

JA Innovation Challenge Program Overview

JA Innovation Challenge immerses middle school students, grades 5-7, in the world of business by challenging them to develop a pitch for a new flavor of pizza for Pizza Joe's, targeted for a market of their peers. Students work together in teams to practice entrepreneurial thinking and experience the creativity, sense of accomplishment and excitement that comes with solving a real-world business challenge. JA Innovation Challenge will be held virtually (see "Timeline" for registration/submission deadlines).

Purpose

JA Innovation Challenge teaches essential workforce readiness skills and helps kids develop a mindset for 21st century careers whether or not they become an entrepreneur.

Objectives

During the JA Innovation Challenge, students will develop and enhance skills such as:

- Creativity
- Critical Thinking
- Problem Solving
- Responsible Decision Making
- Professional Presenting
- Business Development
- Sustainability
- Relationship Building
- Social Responsibility

Curriculum Details

All activities are student self-guided with materials accessible online. The program is suited to both synchronous and asynchronous learning environments.

Lesson	Topic	Activity (student self-guided)	Minimum Estimated Duration (minutes)
PHASE 1	You're Hired!	<ul style="list-style-type: none">• Video Pizza Joe's You're Hired• Activity Worksheet-Know Your Investor	15
PHASE 2	Know Your Market	<ul style="list-style-type: none">• Video Pizza Joe's Know Your Target Market• Activity Worksheet-Know Your Product• Activity Worksheet-Know Your Target Market	30
PHASE 3	Research & Development	<ul style="list-style-type: none">• Video Pizza Joe's Research & Development• Activity Worksheet-Cost of Making Pizza• Activity Worksheet-Perfect Price	30
PHASE 4	Marketing & Advertising	<ul style="list-style-type: none">• Video Pizza Joe's Marketing & Advertising• Activity Worksheet-Advertisement	30
PHASE 5	Presentation Skills	<ul style="list-style-type: none">• Video Pizza Joe's Presentation Skills• Video Sam's Team Pitch• Activity Worksheet-What's Your Story?• Activity Worksheet-Practice Your Pitch	30
Phase 6	The Pitch	<ul style="list-style-type: none">• Record Your Team's Pitch Presentation and submit video	30

Notes for Teachers:

- The lessons are in a digital student activity book with fillable PDF activity sheets.

- Teachers should guide students by introducing the program, facilitating activities, going over due dates, and contest rules.

Information Technology Details

URL's	<ul style="list-style-type: none"> • Registration Form • Student Digital Activity Book • Video Submission Form
Activity Sheets	<ul style="list-style-type: none"> • Curriculum – no account needed to access the digital activity book. • The activity sheets in the digital student activity book are fillable PDFs, and students will need to save and return to their teacher for grading purposes (optional).
Recording Pitch Presentations	<ul style="list-style-type: none"> • Preferred: Zoom, Google Meet, Adobe Connect, GoToWebinar, WebEx, MS Teams etc. • Optional: Cell phones or tablets. (When using these devices hold horizontally and make sure every team member has a chance to be in the video).

CONTEST RULES

ENTERING IS SIMPLE!

- Enter as a Team, consisting of 3-5 students. No individual entries in this contest.
- Create a 1-minute presentation video of your team pitching an innovative pizza idea to Pizza Joe's.
- We want to see and hear from each Team Member. Make sure everyone has a part in the presentation.
- Keep your video to 1-minutes or less do not go over.
- Video entries will be judged on: **INNOVATIVE IDEA:** is the pizza flavor achievable, **CREATIVITY:** tagline and visual advertisement, **DELIVERY:** the persuasiveness of the pitch, and **OVERALL QUALITY:** innovative pizza, pitch, tagline, cost, and advertisement.
- Complete the entry form and upload your video by **5:00 PM on Friday, April 28th, 2023.**

HELPFUL HINTS

- Practice is key. We do not want to see your team members reading from a sheet of paper.
- Be enthusiastic! Judges will be more interested in your idea if you are excited about it.
- We must be able to see your advertisement clearly in your video.

TIMELINE

- **Registration:** Ongoing (now through Friday, April 28, 2023). Visit easternohio.ja.org or contact Joanna Feathers at 330.539.5268 ext. 102 or Joanna.Feathers@ja.org
- **Entries Accepted:** Monday April 3, 2023 to Friday April 28, 2023
- **Judging:** May 1-5, 2023
- **Winning Team(s) Announced:** May 8, 2023

WINNERS

The first-place winning team will have their innovative pizza put into production and sold at a Pizza Joe's closest to the school/organization, and each team member will receive a t-shirt and a free pizza coupon. Second and third-place winners will also receive a t-shirt and a free pizza coupon.