



**JOIN THE PIKKUYRITTÄJÄT JOURNEY!**

**Startup program for elementary schools**

# JOIN THE PIKKUYRITTÄJÄT JOURNEY

Pikkuyrittäjät is a nine theme learning program for elementary school where students found their own startups in small groups. The program consist of two lessons entireties each with their own topic. At the end the students get to present their startups and sell their products to real customers paying with real money.



## FOR THE TEACHER

- Easy to implement
- Premade materials for the teacher
- Support and training for the implementation of the program

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## ADAPTATION TO THE NATIONAL CURRICULUM

- Multidisciplinary learning module
  - phenomenon based learning
- Transversal competences
  - entrepreneurial and working life skills
- Cross disciplinary teaching
  - combining different subject areas

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## FOR THE STUDENT

- To take your own ideas in to action
- Understanding of basic economics
- First experience of entrepreneurship
- Learning by doing
- Teamwork with friends
- Cooperation between home and school

# THIS IS HOW IT WORKS:



## 1. LET YOUR IDEAS FLY!

Getting to know your own strengths and think creatively.



## 2. NAMES AND PLANS

Coming up with a name for the mini-company and brainstorming a business idea.



## 3. BRANDING

Building a corporate image and creating your own logo.



## 6. MARKETING

Exploring of digital marketing and designing a webpage for the mini-company.



## 5. LET'S TALK ABOUT MONEY

Familiarizing with pricing and shaping advertisements.



## 4. PITCH YOUR IDEA

Practicing customer service situations and devising a sales pitch.



## 7. GET READY FOR THE GRAND FINALE

Checking everything is ready for the finale.



## 8. THE GRAND FINALE

Selling the products to real customers.



## 9. CELEBRATION

Reviewing and celebrating the lessons learned.

# DO THIS:

1. Visit [www.pikkuyrittajat.fi](http://www.pikkuyrittajat.fi)
2. Go through the online program training course or take part in a teacher training session in your area
3. Order materials free of charge [www.pikkuyrittajat.fi/tilaa](http://www.pikkuyrittajat.fi/tilaa)
4. Start the program in your school and let the ideas fly!

*We began using the Pikkuyrittäjät program last fall. It was one of the best parts of the semester where both the students and I were really excited! The students got to design something concrete from beginning to end, and when the products sold well at the finale there was no end to the happiness of the students. The themes of the program supported many school subjects. I strongly believe the Pikkuyrittäjät program had an indelible effect and we will for sure continue implementing the program in our school in the future.*



Sirpa Pettinen, Nummela elementary school



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The Pikkuyrittäjät program is a part of Junior Achievement Finland's JA Path of Entrepreneurship education. Get to know the the whole path at [www.nuoriyrittajyys.fi/en/programs](http://www.nuoriyrittajyys.fi/en/programs).



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