

JA South Western Ontario Company Program Product and Service Guidelines

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

Deciding on 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

Please be aware of the following restrictions regarding the types of products/services that JA will/will not approve:

- 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 applied to a person's body (ex. Soap, bath bombs, lip balm) are prohibited
- 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 general 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 or 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)

Also note,

- If the product is being manufactured by a third party, you may be required to obtain a certificate of insurance
- Additional risk management considerations 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 consumers
- Have readily available raw materials
- Provide a 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 will not 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 throughout the program duration
- 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/services? To give you a few ideas, students can:

- ✦ Create an app or website
- ✦ Create a digital product or service (i.e. e-book, stock photo site, design services)
- ✦ Organize a virtual event
- ✦ 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 for download (ie. e-book)
- ✦ Selling ads or sponsorships for a website or virtual event
- ✦ Selling tickets for a virtual event
- ✦ Selling a product you design using drop-shipping and print-on-demand services

Students who wish to create an app or a digital product where they will need additional skills (ie. coding) must understand that they will need to seek out additional resources on their own (ie. self-directed learning, course, etc.) as these are not covered through 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 do that is what they are passionate about and committed to, however, please be realistic with what can be accomplished within the Company Program timeline. There are many options for products and services that do not require the team to have expertise or skills in specialized areas.

Drop Shipping

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

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

If a team 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 the products offered or unique branding/ marketing)



For drop shipping to work in the context of the JA 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 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 demonstrated by students.

What we don’t want to see is a team simply creating a site and linking to random pre-made mass produced items from Amazon, Wish, Alibaba, etc. We want to see students thinking in a more innovative way and offering something that isn’t already offered or to a market that is underserved. The question you should ask is “why would customers want to buy from you instead of just directly from another site?”

Ecommerce Platforms

Teams will have access to place their item for sale on the JA Marketplace this year through JA South Western Ontario – more information will be shared through the program. Teams will request access to the platform as part of the product/service approval process and JA will set up the store account for the team to use.

Online 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 that includes students (under 18) and seniors must be monitored and supervised by teachers or mentors.
- Students are not to communicate one-on-one with any customer without teacher/mentor supervision.

Questions?

If teams have any ideas that you are unsure of, please don’t hesitate to reach out to your Company Program Manager for clarification. The earlier you ask, the less likely you will be to spend time on an idea that won’t be approved.

