

# THE LEARNING BENEFITS

JEP teachers cite independence, creativity, problem solving and confidence as some of the key benefits of JEP. Skills which pupils gain include literacy (oral language development, reading, comprehension and purposeful writing); presentation; drawing; technology; financial skills; consumer awareness; storytelling; listening skills; creative thinking; problem-solving; collaborative skills; and team-work.

Real-life mathematical skills such as data collection and profit/loss calculation are developed, while there's also the potential to include aspects of Physical Education through team-building games.

## They said it!

### JEP in pupils' and teachers' own words



"Children who were quiet to begin with manage to become more confident, and can stand up in front of a group of people and explain something that they've achieved, and be so proud of that...it's brought out the best in so many children."

**Aideen Sheehan, teacher,  
Piltown National School, Co. Kilkenny.**



"It's great for the children to get some practical experience of working in a group. They want to do JEP from the minute they come in in the morning until the bell rings."

**Graham Ball, teacher,  
Killeshin National School, Co. Carlow.**



"It's been very beneficial because it gets them thinking outside the box. I think it prepares them for the real world."

**Anne Marie Vaughan, teacher,  
Doolin National School, Co. Clare.**



"It's a lot harder than it looks to run a business. I'd say you'd need a really good team."

**Oran, pupil, Rush and Lusk Educate Together N.S., Co. Dublin.**

*(JEP Project: Brownie Boxes recipe kit)*



"I've learnt about finances and how hard it is for people to do this every day."

**Charlotte, pupil, Bellaghy Controlled Primary School, Magherafelt, Co. Derry.**

*(JEP Project: Victorian Tea Rooms)*



"I learned that it's not all about the money. It's more about making sure the customers are happy – and having fun."

**Jade, pupil, Clooncagh National School, Co. Roscommon**

*(JEP Project: Sweetie Teddies)*



"I wasn't really sure before I did this whether I'd have the guts to do a business, but now I think I would."

**Sean, pupil, Bayside N.S., Verbena Avenue, Dublin 13**

*(JEP Project: Bayside Photo Booth)*

## AND REMEMBER...

Whether your child ever goes on to actually work for themselves or not, the entrepreneurial spirit developed through JEP is one that asks "why not?". This will be hugely beneficial to them in their future education and career. It's only right to nurture this spirit in our young people, and where better to start than in primary school – long before exam pressures have begun.

To find out more about JEP, visit **[www.juniorentrepreneur.ie](http://www.juniorentrepreneur.ie)**  
**Class Sign up Deadline October 10th 2017**

**[info@juniorentrepreneur.ie](mailto:info@juniorentrepreneur.ie)**

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# JEP 2018:

## PRACTICAL, ENJOYABLE LEARNING FOR LIFE

If anyone knows just how creative and curious your 11 or 12 year old is, it's you. They're at a great stage in their lives right now, and it's also a crucial one for their future development.

At this age, your child's old enough to know a bit about how the working world works, enthusiastic enough to learn and work together with their peers, and still young enough to be unaffected by the growing "career pressure" that comes with secondary education.

That's why it's the perfect time for them to take part in the Junior Entrepreneur Programme, and get a practical taste of real-world experience that'll stand to them for life.



### WHAT IS JEP?

Since 2010, the Junior Entrepreneur Programme (or JEP) has given more than 40,000 primary school pupils on the island of Ireland the opportunity to experience practical, real-life business learning as part of their formative education.

Running over a 12 to 16 week period during the school year, JEP nurtures creativity, independence and problem-solving among pupils of all abilities, with every aspect of the Programme seamlessly blending into the primary school curriculum. JEP doesn't interrupt your child's education – it enhances it. And because it's a not-for-profit initiative, it's completely free of charge for all schools to participate in.

Under their teacher's guidance, and with the inspiration of participating local entrepreneurs, your child and their classmates will discover their strengths as individuals and as part of a team. Together, they'll choose, develop and produce their own product or service from scratch, all the way to making it available for sale at a school-hosted JEP Showcase Day. They'll even be able to invest a small amount of their own money in their idea – and maybe even earn some profits.



### ACADEMICALLY APPROVED

JEP is led by Jerry Kennelly of Tweak Cloud and some of Ireland's leading entrepreneurs. It was developed in collaboration with Mary Immaculate College of Education in Limerick and has also been reviewed and welcomed by the Council for the Curriculum, Examinations and Assessment (CCEA), Northern Ireland.

When your child completes their participation in JEP, they'll receive an official certificate recognising and commemorating their learning and practical involvement in the programme.



## WEEK BY WEEK

### Week 1

The class is introduced to the idea of entrepreneurship, and identify local entrepreneurs in their area.

### Week 2 to 3

Pupils brainstorm, present their ideas to a panel and choose the project that they're going to turn into reality.

### Week 4

A local businessperson visits the classroom to share their business story.

### Week 5

Pupils research their idea and learn about surveys and their market.

### Week 6

Pupils identify their own talents and skills, and those of their classmates.

### Week 7 to 11

Pupils turn their idea into reality by designing, producing, costing and marketing their product/service.

### Week 12

Pupils sell their product/service at a fun Showcase Day, then evaluate the project and reflect on their achievements.



### TAKING PART IN JEP 2018

Every Primary School has received information about JEP and the teachers and principals will decide if this programme is a fit for their 5th and 6th classes. Speak to your child's teacher and enquire if they're interested in running JEP. If you're a teacher, we're happy to help you to learn more about the programme. When you sign up at [www.juniorentrepreneur.ie](http://www.juniorentrepreneur.ie), you'll get access to our classroom kit which guides you through every step of the programme along with classroom resources.

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JEP is supported by some of Ireland's leading entrepreneurs including:

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Netwatch

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Cameo Communications

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