

JA Central Ontario Company Program START HERE.



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JA Central Ontario Company Program Product and Service Approval Form Questions

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

A link to an online submission form will be shared on the HQ and in weekly emails.

- Please ensure that you have reviewed the **JA Company Program Product and Service Guidelines** (separate document) and the **Product or Service Approval Form Questions** (below) with your team prior to selecting your product or service
- Prepare your responses to the questions in advance of completing the form

Each team should submit one product/service approval form for the product/service they have chosen.

If your team has questions regarding your product/service selection, please do not hesitate to reach out to JA for guidance.



Product or Service Approval Form Questions

Here are the questions that will be included in the Product Approval Form:

Company/Business Name

- Be unique and get creative! Make sure your name stands out, is memorable and represents your brand/product
- Make sure you do a Google search of your name to ensure that it's not already trademarked or used by another known company (i.e. don't name your shoe company "Nike")
- If there is already a company name that exists and selling a very similar product, JA will likely ask you to change/modify it!

Product/Service Name (if applicable)

- Include this if there is a specific name for your product (that's separate from your company name).

Products/Service Type (i.e. digital app, physical product, etc.)

Product Description (Please provide as much detail as possible regarding your product/service and include any information that will provide us with a better understanding of what your team is creating or what service you're providing and how you plan to make revenue)

- Make sure that this section is as detailed as possible when completing the online approval form. The more information we have, the better!
- Describe your product (if possible, we encourage you to share a photo, prototype, examples or designs)
- Target market (who are your customers?)
- What is your unique selling point / competitive advantage? Have you done research on similar products? How can you differentiate your offering?
- Summarize your production plans (materials, process, etc.)



Drop Shipping - Complete this portion only if you plan on utilizing Drop Shipping. Please ensure that you provide as much detail regarding your drop shipping plans in the description above.

Is the product you will be drop shipping designed by your team? (Y/N)

Is the cost of drop shipping reasonable and within your allotted start-up budget? (Y/N)

Have you looked into the delivery time for your drop shipping, and will it arrive within the time of your program? (Y/N)

Is your drop shipping supplier reputable? (Y/N)

Restrictions for Products/Services - If any of the questions below are answered 'yes' the product/service will not be approved.

Does this product/service involve the production and shipping of food or cosmetics? (Y/N)

Could this product/service misrepresent JA values in any way? (Y/N)

Does this product/service include an event (including virtual) or element that would require additional insurance? (Y/N)

Characteristics of Products/Services

Is there a limited market for this product/service? Is the market inaccessible? Is this product or service difficult to create/provide? (Y/N)

Would the price of this product/service be unreasonable or not competitive? (Price must be based on a thorough Break-Even Analysis) be based on a thorough Break-Even Analysis) (Y/N)

Are any additional digital or special skills needed by students to create this product or provide this service? (i.e. coding, power tools) Will this require time for your team to acquire these skills on your own? (Y/N)



Is there any safety concern for workers and/or customers (including online safety)? (Y/N)

Are any materials (raw or digital) needed for this product/service limited in supply or high in cost? (Y/N)

Will the time it takes to build your customer base take beyond the 18-week program? For example, will you need time to build your subscription/membership base? (Y/N)

Are many team members unable to support with this product or provide this service with current skills? (Y/N)

Will this product/service require a lot of time from group members outside of regular meetings? (Y/N)

Will your product/service require 1:1 interaction between individuals considered vulnerable populations (children under 18 and seniors?) Please ensure that all interactions with students are monitored by advisors. (Y/N)

Would your product or service normally require someone with professional designation to perform? (Y/N)

If any questions were answered "YES" above, please provide more details including how you plan to mitigate these issues. A reminder to not proceed with the product without receiving approval from JA:

Product/Service Design, Quality and Labelling *

Did the prototype reveal any issues or concerns? (Y/N)

Did your research for your product/service reveal any issues or concerns? (including costs and availability) (Y/N)

Is this product/service simply a repackaging/rebranding of an existing product/service with no value added? (i.e. copying another product/service that already exists) (Y/N)



If any questions were answered "YES" above, please provide more details including how you plan to mitigate these issues. A reminder to not proceed with the product without receiving approval from JA:

Will you be taking advantage of the free Shopify membership for your company?

If you answer YES, we will be in touch with further details on setting up your Shopify account. PLEASE NOTE: JA must set the account up for you in order for the free membership to apply - do not start the account on your own as fees may apply and JA will not be able to reimburse you. To learn more about what Shopify can offer, please refer to the JA Campus.

Questions?

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

