



Be Entrepreneurial

Teach students to launch businesses, create jobs and drive the Canadian economy!

JA's Be Entrepreneurial program inspires grade 9-12 students to imagine a business venture while still in school. Volunteers from the local business community partner with classroom teachers to ignite students' entrepreneurial spirit and help them create business plans.

Volunteer-Led Programs

- ▶ JA volunteer(s) facilitate the program activities adding their industry knowledge and perspective to the lessons
- ▶ Programs are offered in-class, virtually or live as permitted
- ▶ Teacher manages access and supervises students during the program
- ▶ Timing and duration of program is flexible

Teacher-Led Programs

- ▶ Teachers can facilitate the program activities and lessons directly with their students or monitor their students while they work independently
- ▶ JA will provide support and access to the program resources
- ▶ Teachers can lead the program at their own pace
- ▶ Programs usually take 2-6 hours to complete

Key Learning Objectives

After completing the program, students will be prepared to:

- Develop a business plan and strategy for an entrepreneurship venture
- Identify products or services they can take to market
- Determine their competitive advantage and define a target market
- Use resources that are available to help them move forward with their entrepreneurial dreams



This JA program can assist educators and students in achieving curriculum objectives.

I learned to communicate effectively with others and know how to take a leadership role.

— Grade 9, Be Entrepreneurial Student



More Information

- Visit janewbrunswick.ca to learn more about our other programs
- Contact Haley at haley@janewbrunswick.ca for more information
- Learn about our free online programs by visiting jacampus.org