



## Entrepreneurship Grades 5-8



**Students create their own business ideas and think like an entrepreneur!**

This junior version of JA's high school program, Pitch Your Vision, lets students in grades 5-8 explore business and entrepreneurship in a fun, hands-on way. They brainstorm ideas, do basic market research, build a simple business plan, and practice pitching - then showcase their business idea in a friendly classroom competition.

This JA program supports the following areas of the Ontario elementary curriculum: Math, Language Arts, Social Studies, Science and Technology, The Arts.



JA provides access to program resources via the JA Campus for teachers to run this learning experience with their students at their own pace.



**The JA Pitch Your Vision - Junior program is currently in development. Further details and program resources are scheduled to be available by October 2025.**



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## Students will:

- ◀ Learn about different types of businesses and organizations
- ◀ Understand the important roles that businesses and entrepreneurs play in our communities
- ◀ Create business goals
- ◀ Create a business model canvas for their own business idea
- ◀ Understand the importance of prototyping and research
- ◀ Learn about pricing and promotions
- ◀ Practice pitching their ideas to others
- ◀ Develop teamwork, leadership, and responsibility



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