

Thank you for participating in this lesson and helping Junior Achievement empower young people to own their economic success. This guide serves as an overview of the lesson and offers supplemental activities that can be implemented before and after the entrepreneur's visit to enhance the experience.

Learning Objectives

Upon completion of the lesson, students will be able to:

- Analyze a real-world example of entrepreneurship.
- Determine one next step that could lead to a new business venture.

Before the Lesson

Teacher Preparation

- Read through the Entrepreneur's Lesson Outline found at the end of this guide. Identify any relevant connections to student learning for possible discussions.
- Organize the classroom to maximize the experience for the guest speaker and the students.

Student Preparation

Please prepare students for the guest entrepreneur by having them:

- Visit www.JA.org/launch to watch a brief video that provides an overview of the JA Launch Lesson.
- Research the visiting entrepreneur and his or her company.
- Prepare questions they would like him or her to answer.

Optional Pre-Lesson Enhancements

To prepare for the guest entrepreneur, consider these optional entrepreneurship-focused opportunities:

- Have students visit <http://www.designhill.com/interactive-guide/quiz> and answer a series of yes or no questions to be matched to one of eight types of entrepreneur profiles. Have students share and discuss their results. (Note: Be aware that this is a third-party site selling its own product.)
- Tell the students that a successful entrepreneur's product or service fills a need, can be sold for enough money to make a profit, and is something he or she is passionate about because it requires significant time and energy to pursue. Have students 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 guest entrepreneur's presentation, have the students present their product or service ideas to him or her for feedback.

During the Lesson (Suggested total presentation time: 50 minutes)

- Remain in the classroom during the entire visit and maintain classroom discipline.
- Follow along with the Lesson Outline found at the end of this guide, and help foster student engagement.

After the Lesson

- If not completed during the lesson, direct students to take a brief student survey at <http://tinyurl.com/JALaunchStudentSurvey> to help JA improve on students' experience.
- Please take a brief educator survey at <http://tinyurl.com/JALaunchTeacherSurvey> to help JA improve on educators' experience.

Optional Post-Lesson Enhancements

- Contact your local JA Area for information about other entrepreneurship opportunities for teens.
- For additional information and applicable advice for your students, consider the following resources.
 - » Have students visit www.jamyway.org for resources and tools to help them plan and launch their own startup venture.
 - » SBA Young Entrepreneurs Course: <https://www.sba.gov/tools/sba-learning-center/training/young-entrepreneurs>
 - » Khan Academy: <https://www.khanacademy.org/economics-finance-domain/entrepreneurship2>

