

JA LAUNCH LESSON®

Educator Overview

This Educator Overview for the *JA Launch Lesson* provides information to prepare students for the lesson, notes on how to support the volunteer(s) for a successful experience, and ways to extend the students' learning about entrepreneurship beyond the interaction with the volunteer guest speaker(s).

Learning Objectives

Students will be able to:

- Analyze a real-world example of entrepreneurship.
- Determine one next step that could lead to further exploration of entrepreneurship.

Lesson Preparation

Take the following steps in advance of the *JA Launch Lesson* to prepare you and your students for a successful experience for all parties.

Note: You have options of participating in a single entrepreneur or moderated panel event. Inform the entrepreneurs about the audience size to which they will be presenting (e.g., a large group or a classroom). JA recommends that you prepare materials to introduce students to the entrepreneurs in advance of the event.

Educator Preparation

- Read through the Entrepreneur Guide or the Moderator Guide. Identify any relevant connections to students' learning for possible discussion prompts.
- Set up the classroom or Web-conferencing tool to maximize the experience for the guest speaker(s) and the students. (If implementing a virtual discussion panel, work with the moderator in advance to ensure he or she knows how to operate the features in the tool.)
- Review **JA Connect™ Entrepreneurship** (<https://connect.ja.org/entrepreneurship>) to become familiar with its layout and resources to advise students based on their interests.

Optional Pre-Lesson Enhancement (to be completed with students):

- Explain to students that a successful entrepreneur's product or service (1) fills a need, (2) can be sold for enough money to make a profit, and (3) is something he or she is passionate about because it requires significant time and energy to pursue.
- Organize students to work in small groups to brainstorm possible products or services that meet these three criteria. Remind them that improving an existing product or service is another good option.
- If time allows at the end of the entrepreneur's presentation/panel discussion, students can present their product or service ideas to him or her for feedback.

Student Preparation

- Watch the brief overview video at <http://www.ja.org/launch>.
- Research the visiting entrepreneur(s) and their companies.
- Prepare questions for the guest entrepreneur(s) to ask during the lesson.
- Complete the **Could I Be an Entrepreneur?** self-guided assessment on **JA Connect™ Entrepreneurship** (recommended).
- Explore other relevant resources on **JA Connect™ Learning Pathways** <https://connect.ja.org/> (optional 10 minutes).

During Lesson

(suggested total presentation time: 45–60 minutes)

- Introduce the entrepreneur to students.
- Remain with students during the entire visit to maintain order.
- Have the Entrepreneur Guide and Moderator Guide for yourself to follow along and help foster student engagement.
- Near the end of the lesson, project the provided slide to encourage students to explore JA Connect™ Entrepreneurship to continue their entrepreneurial journey.
- Distribute the student material and point out that the QR code that connects students to JA Connect™ Entrepreneurship.

Lesson Follow-Up

- If time permits, spend some time navigating the **JA Connect™ Entrepreneurship**. (<https://connect.ja.org/entrepreneurship>) Point out different starting points for students to explore the site.
 - **Explore Entrepreneurship** resources: Students explore the possibilities of entrepreneurship.
 - Define Your Why
 - Examples of Entrepreneurs
 - Could I Be an Entrepreneur?
 - You Can Start a Business
 - A Day in the Life of an Entrepreneur
 - Seize the Opportunity
 - **Research and Planning** resources: Students have a business idea and want to take next steps on their entrepreneurial journey.
 - MyBiz Builder
 - Market Research for Your Business
 - Design Your Future
 - Develop a Lean Business Plan

- If not completed during the lesson, direct students to take a brief student survey <https://tinyurl.com/JALaunchLessonStudent21> to help JA improve the student experience.
- Take a brief educator survey at <https://tinyurl.com/JALaunchLessonTeacher21> to help JA improve the educators experience.

Extended Learning Opportunities

- Use **JA Connect™ Entrepreneurship** (<https://connect.ja.org/entrepreneurship>) to promote students' next step in exploring entrepreneurship. The Entrepreneurship resources are divided into five categories: Explore Entrepreneurship, Research and Planning, Funding and Legal, Operations, and Marketing and Sales. Instruct students to pick one category that interests them and find one resource in that category they want to explore. Students independently complete the resource and synthesize what they learned. Suggested activities include: making a presentation, writing a short essay, creating a video, drawing an entrepreneurial poster. Consider offering extra credit for submitting work if it is an optional activity.
- Assign a different geographical locale for students to learn about entrepreneurs—for example, different section of the nation; urban, suburban, or rural areas; or foreign countries. Students conduct online research to find an entrepreneur and write a short biography about his or her entrepreneurial journey, including both successes and failures that helped that person succeed.
- Contact your local JA Area for information about other entrepreneurship opportunities for teens.