JA Ottawa | Operated by/Géré par JA Canada

Success Starts Here

A BUSINESS OF OUR OWN

Grades 7-8

Financial Literacy | Entrepreneurship

ABOUT THE PROGRAM

Students explore how they can run a real business that sells products. They'll learn what's involved in selecting products for sale, how to set up a successful sales stand and apply key concepts in entrepreneurship.

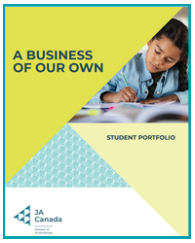
Program Length: 2-6 hours
Program Format: In-Class or Online
Supports Curriculum: Math, language, social studies
Provided Resources: interactive digital resources, and a physical kit or resources for activities/games*

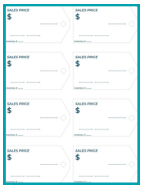
*physical kit for in-class/in-person programs

Learn More

What will students do and learn?

- Discuss what businesses do and use the Business Model Canvas to plan for a business
- Participate in an interactive pen production activity
- Discover possible target markets and types of promotions used when creating a new business
- Work as a team to develop marketing and promotional messaging for their business
- Record simple income and expenses and learn how to set prices for products in a business setting





> Watching 6th graders negotiate, problem solve, and use mirrors, free stickers and dynamic pricing to drive sales... No wonder the products sold out before parents even had a chance to visit the stalls!
>
> Grade 6 Teacher

How do I access this JA program?

Step 1

Reach out to your local JA office to register your class.

Step 2

Your local JA contact will follow up to coordinate details for teacher-led programs or to coordinate a volunteer to facilitate the program. Volunteer availability may vary by location.

Step 3

Access the online resources for your program on jacampus.org and the physical kit material. If a volunteer will be facilitating the program, these details will be shared with the volunteer.

Access to online resources requires setting up a free JA ID and using a program access code (provided by your local JA office).

7,000+

youth participated in this program during the 2025-26 year.

Reach out Today!

Contact your local JA office

to register and learn about opportunities in your community.

Visit at jacanada.org

to learn about national JA program options for student in grades 3-12.

JA programs are available at no cost to educators or participants thanks to our generous supporters.