

ENERGIZE AMERICA BY BUILDING THE NEXT GENERATION OF ENTREPRENEURIAL LEADERS

**55%**

of U.S. middle school students say they plan to start their own businesses, but by high school that percentage has dropped to

**27%**

**BUSINESS START-UPS ARE RESPONSIBLE FOR 29% OF GROSS JOB CREATION IN THE US**



Americans are starting businesses at **half the rate they were a generation ago**

**MILLENNIALS**

aren't starting nearly as many **NEW ENTERPRISES**

as **baby boomers** were creating when they were the same age



Junior Achievement is part of the solution — instilling an entrepreneurial mindset and providing a launch pad for tomorrow's brightest innovators. JA's hands-on entrepreneurship programs expose youth to business concepts—helping them understand that start-ups are a viable career option, and providing opportunities to run their own businesses, work as part of a team, and be guided by real-world mentors, including local entrepreneurs and business professionals.



»» **Research shows that JA works. JA students:**



Start businesses at a rate 2.5 times higher than the general population.



Understand the balance between risk and reward.



Think critically, solve problems and overcome challenges.



Nearly 700 student-led startups launched and operated in 2017-2018.



Know how to leverage resources to start a business.



Know how to increase revenue and manage expenses to maximize profits.

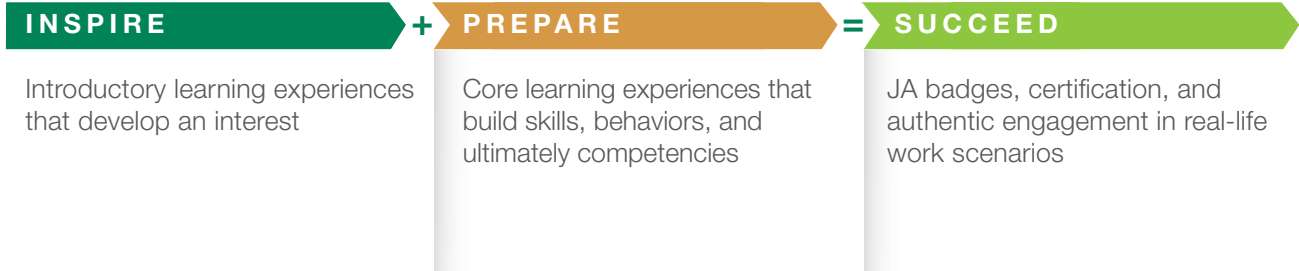
“I am ecstatic for my future in business and JA has given me the knowledge, excitement, courage, and readiness for what is to come. I am determined to succeed because of this outstanding program.”

— GWENDALYN, JA COMPANY PROGRAM PARTICIPANT



# JA Student Journey

Our experiential programs and learning experiences foster the confidence, knowledge and determination for youth to thrive—building a better future for themselves and their community.



## JA Entrepreneurship Pathway Competency Model

JA's Entrepreneurship Pathway Competencies provide a measurable way to ensure students have the skills, attitudes, and behaviors necessary to be entrepreneurially minded. As students master the competencies below, they earn badges that build to certification in Entrepreneurship and give them a competitive advantage in school and life.

- Opportunity Identification    Decisiveness    Strategic Leadership    Adaptability
- Network Building    Financial Management    Assembling and Motivating a Business Team
- Collaboration and Team Orientation    Operations Management    Marketing and Sales