



# Virtual Volunteer Presenter's Guide

In *JA It's My Business!*, middle school students explore running a business. They are introduced to design thinking as a problem-solving process and take their innovation all the way through to the pitch process.

To assist you in virtually presenting to students—whether via a short, recorded video or beaming in live to an in-person or remote classroom—we have prepared the following outline to help you gather your thoughts and connect with students. If you create a recorded video, you will skip the Break the Ice portion of the outline and reduce the time spent on other sections.

## Presentation Outline

1. **Introduce yourself and your company.** Describe your position and your basic job duties. *(3 minutes for remote live beam-in/30 seconds for recorded video)*
2. **Break the ice.** Capture students' interest in your topic and its connection to entrepreneurship, innovative products and services, and the world of marketing and advertisements. *(5 minutes for remote live beam-in/skip for recorded video)*
  - Ask students to share some of the ways they currently earn money, or ask if any of their families own their own business, or if they themselves own a business (lawn cutting, dog care, etc.).
  - Ask students if they have an idea about a career they would like to pursue as an adult. Tell them what you wanted to be when you grew up.
  - Describe a product and see if students can guess what it is.
3. **Share stories** that highlight you, your expertise, and your experiences. *(5 minutes for remote live beam-in/3 minutes for recorded video)*
  - Select a topic from the list to illustrate your experiences through stories to increase students' engagement in the material. Consult your teacher or JA Area representative to find out if there is a particular session(s) or topic(s) they would like you to address.
  - Try to make your stories as concrete and relatable as possible, using vivid detail and captivating language, asking questions as appropriate, and making sure your audience is following along.
    - **Session One: Entrepreneurs.** Are you an entrepreneur? Tell students about how you started your business, or tell them about someone you know who started a business.
    - **Session Two: Market and Need.** Do you have a favorite product or business? Is there something you buy that just makes your life better? Tell students about a product you couldn't live without.
    - **Session Three: Innovative Ideas.** Have you ever invented something or come up with a new idea, system, or procedure that helped you be more efficient at work? Have you launched a new business venture? Describe your favorite part of that process.
    - **Session Four: Design and Prototype.** When you design something, what is your process like? Do you use paper and pencil, sticky notes all over, computer-aided design software? Talk about your design process.

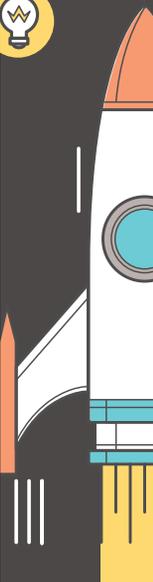
### Remote Live

For volunteers beaming in live to connect with students, the minimum requirement is one, 15-minute session. Your JA Area representative can provide additional details.



### Recorded Video

JA recommends that each recorded video be 3–5 minutes maximum in length. Your JA Area representative can provide additional filming guidelines and recommendations.



- **Session Five: Testing the Market.** Tell students about a time you completed a product survey. Was it fun or bothersome? How would you improve it?
- **Session Six: Seek Funding.** Talk about how you funded your own business. Or, if you've ever contributed to a crowdfunding campaign, that would make a good story too.

#### 4. Review and wrap up. (5 minutes for remote live beam-in/30 seconds for recorded video)

- Ask students to share something that they have learned in the program about starting a business. Does it relate to your story today?
- Work with students to sum up your talk in three cogent points.
- Share with students your most important takeaway about starting a business.

If you have any questions about your time as a remote volunteer or about the JA program material, please contact your local JA office, or visit the website at <https://jausa.ja.org/programs/ja-it-s-my-business>.

To help improve the JA experience, we welcome your feedback via this short survey at [https://juniorachievementusa.formstack.com/forms/feedback\\_form\\_location\\_ck](https://juniorachievementusa.formstack.com/forms/feedback_form_location_ck).