

JA Uganda Social Equity Program

JA Uganda Social Equity Program aims to equip young Ugandans with the skills needed to start and run a business or to be employed. The program is divided into four parts:

1. A three-day intensive Bootcamp
2. JA DEEP (Digital Entrepreneurship Program)
3. Social impact project
4. Business Pitch and/or career matching platform.

Entrepreneurship and Leadership Bootcamp

This intensive three-day camp will be an entrepreneurship and leadership training designed to build the capacity of youth to acquire the skills necessary to take charge of their own future. In a 3-day workshop, students will deepen their knowledge in the following areas; leadership, goal setting, project management, emotional intelligence, entrepreneurship, innovation and critical thinking, new jobs created by the digital economy or skills in high demand by employers, college and career readiness including resume writing and interview skills workshops.

Camp content will be a mix of JA programs including LEAD Camp, JA Innovation Camp, JA Company Program, JA Success Skills, as well as other partner programs focused on digital and project management skills such as Facebook's Digital Literacy Program, PMIEF Project Management for Youth, IBM Skills Build, among others.

The intensive camp will be highly interactive and will use a variety of formats, including panel discussions, breakout sessions, poster presentations, Ugandan example studies, and self-reflection sessions. Experts, including successful women entrepreneurs, students, recent graduates, entrepreneurs, business professionals, teachers, and JA alumni, will act as facilitators and mentors for the participants. Throughout the process, students will also have the opportunity to share their perspectives on college readiness, youth employability and entrepreneurship, the challenges they have personally faced and the support they need.

About JA DEEP

JA DEEP (**Junior Achievement Digital Entrepreneurship Education Program**), JA Africa's first program offering in its virtual skills lab, is an online-based interactive entrepreneurship curriculum, created specifically for young African learners, including those who live in countries or go to schools where JA is not present. JA DEEP builds on JA's existing entrepreneurship programs (JA Company Program and JA ITS TYME) in an online format that teaches the same principles in an engaging and fun way.

The program allows the learner the opportunity to experience the risks and rewards of entrepreneurship by walking you through how to start and operate a business that fills a need or solves a problem in your communities. The Learner will have the opportunity to put theory into practice from idea generation, product development, capitalization of the venture, marketing and sales strategy development and financial reporting, while being supported with digital or in-person mentorship from a JA corporate volunteer.

The Learner can complete JA DEEP at your own pace but can expect to have an average of 8 contact hours with the content.

Learning Pathway

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The Learner will complete 8 modules under the JA DEEP course. Each module consists of micro-sessions that can be completed in as little as 10 minutes. In order to move on to the next module the Learner must fully complete the prior module and a short quiz.

Modules

- **Getting Ready:** In this module, the Learner will focus on his/her motivation for taking this course. He/she will form an entrepreneurial mindset by challenging the myth that entrepreneurs are born. At the end of the module, the Learner will know that success has no perfect time.
- **Entrepreneurship myths:** There are several myths surrounding the entrepreneurship journey. This module is designed to help the Learner expand his/her knowledge about business failure and learn the true causes of why businesses fail and he/she will find information about how much risk is involved in business.
- **Ideation:** Entrepreneurs see the world differently. In this module, the Learner will go through a process to create business ideas. He/she will learn to sharpen your mind and see the world through entrepreneurial eyes. The Learner will reflect on his/her passions and use these to solve problems around him/her.
- **Industry and testing:** This module prepares you to gain deeper knowledge about the competition and suppliers in your industry. You will analyze the risks of different businesses in different industries. You will also get a deep understanding of your customers while being guided on how to stop wasting time on bad business ideas and instead test your ideas first.
- **Customers:** Customers are key to a successful business. Your business will communicate to customers in many different ways. This module prepares you to communicate your business to your customers and to deeply understand their needs.
- **Financial skills and abilities:** This module focuses on developing the financial habits, skills and innovative thinking required to fund his/her business.
- **Resourcing:** In this module, the Learner will learn about financing. The module is designed to help him/her understand how financial institutions judge potential loan applicants and to give an idea of the type of resources available to entrepreneurs.
- **Operating:** This Module includes lessons on business functions and skills. You will learn about negotiation and taking social responsibility. You will also learn about business registration and fundamental record keeping.

Social impact project

Participants will be asked to undertake a project of their choice after the intensive that will leverage their skills to solve a problem or meet a need they have identified in their community. This could be starting a business, undertaking an environmental advocacy or women's empowerment project, volunteering at a local organization (for example, providing digital marketing services to a local business), etc. They will document their project plan, applying project management principles and processes. Building on existing relationships with PMI chapters in the countries where it operates, JA will ensure that students are accompanied by project management professionals who will review their project plans and provide ongoing mentoring and support to students during the implementation of their projects.

Following the completion of the Social Impact Project and the JA DEEP Program, the participants have two options:

1. Entrepreneurship: Pitch Competition

The participants who are interested to continue the Entrepreneurship path will need to submit their project report (including their business plan). The selected innovative projects will be invited to business pitch competitions to meet potential investors. Winners will represent their country in a regional competition.

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2. Work Readiness: JA Uganda's Career Connecting Platform

Participants who are interested in joining the job market will be placed in digital skills programs on the JA E-Skills Lab and registered on the JA Uganda Career Matching Platform where they will be able to find internships and contract jobs to earn an income.

For more information or any inquiries, kindly reach out to:

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About Junior Achievement Uganda

Junior Achievement (JA) is one of the largest global NGOs dedicated to addressing fundamental social and economic challenges of young people by educating and empowering them to transform their future and own their economic success. Through the delivery of cutting-edge, experiential learning in financial literacy, work readiness, and entrepreneurship, we effectively broaden the canvas of possibility for young people and enrich their ability to both engage in their own economic development and contribute to the strength of their families, communities, and economies.

JA Uganda was started in 2008 and we partner with the government, corporations and volunteers to co-create the next generation of resilient entrepreneurs and passionate workers

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