JA CATALYST: SESSION OVERVIEW

	OBJECTIVES	ACTIVITIES
SESSION 1: Discovery	• Students can identify traits of entrepreneurs. • Students can define and identify customer segments and their pain points. • Students can use brainstorming techniques to solve problems and innovate on existing products.	Innovation Lab Students will create a product or service to solve the problem assigned by their instructor. Case Studies: #1 Zara's App #2 Customer Pain Points
SESSION 2: The Problem	• Students will explore issues and identify specific customer pain points. • Students can break down big problems into smaller pain points. • Students can identify problems they are interested in solving and create a solution.	Breaking Down Big Problems Part I- Students will breakdown a big problem of their choice, identifying the customers impacted by the problem and their specific pain points. Part II- Students will select 2 pain points and brainstorm 3 possible solutions. Students will identify which problem they want to tackle with their crazy idea.
SESSION 3: The Business Model Canvas	• Students will learn about the Business Model Canvas • Students will be able to define each segment of the canvas. • Students can create a business model for a sample company • Students can create a business model canvas for their own Crazy Idea.	Business Model Canvas Part I- Students will create a sample business model canvas for Zara's case study app. Part II- Students will create a business model canvas for their own crazy idea.

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SESSION 4: Anatomy of a Pitch	• Students can explain the purpose of a start-up pitch and identify the elements of a start-up pitch. • Students can write their opening lines and use power poses to be more effective public speakers.	Writing Your Opening Lines Students will draft the opening for their pitch. Title Slide Students will design their title/cover slide and use the opening lines they drafted to write the script for this slide.
SESSION 5: Building the Pitch Part I	• Students can identify their problem, solution, and market. • Students can apply their knowledge of pitch structure to create their problem, solution, and market sides.	Problem, Solution, Market, Competition slides Students will design each slide and draft their script for each slide.
SESSION 6: Building the Pitch Part II	• Students can identify their business model, create a Go-to-Market strategy, and calculate their Ask. • Students will also write a team description and summary slide.	Your Go-to-Market Strategy Students will map their product's journey from early adopters to mass market. Business Model, The Ask, Team & Conclusion slides Students will design each slide and draft their script for each slide.
SESSION 7: Make the Pitch!	• Students can pitch their crazy ideas. • Students can use a rubric to score their peers' pitches.	Pitch Day Students will use pitch rubrics to grade each other's pitches.