

JA Company Program students collaborate in solving problems that are important to them, their community, and their school. Students look to business professionals for insight and tips to help grow their business idea.

Volunteer Need

JA Company Program virtual volunteers will assemble with co-workers to form a Subject Matter Panel/ Advisory Team to create a 20-30-minute prerecorded video (length dependent on option selected) using your laptop, tablet, or smartphone. You will share your knowledge and experience as they relate to a specific business subject. The video is viewed by high school students as part of their JA Company Program startup experience.

Pre-recorded Video Options

Subject Matter Panel - Volunteer Need: **2-4 panelists**

Panelist group will select one of the eight JA Company Program topics. To advise students about business success, each panelist will share their experience and professional advice on the selected subject matter using topic questions that JA provides in a presentation outline.

Subject Matter Advisory Team - Volunteer Need: **8 Advisors** and **1 Video Host (9 volunteers total)**

The 8 advisors will prepare a short presentation on their specific Subject Matter Topic. The Video Host will ask advisors specific Subject Matter questions using the presentation outline JA provides.



Time Commitment:

Approx. 2-4 hour(s) - includes prep, filming, and uploading your file to Dropbox.

Subject Matter Topics

Ideation	<p>Students are seeking to generate tons of ideas, identify problems to solve and think of ways to test and refine their idea.</p> <p>Mentorship Need - energizing tips and insights for how to refine ideas and come up with a solution that will create impact and change.</p>
Customer Interview & Data Collection	<p>Students learn how to understand customers by observing customer lives, asking questions, listening to hopes and desires about challenges and problems they would like to see solved.</p> <p>Mentorship Need - tips, tools, and ideas on how to identify valuable information from customer(s) is, or how to identify which customers to learn from</p>
Leadership & Management	<p>A mix of thinkers, makers, and doers is just the right combination to tackle any challenge or problem. The management of such diverse group is difficult for teenagers.</p> <p>Mentorship Need - share exercises for building camaraderie and trust within a business team</p>
Product Marketing	<p>Students are building their Marketing Roadmap for success</p> <p>Mentorship Need - share tools, insight, and plan of action for getting their idea out to the world</p>
Preparing A Business Pitch	<p>Students create tactical pitch decks for communicating their idea to funders, consumers, and JA partners</p> <p>Mentorship Need - insight on how to create a meaningful and compelling pitch for competitions</p>
Finance	<p>Students come up with a variety of funding strategies such as fundraiser, and pitch competitions to raise funds for their business. Without a coherent funding strategy, JA student-run companies are unable to get their startup to thrive.</p> <p>Mentorship Need - ideas and tips on how to design a funding flowchart, or brainstorm about how a start-up might find funding for their business idea.</p>
Sales	<p>Students use sales as an indicator to understand if customer find their business idea useful.</p> <p>Mentorship Need - share processes on how to best communicate the benefits of their product to customers.</p>
E-Commerce	<p>Connecting with customers via social media is useful tool for JA Student-Run startups to drive forward online sales.</p> <p>Mentorship Need - share tips and steps on how to create an effective E-Commerce business.</p>
Product Design & Prototyping	<p>*Optional topic (if the organization is available to present on the topic) Students would like to learn more about Product Design and Prototyping.</p> <p>Mentorship Need - provide tips and ideas on the process of how to sketch/draw a product in its pre-development stage.</p>