

# TRUST YOUR CRAZY IDEAS CHALLENGE

## Program Breakdown

### FALL 2018

- I. TYCIC LAUNCH and JA Catalyst – Sept 1<sup>st</sup> -Nov 11th
  - a. LAUNCH- Entrepreneur Kick-Off School Assembly (optional)
  - b. 4-day in-class program that prepares students to create a business plan
    - i. SESSION 1: Intro to Entrepreneurship/Product Development Day 1
    - ii. SESSION 2: Product Development Day 2
    - iii. SESSION 3: Business Model Canvas Day 1
    - iv. SESSION 4: Business Model Canvas Day 2
    - v. SESSION 5: Create Your Own Business Model Canvas & Submission
  
- II. Students submit their Business plans on TrustYourCrazyIdeasChallenge.org website.

### November 30th Submission Deadline

- III. Top 20 teams are chosen for the spring JA Idea Accelerator program
  - a. Announcement at schools
  - b. Press Conference with Drew Brees & Parent Meeting

### SPRING 2019

- IV. JA Idea Accelerator Workshop Series– (8 sessions) January 9- February 27 @Junior Achievement
  - a. Meeting Breakdown:
    - i. 5:00-5:30 Speaker/Dinner
    - ii. 5:30-6:00 Team Builder
    - iii. 6:00-7:00 Business Development with Mentors
  - b. Assignments:
    - i. Pitch (6 min max) with Pitch Deck (Powerpoint)
    - ii. Commercial (60 seconds)
    - iii. Prototype (optional)

Events: (Dates TBA)

**The Big Pitch-** Greater New Orleans Pitch Competition.

**Pelicans Game-** Greater New Orleans Winner is announced.

**NOEW Finals-** State Competition

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## JA CATALYST FALL CURRICULUM OVERVIEW

**SESSION 1:** Intro to  
Entrepreneurship/Product  
Development Day 1

Objectives:

Students can define entrepreneurship and give characteristics of entrepreneurs.

Students will brainstorm problems/solutions and identify markets. Students can define Customer Segments and .

**SESSION 2:** Product Development  
Day 2

Objectives:

Students can break down big problems into solutions. Students can use user innovation to create products and services.

Students will brainstorm solutions to the 3 problems identified in day 1.

**SESSION 3:** Business Model Canvas  
Day 1

Objectives:

Students will learn how to use the Business Model Canvas.

Students will create a sample canvas.

**SESSION 4:** Business Model Canvas  
Day 2

Objectives:

Students will choose 1 solution to map on their canvas as their business idea.

**SESSION 5:** Create Your Own  
Canvas

Objectives:

Students will create their own business model canvas to map their Crazy Idea.  
Students can use their completed business model canvas to complete the submission questions.