

JA Central Ontario Company Program START HERE.



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JA Central Ontario Company Program Product and Service Guidelines

***Teams must submit a product/service approval form to JA and have it approved before moving forward.**

Students should base their product/service selection on what is available to them.

Deciding the product or service is the first and one of the most important steps for any business venture. The product or service should:

- Fill a need (or at least a perceived need),
- Be something customers are willing to pay for,
- Be something that Company members are passionate about.

Product and Service Restrictions

Before preparing your pitches, please be aware of the following restrictions:

- The use of food that your group has prepared is prohibited. Students may be able to use pre-packaged food items in their product if approved by their JA office.
- Products and services (including events) that require a lot of insurance because of safety issues are not allowed.
- Products and services should not misrepresent JA values/beliefs in any way.
- Products and services must be in good taste and cannot be offensive to the public including, but not limited to, racial, gender, sexual or religious sensitivities.



- Customized products are discouraged, however will be considered carefully.

Due to legal and insurance related issues, JA companies should refrain from providing products and services that are illegal and unsafe. The following will in all likelihood be denied:

- Manufacturing and selling of fireworks
- Manufacturing and selling of cosmetics
- Distribution of copyrighted material (including visual images or audio recordings)
- If the product is being manufactured by a third party, you may be required to obtain a certificate of insurance
- Additional risk management conditions may be required prior to product/service approval being granted.

Characteristics of past successful JA Company products:

- Have more than one use
- Are portable
- Reasonably/competitively priced
- Are safe for workers and customers
- Have readily available raw materials
- Provide high rate of return on investment of time/money
- Eco-friendly (recyclable, recycled, reclaimed material)

If you are considering a digital or physical product, be sure that:

- There are enough steps to keep everyone productive
- It is not too difficult to produce or take too long to produce
- You can identify your specific target market
- It can be easily produced with available software and materials
- The product is safe and safe to use
- The product is attractive
- It is a product that your group will take pride in
- The product is something fun to produce and sell

If you are considering a digital or in-person service, be sure that:

- It can be delivered in a digital or physical space
- It is not too difficult to provide. There are enough members of the team that can deliver it OR training can be provided
- Your service fulfills a need
- Does not require a lot of extra time outside of Company sessions



- Any raw materials needed are readily available, all program year
- You can identify *and reach* your specific target market
- You have identified any additional insurance needs
- You have assessed all risks related to delivering this service (member safety, customer safety, insurance, etc.)
- It is a service your group will take pride in promoting
- The service is something that will be fun to promote and deliver

Digital Product/Service Ideas

What are some examples of digital products or services? To give you some ideas, students can:

- Create an app or website
- Create a digital product or service (i.e. e-book, stock photo site, design services)
- Create a Youtube Channel, Podcast, etc.

What are some ways to make money through a digital product or service?

- Selling an online service through an app or website and charging users
- Selling a digital product (i.e. e-book) through a website
- Selling ads or sponsorships for an app, or website
- Selling a product you design using drop shipping

Digital app or products

Students who wish to create an app or a digital product where they will need additional skills (i.e. coding) must understand that they will need to seek out additional resources on their own (i.e. self-directed learning, courses, etc.) as these are not covered through the Company Program curriculum.

If students on the team do not already have some background in these skills, it will require additional work on their end to develop the necessary skills – they can if that is what they are passionate about and are committed to, however, please be realistic with what can be accomplished within the Company Program timeline. There are many options for products/services that do not require the team to have expertise in specialized skills.

Drop Shipping

Teams have the option of utilizing drop shipping if they wish to do a physical product that is sold virtually.



To learn more about what is drop shipping, please visit [here](#).

If students were to do drop shipping, students should consider:

- designing/creating something and then outsourcing the manufacturing/shipping, or
- creating a unique virtual "shop" that is innovative (innovation can be either through their offered products and/or in its unique branding/marketing)

For drop shipping to work in the context of Company Program, we encourage students to design their own products and outsource the manufacturing to a supplier who can also ship it out. For example, if a team decided to design t-shirts, they could have a manufacturer print and ship the product out for them.

Typically, we have encouraged students to have ONE product that they have made and do not normally allow for "shops" selling a variety of items. However, we may consider it this year **IF** there is a significant innovative approach from students.

What we don't want to see is students simply creating a site and linking to random pre-made mass produced items from Amazon, Wish, Alibaba, etc. In a regular year, students would be encouraged to focus on one product, but we are open to the idea of a 'shop' as long as, again, it's not simply students linking to, for example, plastic phone cases from Wish. We want them to be more innovative and think of something that isn't already offered or a market that is underserved. The question we want them to answer is "why would customers want to buy from you instead of just directly from those other sites?"

Shopify

Students may have access to use Shopify though JA Canada – please stay tuned as more information is shared.

Insurance

- Please keep in mind that the insurance coverage provided by your JA charter likely does not include coverage for any professional services including construction, renovation, plumbing, mechanical work (on homes or vehicles), electrical work, any work involving heights/a ladder or power tools or garden equipment.
- Consult with your local JA charter before proceeding.



Online and In-Person Safety

- Consider online safety and communication restrictions for any technology related products or services.
- Students (under 18) and seniors are considered vulnerable populations. Any communication (online or in-person) that includes students (under 18) and seniors must be monitored and supervised by teachers or advisors.
- Students are not to communicate one-on-one with any customers without teacher/advisor supervision.

Questions?

If your students have any ideas that they are unsure of, please reach out companyprogram@jacentralontario.org

