



## Junior Achievement of British Columbia 2009-2010 Scholarship for Entrepreneurial Studies

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Recognizing our shared values Junior Achievement of British Columbia (JABC) and the Venture Development Centre have an established a partnership to enhance and promote business education as a network of opportunities for BC youth.

Current participants and recent graduates of JABC's senior high school business education programs are eligible to apply for this scholarship. The recipient will be chosen on the basis of his/her participation in JABC programs and other available information which indicates leadership and entrepreneurial skills, and a desire to start a future business. It is assumed that the recipient will be available to fully participate in the 'Starting Your Own Business' course offered by BCIT.

## **Eligibility**

The eligible applicant for this scholarship must be a senior secondary student and current participant, or recent graduate, of a Junior Achievement business education program. The applicant should display competent written and oral communication skills, and should present evidence of a strong interest in business and entrepreneurial activity

## **Requirements**

If short-listed for this scholarship, applicants may be required to attend a brief interview in person or by telephone

## **Recognition**

The winner of this scholarship will be entitled to attend the 12-week, part-time 'Starting Your Own Business' program offered by BCIT's Venture Development Centre in downtown Vancouver. The scholarship will cover the full cost of tuition (over \$500 value) for this course. There is no cash substitute. Details follow regarding the course content.

## **Application Due Date: Tuesday, May 25, 2010**

- The winner will be notified by June 3, 2010.
- Winners will be recognized at JABC's Provincial awards presentation June 10, 2010 and at Regional events as appropriate.

**Please note:** The winner will be entitled to a scholarship to attend the 12-week part-time 'Starting Your Own Business' course. Start-ups occur at various times throughout the year. There is no cash substitute for this award. A suitable start date will be chosen in consultation with BCIT's Venture Development Centre. The successful candidate may elect to postpone participation in the program until the completion of other post-secondary education, but must complete the program within 3 years of the date the scholarship is awarded.

## **Privacy Policy**

Junior Achievement of British Columbia respects your privacy. We protect your personal information and adhere to all legislative requirements with respect to protecting privacy. We do not rent, sell, or trade our mailing lists. The information you provide will be used to deliver services and to keep you informed and up-to-date on the activities of Junior Achievement of British Columbia, including programs, services, special events, funding needs, opportunities to volunteer, or to give and more through periodic contacts. If at any time you wish to be removed from any of these lists, simply contact us by phone at 604-688-3887 or via email at [privacy@jabc.org](mailto:privacy@jabc.org), and we will gladly accommodate your request.

**Application Form                      2009-2010**

Student's Name:		Age:	Grade:
Male/Female:		School:	
Telephone No.: (        )		E-mail Address:	
Address:			
City & Prov.:		Postal Code:	
Name of Parent/Guardian:			
Address (if different from above):			
City & Prov:		Postal Code:	
Telephone No.: (        )		E-mail Address:	
JA program you've participated in:			
<b>On a separate page please answer the following questions:</b>			
1. What do you believe are the most important things you have learned from your Junior Achievement experience? <i>(200 words or less)</i>			
2. What are your post-secondary education and/or occupational goals? <i>(200 words or less)</i>			
3. How would you define an 'entrepreneur'? Describe what you feel is your own most important entrepreneurial quality. <i>(Your response should be no more than 1 page, typed and double-spaced.)</i>			

**APPLICATION DUE DATE: TUESDAY MAY 25, 2010**

**Mail, Fax, Deliver or Scan & email completed applications to:**

**Junior Achievement of British Columbia**

**Attention: Christopher Hindle**

Suite 110 – 475 West Georgia Street

Vancouver, BC V6B 4M9

T: 604-688-3887 ext 231

F: 604-689-5299

E: [christopher.hindle@jabc.org](mailto:christopher.hindle@jabc.org)

## Qualifier

I have read and I understand the application requirements of the Junior Achievement of British Columbia Scholarship for Entrepreneurial Studies. I agree to comply with these and any further requirements established by Junior Achievement of BC. I have attached the following:

- Application Form
- Two (2) Letters of recommendation (preferably from the applicant's Junior Achievement Teacher or Consultant, plus one other from a business education instructor, employer, coach or other appropriate contact)
- Typed response to Questions 1-3
- A copy of my most recent resume
- Qualifier Page (this page)

By virtue of my signature, if selected as a scholarship winner, I agree to the use of my name and photograph for promotional purposes as required. To the best of my knowledge, all information contained in my application form is complete and accurate. I understand that if selected as a winner, I will be attending the part-time course entitled: 'Starting Your Own Business' offered at the Venture Development Centre, BCIT, Vancouver. The date of this course will be determined in consultation & agreement with the Venture Development Centre. I understand there is no cash substitute for this scholarship.

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Student Signature

Date

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Parent/Guardian Signature (if applicant under 19)

Date

**APPLICATION DUE DATE: TUESDAY MAY 25, 2010**

## APPENDIX 1

### Starting Your Own Business- Course Outline

#### **Week 1 Course Introduction**

Overview of the 4 Ms

#### **Week 2 Polish the idea**

M1 – Is there a market for what I plan to sell?; Who is my target market?; How is a sale made to my target market?  
How big is the market for what I am selling?; What is a reasonable first year sales estimate for my business?

#### **Week 3 M2 – Money – is it worth it?**

The Cash Flow – Door Opening Costs and Working Capital Requirement  
M3 – ‘Me’ – am I the right person?; M4 – Is this the right Moment?

#### **Week 4 The Business Plan**

What is a Business Plan and why do I need one? Business background, Product/Service Description Regulations

#### **Week 5 The Market**

Competition; Marketing Strategy; Positioning; Promotion; Pricing; Placement (distribution)

#### **Week 6 Operations Strategy**

Organization of the Venture; Management of the Venture; Structure of the Venture

#### **Week 7 Financial Requirements and projections**

How much money is needed to start your venture?; Where will this money come from?  
What is the result of your plan in dollars?; What sales, costs, WCR and cash flow will occur because of the plan?

#### **Week 8 Risk assessment**

Timeline for key events, Exhibits (appendices), Executive Summary, Review of Business Planning

#### **Week 9 Beyond the 4 Ps**

Guerilla marketing, Service marketing, Database marketing, Internet marketing, The Red Tape  
Business licenses, Taxes, Employment standards, Record keeping

#### **Week 10 Financing Your Venture**

Sources of financing; Working with your bank

#### **Week 11 Launching your Venture**

Marketing, Elevator pitch

#### **Week 12 Selling, Service, Checklist**