

JAYE Malta Company Programme Overview

The *JAYE Malta Company Programme* offers post-secondary students the opportunity to learn how to take a business idea from concept to reality. The Company Programme is delivered through hands-on workshops on Friday evenings and Saturdays which take place over the course of the academic year. Through these learning-by-doing activities, students learn how to build their business strategy, write a business plan, develop their product/service and sell to the public. Supported by expert volunteer business advisers from the local community, Company Programme Participants learn to take responsibility for their company and make it a success!

The Company Programme culminates in the *HSBC Company of the Year Finals and Awards* night when the best performing JAYE Malta mini-company is announced as the winner of the national competition. Titleholders then progress to the *JA Europe Company of the Year Competition* to be held in Croatia in late July 2018 and get the unique opportunity to compete on an international stage!

“JAYE leads the most established entrepreneurship programme in Malta. It plays a hugely important role in bringing the next generation of thought leadership to the market through its education programmes and experience lead learning. HSBC are proud to partner with JAYE.”

Daniel ROBINSON Head of Retail Banking & Wealth Management, HSBC Bank Malta p.l.c.

Module 1: Build a team and launch a mini-company!

In Module 1 CP Participants learn how to work effectively as a team and develop an understanding of their personal strengths. They will then go through a phase of ideation, market research and planning to present their idea to the public at the Product Launch in December. Through designing and launching their innovative product/service participants gain an understanding of how a business works and how to promote their company to the public.

October	20/10/2017	17:30- 20:15	CP Weekend 1: Company Programme (CP) Opening Ceremony/Workshop - Pairing teams and Mentors, team building, idea generation
	21/10/2017	09:00- 17:15	
November	10/11/2017	17:00- 19:15	CP Weekend 2: Workshops, business strategy, market plan. Prepare the Business Plan Competition
	11/11/2017	09:00- 17:15	
December	03/12/2017	20:00	<i>Deadline for the Business Plan Visual Aids and the Minutes</i>
	16/12/2018	09:00– 21:00	

Module 2: Sell...sell...sell

The next step of the Company Programme is all about generating customers and selling your goods. Participants develop innovative marketing skills, hone sales technique, enhance financial management skills refine communication and teamwork. This step in the programme is where participants step in to their own and establish their brand which will be crucial to their chances of reaching the JA Europe Company of the Year Competition as Malta’s national champions! During this phase, teams will also get the select opportunity to participate in an International Trade Fair where they can compare their entrepreneurial experience with that of other youth their age from across the globe. Further training and development skills’ workshops will be delivered during this experience.

February	17/02/2018	09:00 – 14:00	CP Weekend 3: 'Mock Up Market' Essential prep for National Youth Fair (trade fair); <i>Deadline for the Minutes</i>
March	23/03/2018	19:30 – 22:00	Trade Fair set-up
	24/03/2018	08:00 - 18:00	Company Programme Trade Fair @ JAYE Malta National Youth Fair: <i>Judging Stage 1</i>

Module 3: Malta's Bright Young Minds: HSBC Company of the Year National Finals and Awards Night

In this final step of the Company Programme, JAYE Companies prepare to wow the public and the competition Judges at the Company Programme Awards night in May. In addition to honing their presentation skills and showcasing their team's talents; participants learn how to liquidate their Companies and calculate and distribute their profits.

JAYE Companies have the opportunity to win a number of signature awards in this final stage as well as to win the prestigious HSBC Company of the Year Award which guarantees them a place at the incredible JA Europe Company of the Year Competition!

In 2017, JAYE Malta won 2 of the 5 prestigious European Signature Awards, demonstrating the unique capabilities nurtured throughout the Company Programme and, disrupting the perception that being from a small Island we cannot compete with the likes of Finland, Denmark and the United Kingdom.

April	12/04/2018	20:00	<i>Deadline for the Final Report: Judging Stage 2</i>
	21/04/2018	09:00 - 17:00	Panel (face-to-face) Interviews: <i>Judging Stage 3 (and ESP Exam TBC)</i>
May	11/05/2018	08:00 - 13:00	<i>Deadline for the Minutes and Liquidation</i>
	12/05/2018	16:00 - 21:00	National CP Final & Awards Night: <i>Judging Stage 4</i>
July			JA European Company of the Year Competition 2018

Key Skills: On top of insights into self-employment, business creation and responsibility, students will gain important skills, useful in the labour market:

- Teamwork & Leadership
- Financial literacy
- Planning & Presenting a project
- Problem solving and can-do-attitude

For further information regarding the programme please contact sophie@jayemalta.org.

Kindly note that all calendar events are tentative and that JAYE Malta reserves the right to change any dates as necessary. Last updated: 11/08/2017.