

Ideation Bootcamp

This program allows students to develop and test new ideas in an environment that encourages and celebrates creativity and innovation.

Grades
9-12



Ideation Bootcamp is a 6 week after-school program that provides students in Grade 9-12 with the opportunity to explore generating, developing and evaluating ideas for launching a new entrepreneurial venture. This shortened-version of the Company Program allows students to develop and test ideas through market research and prototyping, set goals, develop a business model canvas, and learn how to pitch their product or service.

Upon completing the program students should be able to understand the significance of entrepreneurship and innovation in today's society and economy, generate, develop and pitch an innovative idea, and evaluate the feasibility and competitiveness of a new venture. Ideas formed in *Ideation Bootcamp* can then be used by students participating in the Company Program.

“Through a hands-on approach to education, one where students work together to solve real world problems our youth can help their communities and become future leaders in a globally competitive landscape.”

-Community Partner
Sarah Ryan, Co-Program Director, Brilliant Labs NS

Key Outcomes

In this program, students:

- Develop ideas for a new business venture
- Test ideas through market research and prototyping
- Set SMART goals
- Develop a Business Model Canvas
- Learn to pitch

Inspiring and Preparing Youth to Succeed In the Global Economy

JA Nova Scotia is the province's largest youth business education organization. We are proud to be a member of JA Canada and JA Worldwide, a global network of over 120 countries. Since 1969, we have inspired and educated close to ½ million students. Each year, thousands of students across Nova Scotia participate in our financial literacy, work readiness, and entrepreneurship programs. Through these programs, students gain the knowledge and confidence they need to succeed in school, business, and life.

Dedicated volunteers deliver all JA programs. They bring their professional experiences into the classroom or via extra curricular activities to help students connect program concepts with real-life situations. Volunteers use a mix of hands-on activities, discussions, and digital learning to engage students and ensure they retain and apply what they learn.

Inspire Youth to Become Leaders

Become a JA Volunteer

Help youth in your community achieve their potential

Dedicated volunteers are at the core of JA's programs. Last year, more than 14,000 individuals in Canada volunteered with JA and helped transform the lives of Canadian youth.

As a JA volunteer, you'll deliver programs in a local classroom – giving students critical financial and business knowledge. JA provides you with program materials, and support to ensure that everyone has a fun and meaningful experience.

Volunteer to deliver a JA program in your community:

janovascotia.ca/volunteer

Bring JA to Your Students

Prepare your students to become entrepreneurs

JA programs are taught by volunteers from your local community. This gives your students a unique opportunity to learn from actual business and community leaders. These volunteers share their real-life stories and experiences, which makes the learning engaging and memorable. By imparting their knowledge, volunteers give students the confidence, skills and inspiration they'll need to succeed in business and life.

Request *Ideation Bootcamp*:

janovascotia.ca/bookaprogram

Related JA learning opportunities:

Economics for Success
Dollars with Sense

Company Program
It's My Future



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www.janovascotia.ca

