



# **JA VIRTUAL COMPANY PROGRAM**

**2020/2021 | STUDENT ORIENTATION | NOVEMBER 4, 2020**



Virtual Company Program

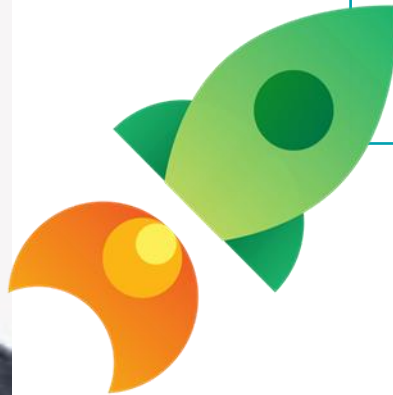


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# WELCOME FROM THE PRESIDENT & CEO



**Jennifer Holmes Weier**  
President & CEO  
JA Central Ontario



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# JA COMPANY PROGRAM TEAM

**Lesley Tulipano**  
Program Manager, Secondary  
School

**Lucia Ly**  
Manager, Company Program



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# TRAINING AGENDA

- ▲ What's New
- ▲ The Company Program Cycle
- ▲ Product Selection
- ▲ Company Program Events
- ▲ Company Program Awards
- ▲ Company Program Policies
- ▲ Working Online with your Team
- ▲ Company Program Resources
- ▲ Goal Setting
- ▲ Next Steps
- ▲ Q&A



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# 2020/2021 CP YEAR AT A GLANCE

**43**

after-school Virtual  
Company Programs  
offered

**850+**

high school students from  
across Central Ontario are  
registered

**250+**

Advisors from various  
corporations and  
communities will volunteer  
their time to mentor  
students



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# 2020/2021 VIRTUAL COMPANY PROGRAM SPONSORS



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# 2020/2021 VIRTUAL COMPANY PROGRAM SPONSORS



[WWW.STARKREALTY.CA](http://WWW.STARKREALTY.CA)



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# 2020/2021 VIRTUAL COMPANY PROGRAM ADVISORS

**Thank you to the following partners for leading this year's virtual Company Programs!**

**BMO**

**Capco**

**Celestica**

**CIBC**

**Community Volunteers**

**Cushman & Wakefield**

**Deloitte**

**DoorDash**

**EY**

**Finastra**

**Grant Thornton**

**IFDS**

**KPMG**

**Marsh & McLennan Companies**

**RBC**

**Rogers**

**RSM Canada**

**SAP**

**Scotiabank**

**Starke Realty**

**TD**



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## WHAT'S NEW

- ▲ New Resource Portal
- ▲ New events – Orientation & workshops
- ▲ Banking & Sales will be done virtually
- ▲ Free Shopify websites
- ▲ Fixed Costs reduced to \$150
- ▲ MURAL



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## WHAT'S NEW

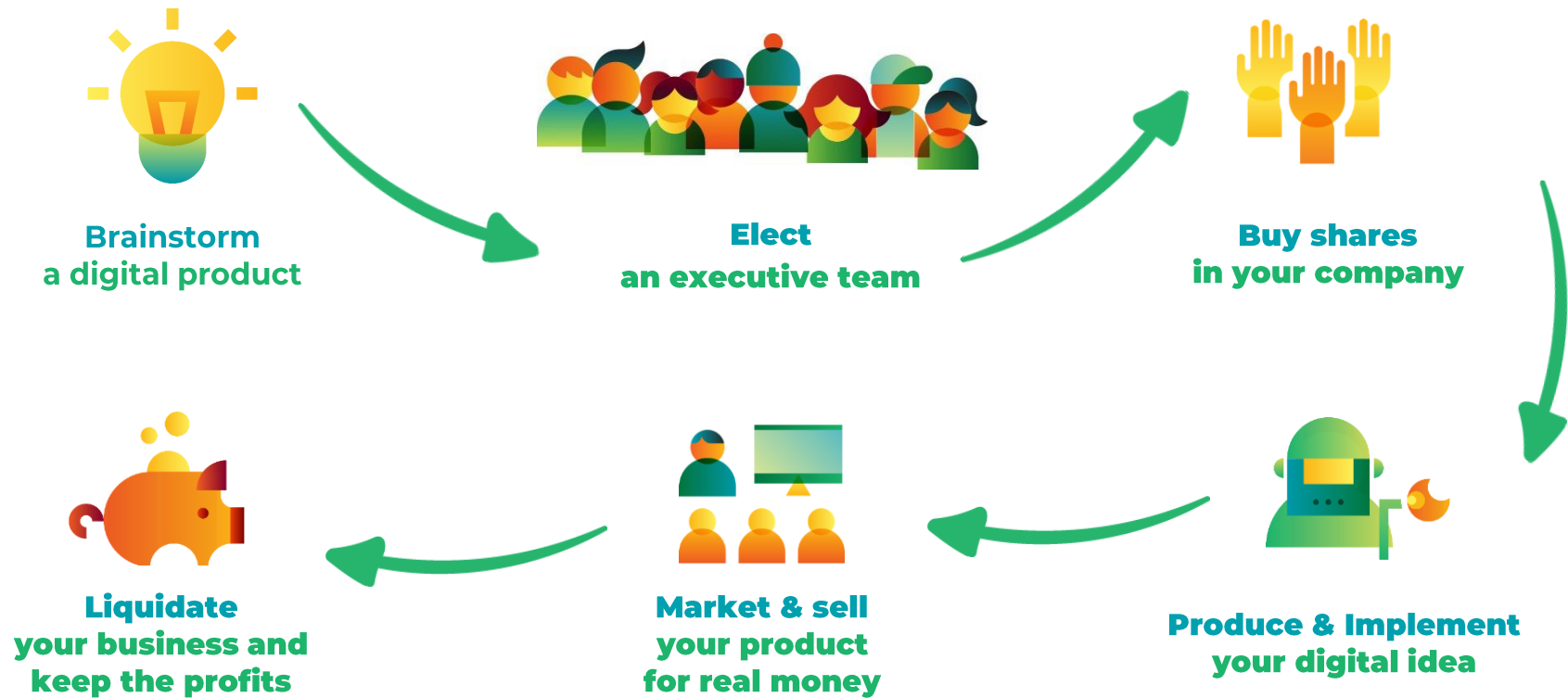
### Student Executive Positions:

- ▲ Production & IT are now **ONE** executive position
- ▲ CSR **will not** be its own breakout at Student Management Training
- ▲ Elections – teams now have the flexibility to complete executive training **AFTER** they have decided on their product/service



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# Virtual Company Program Cycle

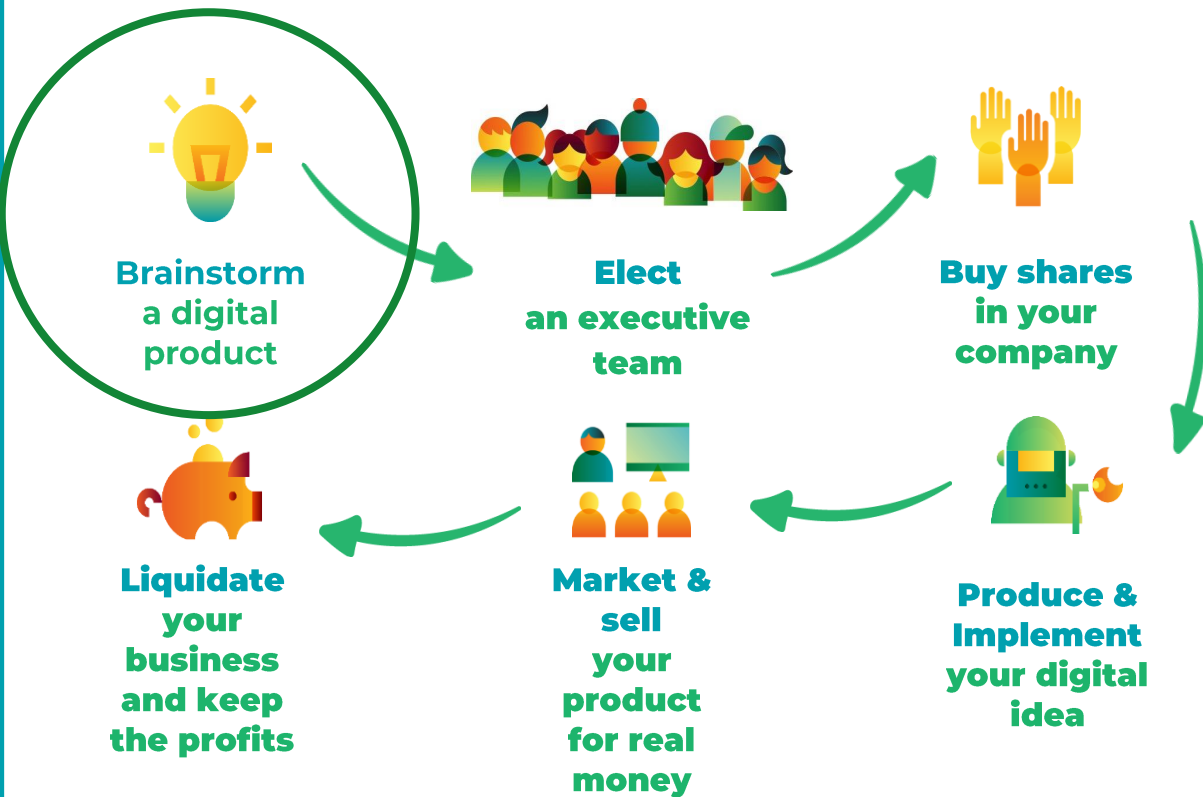


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# Company Program Cycle: BRAINSTORM



## Product Ideation

### 1) Student Pitches

### 2) Team Brainstorm

JA will host a product ideation workshop for all students to attend on Friday November 27<sup>th</sup> from 5-6:30 pm.

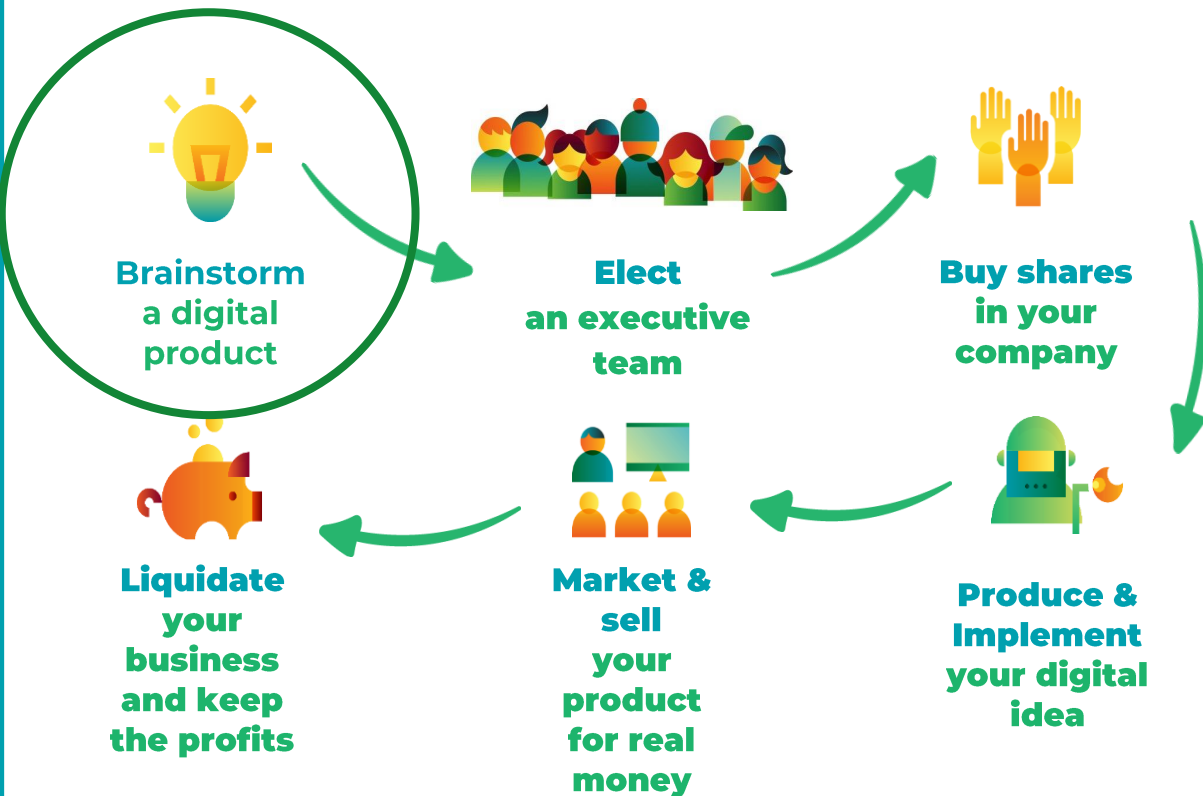


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# Company Program Cycle: BRAINSTORM



## Product Restrictions

- In-person sales will not be viable this year
- Teams will produce products/services that can be produced virtually and be sold on an ecommerce platform
- Drop Shipping will be allowed
- Food and cosmetics are also prohibited

## Product Approval

**Teams must submit a product approval form to JA and receive approval confirmation before moving forward.**



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# DIGITAL PRODUCT/SERVICE SELECTION



- ▲ Students who wish to create an app or a digital product where they will need additional skills (i.e. coding) must understand that they will need to seek out additional resources on their own (i.e. self-directed learning, courses, etc.)
- ▲ There are many options for products/services that do not require the team to have expertise in specialized skills





# DIGITAL PRODUCT/SERVICE SELECTION



What are some examples of products/services?

- ▲ Creating an app or website
- ▲ Creating a digital product or service (i.e. e-book, stock photo site, design services)
- ▲ Organizing a virtual event
- ▲ Creating a Youtube Channel, Podcast, etc.

Students must submit a product approval form to JA and have it approved before moving forward.



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# DIGITAL PRODUCT/SERVICE SELECTION



What are some ways to make money through a digital product or service?

- ▲ Selling an online service through an app or website and charging users
- ▲ Selling a digital product (i.e. e-book) through a website
- ▲ Selling a membership or subscription fee for an app or website
- ▲ Selling ads or sponsorships for an app, website, or virtual event
- ▲ Selling tickets for a virtual event
- ▲ Selling a product you design using drop shipping



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## Past Company Program Companies



**ILLUMINARE**

**DIGITAL PODCAST & YOUTUBE CHANNEL**

▲ Offers podcasts and webinars to educate high school students about potential career paths and ways to improve student life.

▲ \$830 in Sales and 788 participants for online event

▲ Winner of the Company of the Year – Social Enterprise



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## An Inclusive Network for Gamers

Connect and play with others. Immerse yourself  
in our safe and welcoming peer-reviewed  
community

## Past Company Program Companies



**STACKD**

**WEBSITE & DIGITAL EVENTS**

- ▲ A website and events start-up that provides an inclusive environment for gamers to connect with others that share the same values.
- ▲ 1300 viewers for online streamed tournament
- ▲ Winner of the Company of the Year – Technology (JACO), Overall (JA Canada)

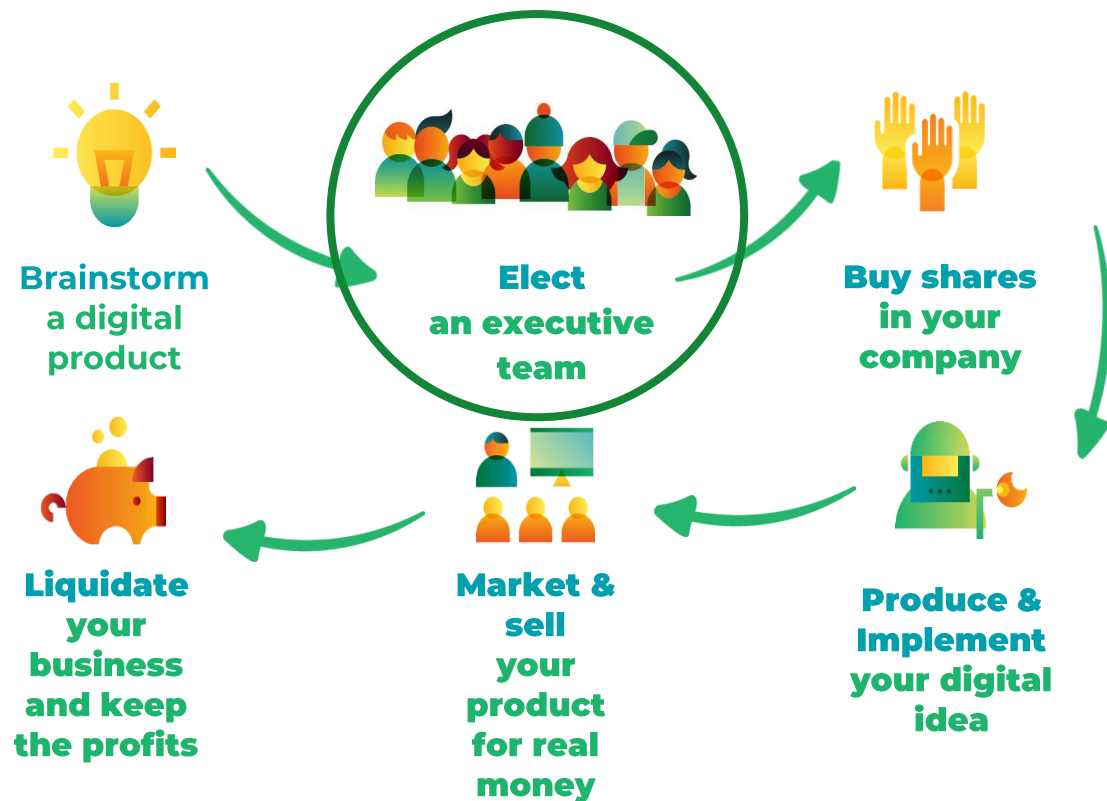


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## Company Program Cycle: ELECT



### Elected Company Program Roles

- President
- VP of HR
- VP of Finance
- VP of Sales
- VP of Marketing
- VP of Production & Technology
- VP of CSR (OPTIONAL ROLE)

### Non-executive Roles

### Student Management Training

Saturday December 5<sup>th</sup>

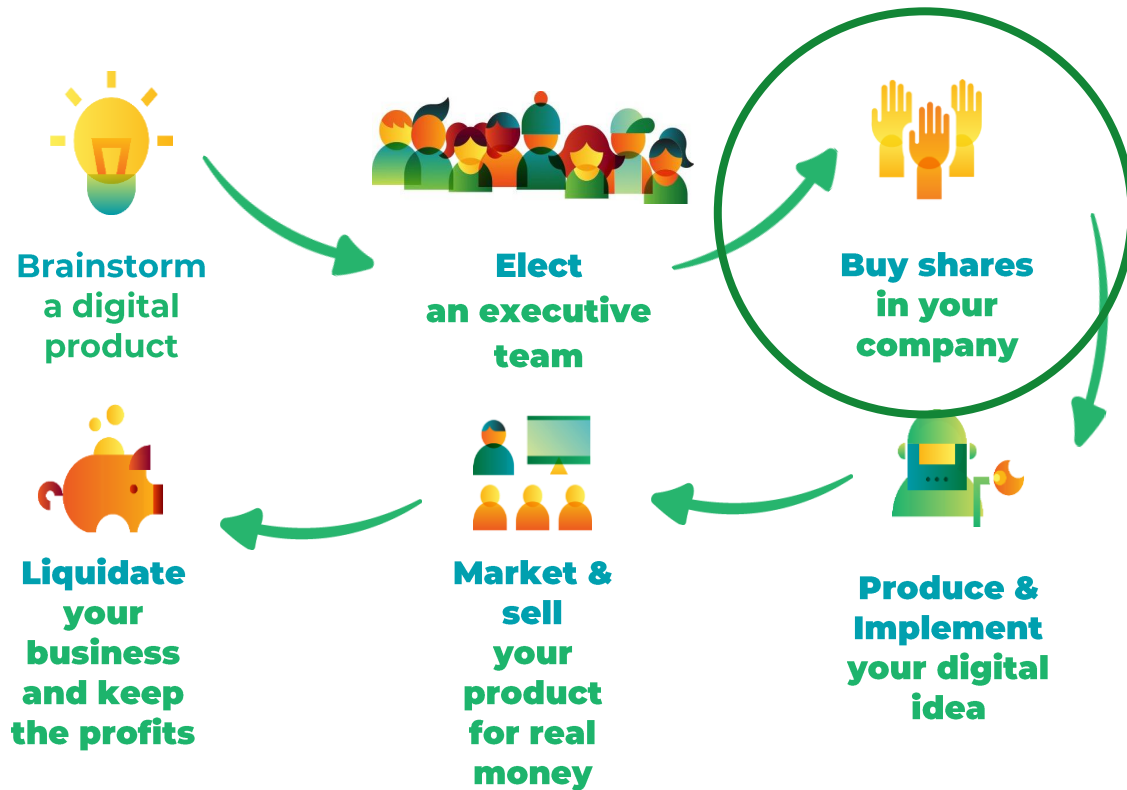


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## Company Program Cycle: BUY SHARES



## Company Shares

There are two types of shares:

### Common

- \$5-\$25
- Voting privileges

### Preferred

- Sold to advisors, external members or as extra student shares
- Do not have voting privileges
- Are paid out as an expense



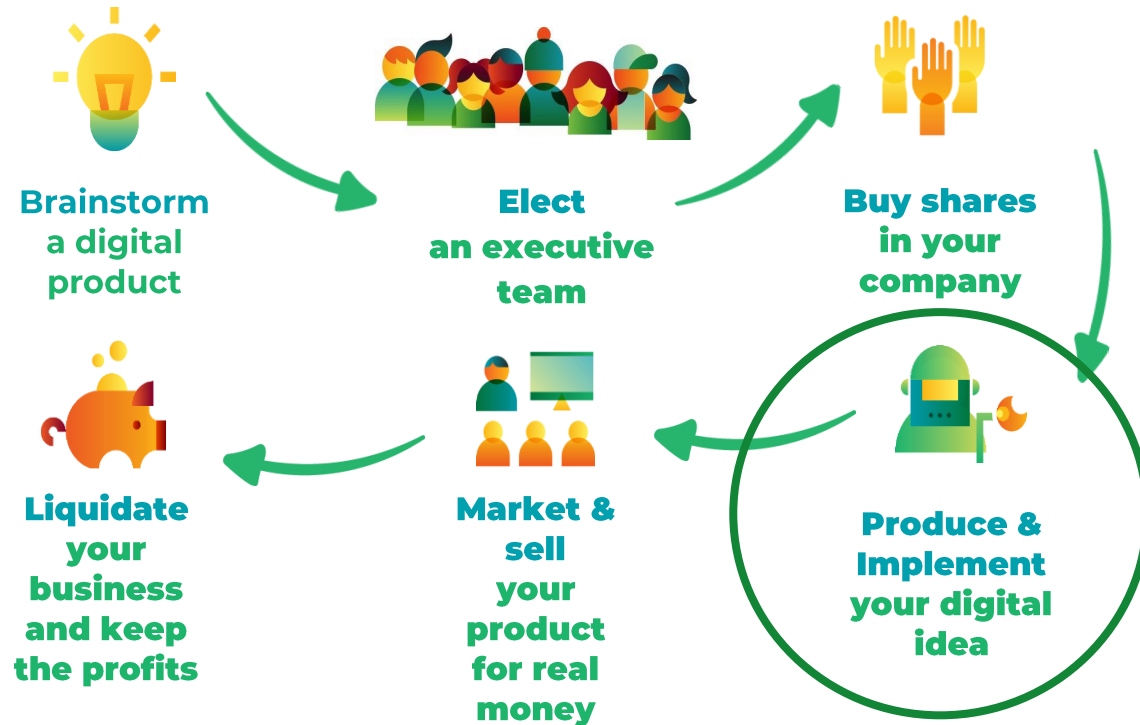
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# Company Program Cycle: PRODUCE & IMPLEMENT



**During this phase you will:**

- 1. Create a business plan**
- 2. Implement the business plan**
- 3. Company Meetings run by the executive team**
- 4. Advisor-Student Check-in**

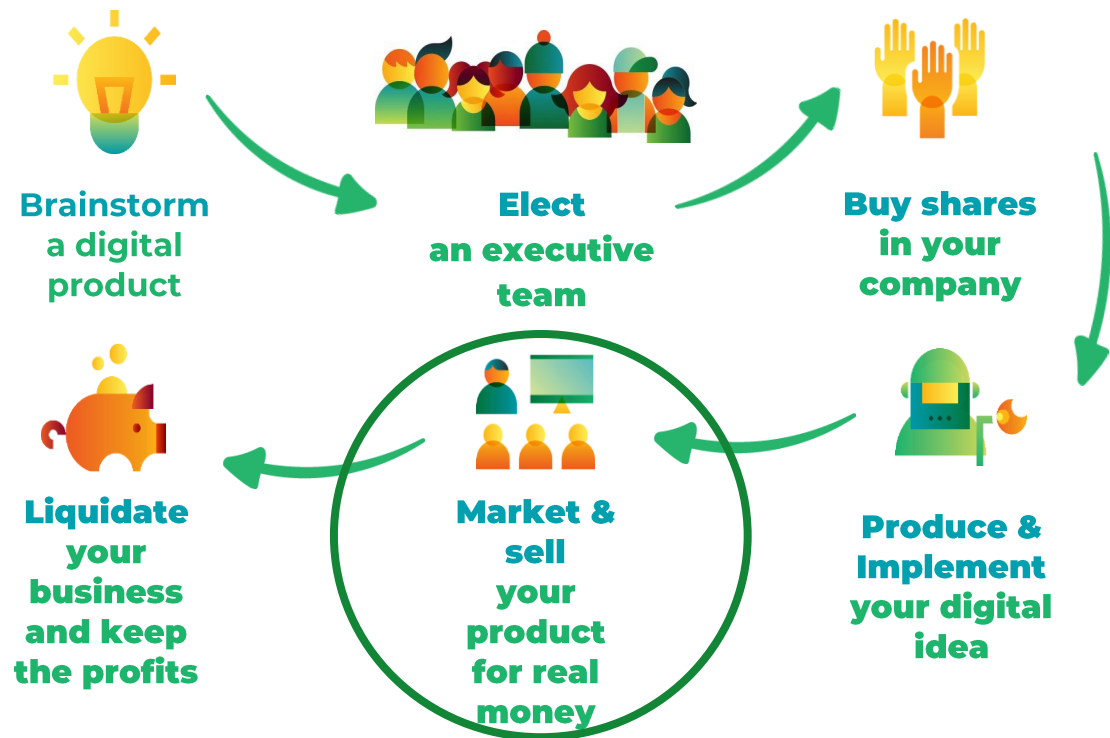


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# Company Program Cycle: MARKET & SELL



## Marketing

- Create a marketing strategy
- Build a brand (including a logo)
- Post on social media
- Develop a Website
- Film a Commercial

## Selling

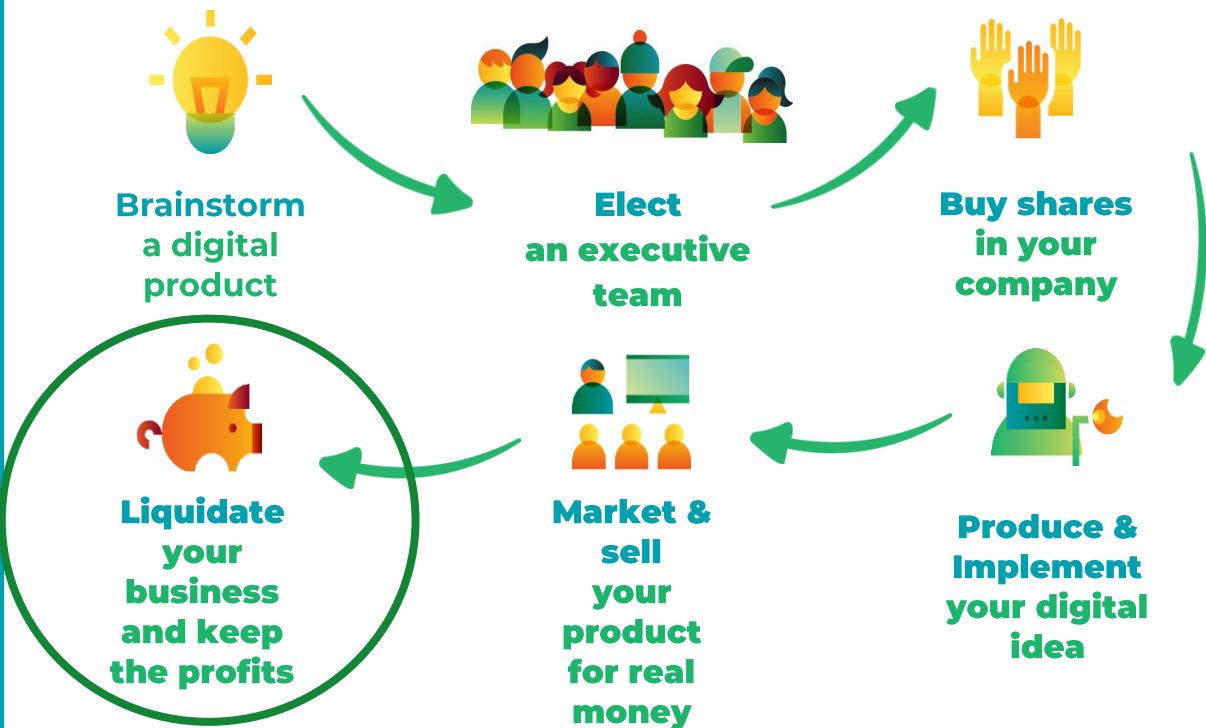
- Sell your product online for real money!
- Access to a free Shopify website

## Finances and Record Keeping

- Open a bank account
- Maintain financial records
- Track sales



# Company Program Cycle: LIQUIDATE



## Liquidation

- Shut down your business
- Settle all expenses (including JA taxes)
- Determine final share price
- Keep the profits!
- Submit a shareholder report

## Continuing the Business

All teams must liquidate their business at the end of the year, but if **all team members agree**, members are allowed to continue their business venture.



# BREAK



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# SUMMARY OF COMPANY PROGRAM EVENTS



## SMT

Learn about department roles, network, complete a team challenge.

**Saturday Dec. 5**  
**10-3 pm**



## Workshops

Learn new skills on topics such as ideation and networking.

**Ideation**  
**Friday Nov. 27**  
**5-6:30 pm**



## JA Trade Show

Students showcase their businesses online.

**March Break**  
**Specific details**  
**TBC**



## Interview Week

Award nominees are interviewed for awards.

**April**  
**Specific details**  
**TBC**



## ventureON

JA celebrates successes and hands out awards.

**May**  
**Specific details**  
**TBC**



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# SUMMARY OF COMPANY PROGRAM AWARDS

## **JA Canada Awards**

JA Canada awards up to \$10,000 in scholarships

## **JA Central Ontario Awards**

Individual and group awards are awarded. The winners are recognized at the virtual ventureON celebration.

There are 3 categories for Company of the Year:

- Retail (Drop Shipping)
- Technology
- Social Enterprise

**\*NEW\*** Jane Eisbrenner Award for Exceptional Leadership

## **Process to Apply**

For individual awards, advisors will nominate one student per individual award category. For group awards, all teams can apply for all group awards.



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## TEAM CHALLENGE AWARD

Teams can collect points for:

- Participating in various activities, and challenges
- Having high attendance
- Meeting deadlines
- Other activities outlined by JA

The team with the most points at the end of the year wins!

<https://www.jacocompanyprogram.ca/resources>



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# ROLE OF JA & YOUR ADVISORS

CP Volunteer Advisors	JA Central Ontario Office
<ul style="list-style-type: none"><li>• Facilitate the CP Program lessons</li></ul>	<ul style="list-style-type: none"><li>• Communicate CP updates</li></ul>
<ul style="list-style-type: none"><li>• Provide mentorship to all students regarding their company and personal development</li></ul>	<ul style="list-style-type: none"><li>• Organize and run CP events and awards</li></ul>
<ul style="list-style-type: none"><li>• Ensure students are meeting deadlines and are on track to reach their goals</li></ul>	<ul style="list-style-type: none"><li>• Assist advisors with inquiries or student challenges</li></ul>
<ul style="list-style-type: none"><li>• Aide in student challenges, with the help of JA Central Ontario</li></ul>	<ul style="list-style-type: none"><li>• Ensure a fun, educational and inclusive experience for all</li></ul>



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# STUDENT POLICIES & EXPECTATIONS



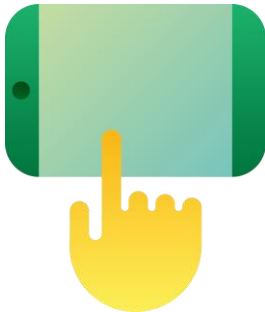
Check your emails  
regularly



Participate fully &  
Try your best



Be Respectful  
& Be a Team Player



Notify JA & Advisors of  
Changes (i.e. email or  
participation changes)



Make Ethical Choices



Attend Weekly Meetings  
& Meet Deadlines



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# REGISTRATION

- ▲ Students cannot participate in a program unless they are registered, and their name is on the advisor's list.
- ▲ Only JA can make the decision to allow students into a program – **this cannot be done at the Advisor level**
- ▲ If a student participates in a program without being registered into that program – it violates JA policy and **poses a risk to JA and the sponsor/host of the program**



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## WORKING ONLINE

- ▲ You will be joining an online platform with your team for your weekly meetings (ie. Zoom)
- ▲ There will be challenges but remember to be patient, and keep a positive attitude
- ▲ Virtual Meeting Etiquette
- ▲ Set norms, be extra clear and celebrate your successes



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# MURAL

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Use Mural as a Whiteboard tool for collaboration

- ▲ Icebreakers
- ▲ Team Building
- ▲ Brainstorming
- ▲ Planning
- ▲ Additional Resources



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# COMPANY PROGRAM RESOURCES



## WEEKLY EMAIL REMINDERS

JA will send out weekly email reminders to all advisors and students with regular updates and reminders. **Check your emails frequently!**



## COMPANY PROGRAM RESOURCES

- **JACO Specific Updates**
- **General Student Company Program Materials – JA Canada Portal**



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# COMPANY PROGRAM RESOURCES

**JACO Specific Updates** - Visit [jacocompanyprogram.ca/resources](http://jacocompanyprogram.ca/resources)

## JA CENTRAL ONTARIO'S CP RESOURCES



### Reminders, Deadlines & Events

**November 16 | DEADLINE**

Parent Consent Form Due

\*Parents can email us at  
[companyprogram@jacentralontario.org](mailto:companyprogram@jacentralontario.org) if  
they didn't receive the link to this form

*Please click below for overview, calendar and other general resources.*

CP CALENDAR

CP COMMUNICATIONS (COMING SOON!)

ADVISOR CORNER



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# GOAL SETTING

Start writing down your personal goals for the program.

S – Specific

M – Measurable

A – Attainable

R – Relevant

T – Timely

Complete for your first meeting.



# KEY UPCOMING DATES

## **Week of November 16 to 20 | First CP Meeting with students**

Your advisors will contact you with your meeting details. Contact JA if you haven't heard from your advisors 24 hours before your meeting.

## **Friday, November 27<sup>th</sup> | Last Day to Switch Programs**

**PLEASE NOTE:** This **change must be approved by JA, and not at the advisor level.**

Students should fill out the request form found at [jacocompanyprogram.ca/register](http://jacocompanyprogram.ca/register).

## **Friday, November 27<sup>th</sup> | 5 to 6:30 p.m. | CP Ideation Workshop**

Ideation workshop for students to learn about departmental roles.

## **Saturday, December 5<sup>th</sup> | TBC | Student Management Training**



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# NEXT STEPS BEFORE YOUR FIRST MEETING



- ☐ Ensure the parent consent form is completed
- ☐ Complete your goal sheet
- ☐ Complete the Getting to Know You handout
- ☐ Start to brainstorm product ideas



## Contact Info

### CONTACT INFO

General inquiries or questions can be emailed to  
[companyprogram@jacentralontario.org](mailto:companyprogram@jacentralontario.org)  
or to us directly.

For all advisor-related questions, please contact:  
**Lucia Ly** | Manager, Company Program  
[lly@jacentralontario.org](mailto:lly@jacentralontario.org)  
416-360-5252 ext. 224

For any CP event-related questions, please contact:  
**Lesley Tulipano** | Program Manager, Secondary School  
[ltulipano@jacentralontario.org](mailto:ltulipano@jacentralontario.org)  
416-360-5252 ext. 227



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# Q & A



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# COMPANY PROGRAM ALUMNI



**Ahillan Ilangko**  
**CP 2013-2017**



**Myah Elliott**  
**CP 2017-2019**



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# Thank you!



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