistics needed to launch the business. - Review important aspects of operating a business, including successful sales strategies in interpersonal contact and customer service excellence.	- 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.	Required: - Customer Interaction Role-Plays - Launch Logistics
Sales Period	Operate their business. The duration may vary depending on available time and needs of the company.	Operate the pop-up business using sales and customer care strategies to maximize sales.	Required: Store Operations
MEETING SEVEN Pop-Up Wrap-Up	- Execute the business's closeout tasks. - Analyze the final metrics to gauge the achievement of both company and personal goals.	- 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: - Pop-Up Closeout - Measuring Pop-Up Success