

87%



of high school students want to start a business someday, but



## U.S. BUSINESS OWNERSHIP

among those under the age of 30 is at a 25-year-low



## BUSINESS CLOSURES ARE OUTPACING BUSINESS START-UPS

for the first time since researchers started collecting the data in the late 1970s.

## 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—fueling the entrepreneurial spirit 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-up is 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



Have experience operating a start-up.



Know how to leverage resources to start a business.



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

“Assisting young creative minds in acquiring the means to make our aspirations of building a business from the ground up come true is a priceless experience. JA is making an investment in the generation of tomorrow.”

– JA COMPANY PROGRAM STUDENT



# JA Student Journey

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

KINDERGARTEN

## INSPIRE

### JA Our Region®

introduces students to entrepreneurship and how entrepreneurs use resources to produce goods and services in a region.

#### ELEMENTARY SCHOOL

Introduce business start-up concepts

Plant the seeds of entrepreneurial thinking

Develop 21st century skills

## MOTIVATE

### JA It's My Business®

encourages students to use critical thinking to learn entrepreneurial skills. Those skills include knowing customers' wants and needs, launching effective marketing, and creating detailed business plans.

#### MIDDLE SCHOOL

Explore entrepreneurship as a career path

Assess entrepreneurial potential

Gain experience running a business project

## EMPOWER

GRADE 12

### JA Job Shadow®

exposes youth to professionals in various fields and provides an overview of workplace expectations.

### JA Be Entrepreneurial®

challenges students to start their own entrepreneurial venture. The program provides useful, practical content to assist teens in the transition from being students to productive, contributing members of society.

### JA Company Program®

gives high school students a hands-on opportunity to work as a team to innovate and run a STEM-focused business.

#### HIGH SCHOOL

Develop and practice innovation, capitalization, marketing and leadership skills

Work as part of a collaborative team to run a business

Use entrepreneurship as a means to benefit the community

HELP JA INSPIRE THE NEXT GENERATION OF ENTREPRENEURS

Learn more at:

[www.ja.org](http://www.ja.org)

Select **Get Involved** to find a JA near you!

