



**GRIGGS CENTER**  
FOR ENTREPRENEURSHIP & PHILANTHROPY



## The JA Company Program

provides a relevant and authentic learning experience for young people that fosters innovation, ingenuity and a strong entrepreneurial workforce in America. In the spring semester of 2017, ACU's Griggs Center for Entrepreneurship & Philanthropy will host the JA Company Program. The after-school program will be held on Mondays (beginning January 23<sup>rd</sup> & ending May 8<sup>th</sup>), 4:15 – 6:15 p.m.

## JA Company Program

### Startup & Launch

#### Meetings One-Five



### Run the Business

#### Meetings Six-Eleven

Companies choose their content in Meetings Six through Eleven, while building and operating their business.



### Wrap Up & Look Ahead

#### Meetings Twelve & Thirteen



13 meetings

+ a real business startup

= a life-changing experience



“The U.S. is losing its entrepreneurial spirit ... and has been for decades.”

Inc Magazine / May 2014

This sobering headline was in response to a recent report that shows more U.S. businesses are dying than are being born, making this the least entrepreneurial period in America in the more than 30 years. In total, new business creation was cut in half from 1978 through 2011, according to the government data analysis published recently by the Brookings Institution. These and other recent reports have prompted the question, **is American entrepreneurship under threat?**

**The answer is absolutely, unequivocally no!**

While overall business creation has declined, entrepreneurial intention, or the desire to start a business, has grown to historic highs, according to the Global Entrepreneurship Monitor (GEM) U.S. Report. With this growing interest in entrepreneurship, community leaders are working feverishly to establish a pipeline of inspired and prepared individuals who will become the entrepreneurial rainmakers that will have a profound impact on their local economies.

## The Role of the New JA Company Program

The new JA Company Program will be a significant contributor to the entrepreneurship cultivation wave making its way across America. The re-imagined experience will spark the entrepreneurial spirit in students by helping them understand how to incubate and foster a successful enterprise. Volunteer role models will nurture these future business leaders by infusing 21st century technology, promoting contemporary teaching methodology, and providing young people opportunities to learn in ways that are both measurable and memorable.

**The ultimate objective of the JA Company Program is to provide a relevant and authentic learning experience for young people that fosters innovation, ingenuity and a strong entrepreneurial workforce in America.**



In partnership with the **ACU Griggs Center for Entrepreneurship**, Junior Achievement will offer an **after-school program** on the ACU Campus on Monday afternoons (4:15 p.m. – 6:15 p.m.) during the Spring 2017 semester. **The JA Company Program is available to all 9<sup>th</sup> – 12<sup>th</sup> grade students.** The plan below highlights the calendar for the JA Company Program and its initiatives.

Objective: To provide a relevant and authentic learning experience for young people that fosters a strong entrepreneurial workforce in America.

ENTREPRENEURIAL TOOLS

1/23	Entrepreneurial Assessment	B U I L D	1 Ignite Your Entrepreneurial Spirit
1/30	Prototyping		2 Fill a Need
2/6	Market Research		3 Vet the Venture
2/13	Break Even Analysis		4 Strategy & Structure
2/27	Interactive Business Plan		5 Finalize Strategy & Structure
3/6	Crowd Funding	M A N A G E	6 Capitalize the Venture
3/20	Sales & Customer Service Training		7 Get Things Done
3/27	E Commerce		8 Sales
4/3	POS System		9 Marketing, Branding, and Ethics
4/10	Inventory Management		10 Supply Chain
4/17	Accounting Software		11 Know the Numbers
4/24	Shark Tank		12 Cash Out
5/1	Personal Action Plan		13 Move Forward

COMPANY MEETINGS

**May 8<sup>th</sup> – Presentation for ACU Spring Board Competition**

## OUTCOMES

Demonstrate the fundamental acumen needed in a successful business startup, including leadership, marketing, sales, financial management, and supply chain management.

Create a personal action plan incorporating entrepreneurial thinking, innovation and other 21st century career readiness skills.

Exhibit the necessary skills and proficiency with applicable tools needed to be competitive in today's global knowledge economy.