

JAYE STARTUP PROGRAMME



Sponsored and supported by HSBC & PwC Malta

Having personally had the opportunity and pleasure of serving as a JAYE Mentor, I've experienced first-hand the important role that JAYE plays in helping educate and promote entrepreneurship through their programmes. It plays a hugely important role in bringing the next generation of thought leadership to the market through its education programmes and experience led learning.



Crawford P Prentice
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Overview

The JAYE StartUp Programme is a platform for participating tertiary students to build a foundation for a potential start-up as a tool to develop their entrepreneurial skills. This 8/9-month journey allows students to come up with an innovative product or service, design a business model and ultimately pitch their concept in front of a jury representing potential investors. Our vision is that these student start-ups are prepped enough by the end of the programme to be able to consider launching their start-ups.

The JAYE StartUp Programme is offered as a series of hands-on practical weekend workshops, one-to-one strategy meetings and mentorship from business professionals.

JAYE StartUp is based on our principal of **Learning by Doing** and self-leading and guides participants through the actual start-up processes of a successful business including:

- Idea generation
- Concept validation
- Market Research
- Designing a business model
- Pitching to investors
- Receiving mentorship

The JAYE StartUp Programme is also an essential networking opportunity for young individuals who are seeking to establish themselves as entrepreneurial achievers in an increasingly competitive labour market. It gives participants the opportunity to bounce off innovative ideas and get first hand expertise from people in the know about business and the world of work.

The StartUp Programme ends with a national StartUp of the Year Competition where the winners will then represent Malta at the **JA Europe Enterprise Challenge** organised by JA Europe, to showcase and pitch their business potential internationally.

Learning Objectives

- ✓ Develop key, sought after **skills for personal success** and employability;
- ✓ Gain an insight into self-employment, **business creation**;
- ✓ A platform to **express creativity and innovation with a purpose**;
- ✓ Enhance academic learning through **practical application of core business techniques**;
- ✓ Interact with acclaimed experts and **build your networking profile**;
- ✓ Learn to **pitch and present like a pro**.

Programme Details



Programme Title	JAYE StartUp Programme
Duration	8/9 months
Mode of Participation	JAYE workshop and attendance is expected. The workshops will provide insight, motivation and added input on specific topics related to the outputs required. Given that the programme is delivered for multiple educational institutes/faculties workshops and sessions may take place in evenings or weekends. <i>*Respective institutes may coordinate extra sessions to provide support for the respective projects.</i>
Coordinator	JAYE Malta in collaboration with a representative lecturer from the respective University/Institute.
Delivered by	JAYE Malta in collaboration with partners, speakers and corporation to deliver the highest level of experience. The JAYE StartUp programme is offered a sa series of workshops & webinars, one –to one strategy meetings and mentorship from volunteering business professionals.
Learning Outcomes	Upon completion of the StartUp Programme students would have gained a hands on experience which is self- led by developing and designing their own product/service, developed a business model, pitched their idea in front of industry leaders. They would have acquired the ability to collaborate with the team members, make decisions and design effective strategies.

Breakdown of Programme

PHASE 1

CONCEPT CREATION & VALIDATION

The first phase of the programme is about finding your niche and developing a concept that has the potential to make a big impact on the market and the lives of your customers while also being feasible.

Through this phase of the programme the participants:

- ✓ Form a team (3-7 members)
- ✓ Identify your strengths
- ✓ Identify an innovative concept for the StartUp, it's mission & vision
- ✓ Draft product features
- ✓ Conduct market research
- ✓ Design a feasible business model
- ✓ Developing & submitting a concept validation plan
- ✓ Presenting concept validation to a panel of judges
- ✓ Collaborating with mentors

OUTPUTS

- ✓ Concept Validation Plan (Guidelines provided)
- ✓ Concept Validation Presentation (Guidelines provided)

PHASE 2

PRODUCT & BRAND DEVELOPMENT

The second phase of the programme in product and brand development is about further developing the business model and product. The

Through this phase of the programme the participants:

- ✓ Conduct further market research
- ✓ Speak with stakeholders –
- ✓ Develop the brand of the start up (values, culture, look)
- ✓ Design a basic prototype
- ✓ Develop an Investment Proposal
- ✓ Develop a Pitch Deck
- ✓ Create a Kickstarter-style video

OUTPUTS

- ✓ Stakeholder Meeting Minutes (Template provided)
- ✓ Kickstarter Video (Guidelines provided)
- ✓ Investment Proposal (Guidelines provided)
- ✓ Pitch Deck (Guidelines provided)

PHASE 3

STARTUP OF THE YEAR COMPETITION

All the teams will get the opportunity to present their pitch deck to jury members, acting as potential investors, as part of the StartUp of the Year Competition. The teams will also be eligible for a title from signature awards, announced throughout the year. The team taking home the title

of the StartUp of the Year will get the opportunity to represent Malta at the European Enterprise Challenge by JA Europe, as one of 15+ national winners from the European network.

2019-2020 Jury Members included HSBC, Anchovy, PwC, Curmi & Partners and Malta Enterprise