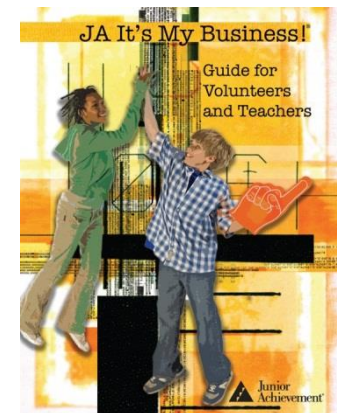


# Vision Statement

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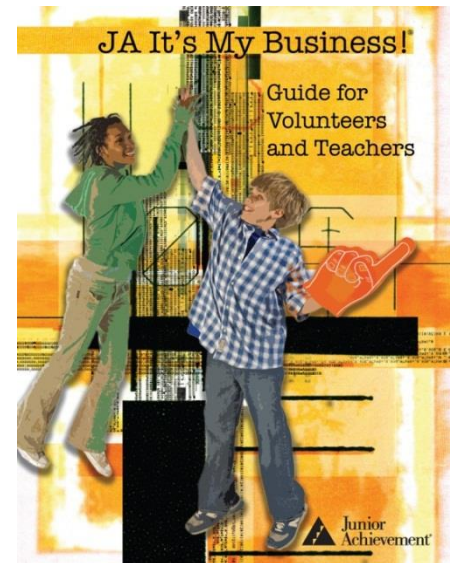
- Create a program for Cathedral 8<sup>th</sup> grade focused on entrepreneurial thinking & building a business
    - Program will include students participating from grades six & seven
  - The program will utilize the Junior Achievement “It’s My Business” as a guide
  - The program will provide the framework for students to define a market problem, determine customer needs, build a plan with financial goals & time to execute the plan
  - The program will provide a competition amongst teams based on financial results
  - Review of the groups business plans and results by local celebrities
  - Program will run from January through May
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# It's My Business

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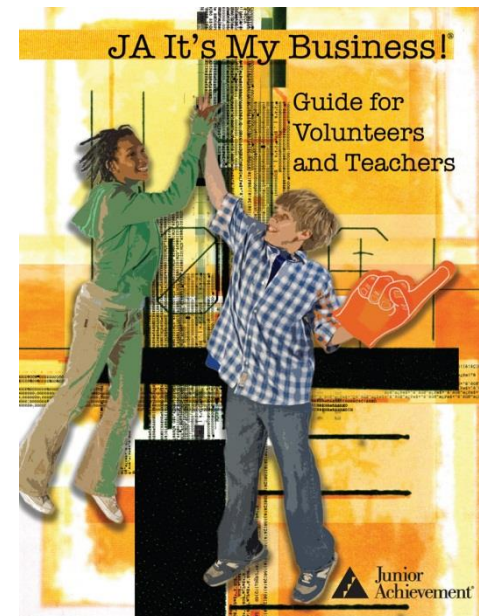
- I am an Entrepreneur – (1 Week)
  - Leverage the Material from the JA “It’s My Business” program
    - Classroom lead activities
    - Define Entrepreneurship
  - Working groups within the classroom
  - Identify characteristics of entrepreneurs
    - Identify National entrepreneurs
    - Identify Local entrepreneurs
  - Recognize personal entrepreneurial characteristics



# It's My Business

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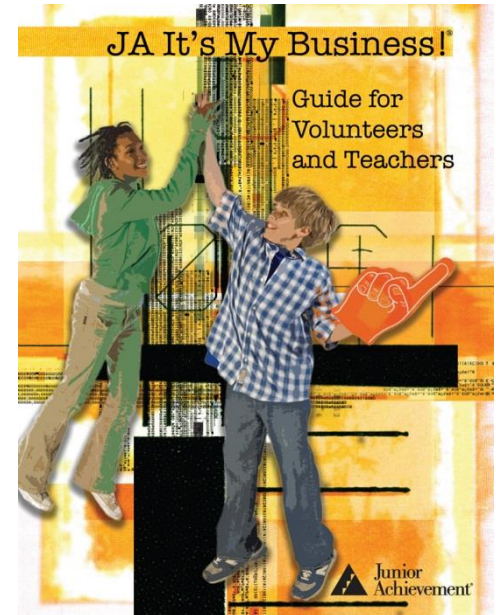
- I Can Change the World – (2 Weeks)
  - Define Your Market Problem
  - What are the Customer Needs
  - What is Customer Research
  - What is the Competition
  
- Classroom Work / Groups
  - Research the Customers
  - Research the Competition
  - What problem are you trying to solve for
  - Start to “Brainstrom” ideas



# It's My Business

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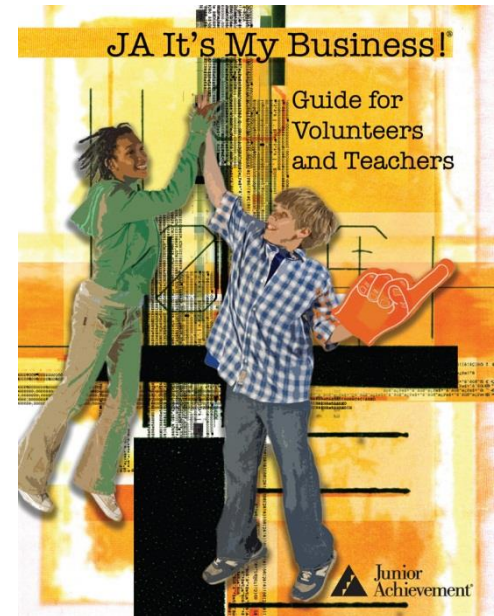
- I Know My Customer – (2 Weeks)
  - How do you reach your customers
  - Research Effective ways to advertise
  - What is the Competition doing for advertising
- Classroom Work / Groups
  - Know Your Customer and Product
  - Create a program for effective advertisements
  - Build out your plan on how to advertise



# It's My Business

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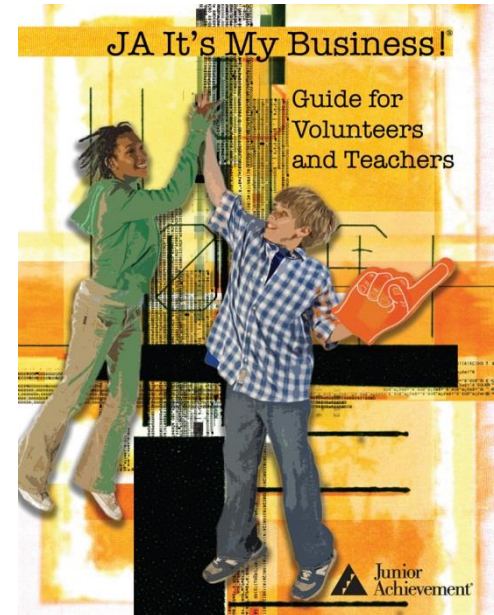
- I Have an Idea – (1 Week)
  - Classroom Work / Groups
    - Define Your Idea
    - Verbally describe and defend your decisions



# It's My Business

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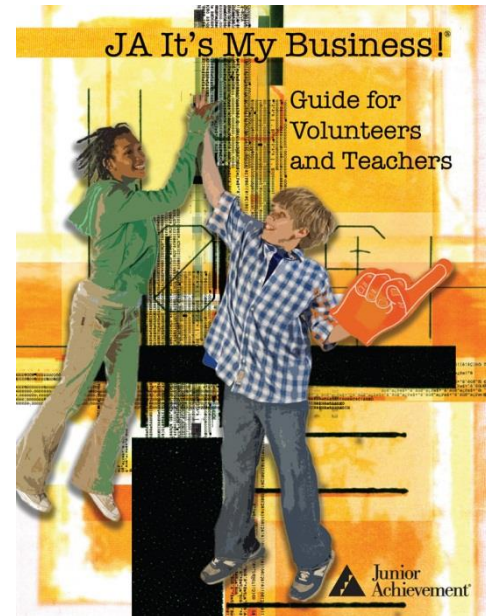
- I See a Need – (2 Weeks)
  - Classroom Work / Groups
    - Develop business plans
    - Build out your plan on how to advertise
    - Define financial goals
    - Determine what your team will do with the profit



# It's My Business

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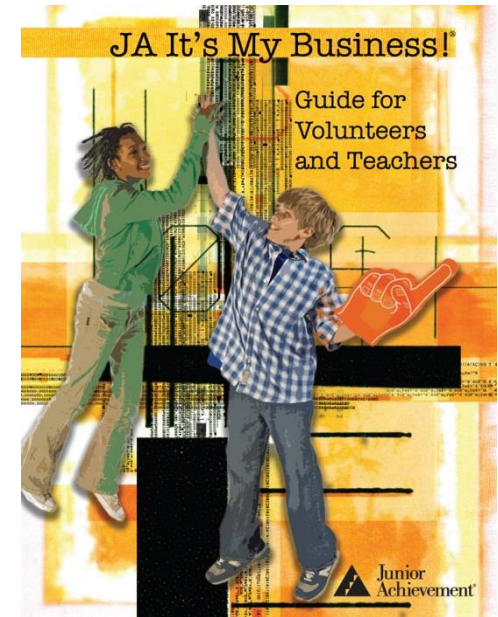
- Execute your Business Plan – (4-5 Weeks)
  - Launch your Business Plan
  - Verify your results each week
  - Make adjustments to plan
  - Validate your financial targets
  - Validate your product/service is meeting your customers needs



# It's My Business

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- Practice Presentation of Business Plan – (2 Weeks)
  - Classroom Work / Groups
    - Build a presentation for your business plan
    - Practice your presentation skills
  - Presentation needs to include:
    - Market Need
    - Your Idea
    - Business Plan
    - Financial Goals and Results





# It's My Business

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- Celebrate Entrepreneurs – (Make it a Big Deal)
  - Presentation from Groups to Local Celebrities
    - CRC Principal
    - Superintendent of Catholic Schools
    - Junior Achievement
    - Pius X
    - Mayor
    - UNL Professors / Staff
    - Local Business Leaders

