

THE PROBLEM



OUR TECH INDUSTRY IS FACING A MAJOR DIVERSITY GAP

ONLY 6% OF THE PROFESSIONAL TECH WORKFORCE ARE BLACK OR LATINO



5 OUT OF 9
MINORITY-GROUP GRADUATES FROM
OUR NATION'S TOP COMPUTER-SCIENCE
PROGRAMS ARE NOT BEING HIRED

Source Links: EEOC & US Dept Labor

JUNIOR ACHIEVEMENT OF SOUTHERN CALIFORNIA



THE SOLUTION

EVERY YEAR WE REACH 70,000+ K-12 STUDENTS AT OUR 350+ PARTNER SCHOOLS

90% OF LA COUNTY KIDS WE SERVE ARE FROM ETHNIC-MINORITY BACKGROUNDS

70% OF LA COUNTY STUDENTS WE SERVE ARE IN LOW-TO-MODERATE INCOME HOUSEHOLDS



OUR FOCUS:

FINANCIAL LITERACY



ENTREPRENEURSHIP



WORK READINESS

JA GLOBAL FOOTPRINT:



JA USA
5 MILLION KIDS



JA WORLDWIDE
10 MILLION KIDS

OUR GOALS



- **CREATE AN ECOSYSTEM** that is focused on bridging the diversity gap seen in the tech industry
- **GENERATE PATHWAYS** for under-served youth to explore careers in the STEM fields that they aspire to work in
- **DEVELOP YOUNG ENTREPRENEURS** using our existing entrepreneurship curriculum, taught by local tech volunteers
- **SET AN EXAMPLE** for the rest of the nation that ethical modernization of the workplace begins with educating our youth



HOW YOU CAN SUPPORT

- **BRING STUDENTS INTO YOUR WORKPLACE FOR 1-DAY**
Host a JA Job Shadow Program with a local high school class
- **SEND EMPLOYEES INTO ONE OF OUR SCHOOL PARTNERS**
Host a company-wide volunteer day called "JA In A Day"
- **MENTOR YOUNG ENTREPRENEURS**
Volunteer with our 13-week JA Company Program
- **SPONSOR JA STUDENT ENTREPRENEURSHIP CHALLENGE**
Help JA elevate our annual "Shark Tank for Kids" event
- **SHARE YOUR ENTREPRENEURIAL SUCCESS STORIES**
Speak to students directly in classroom through JA LAUNCH

JA JOB SHADOW



STEM ACADEMY STUDENTS FROM ROOSEVELT HIGH SCHOOL DEMO AUGMENTED REALITY PRODUCTS AT DAQRI HQ IN APRIL 2018.



SANTA MONICA HIGH SCHOOL'S "BLOCKCHAIN GIRLS" VISIT THE VIRGIN HYPERLOOP ONE HEADQUARTERS IN DOWNTOWN LA IN JUNE 2018

JA Job Shadow program brings one high school classroom into a company facility for an experience that provides the students with engaging, academically enriching and experiential learning in workforce readiness, and personal career exploration.

9AM - 2PM / YOUR WORKPLACE

SPONSORSHIP OF \$3,500 (PLUS OPT. \$500 TRANSPORTATION COVERAGE) HOSTS ONE CLASSROOM

"JA IN A DAY" CLASSROOM PROGRAM

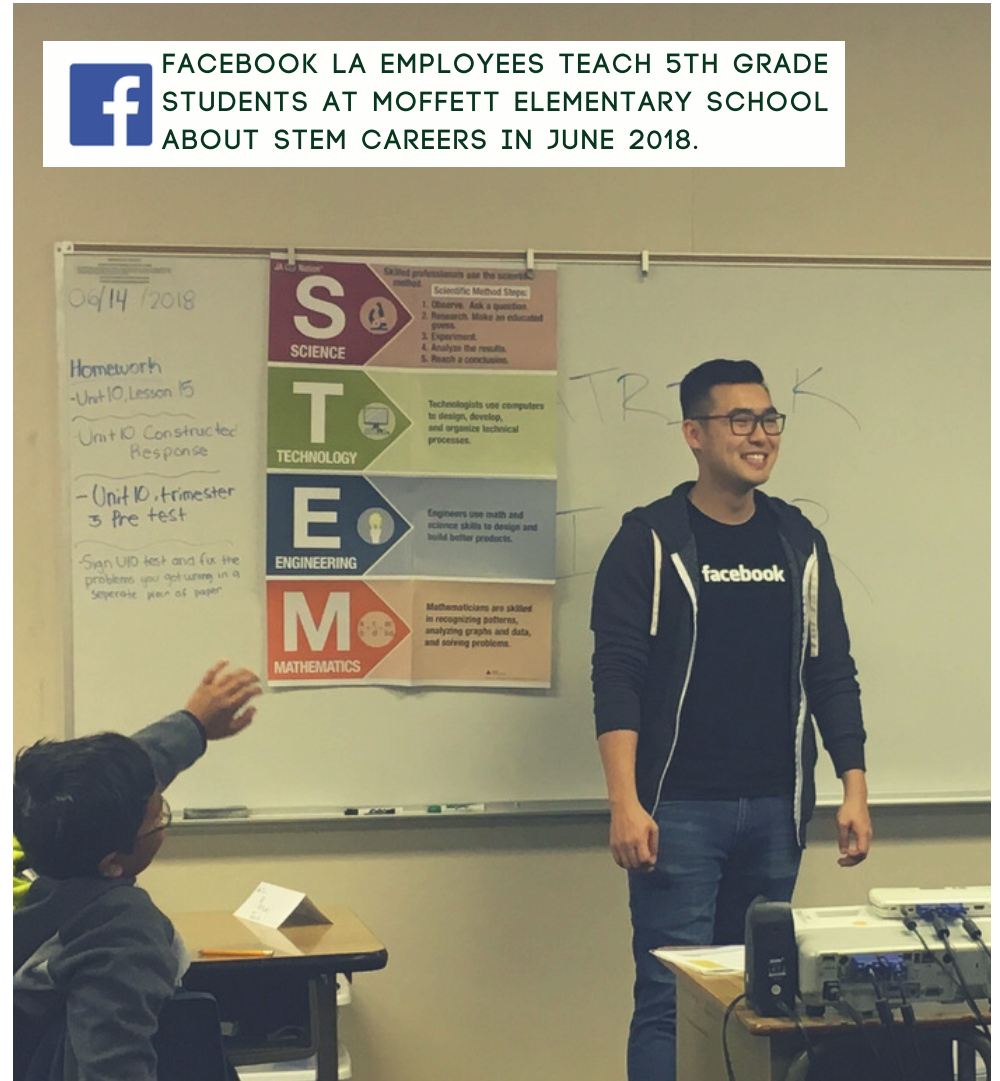


Large volunteer groups go directly into the classroom to teach one of our K-12 hands-on, interactive programs to students for one-half day or over the course of 5-7 weeks.

Our age-appropriate educational lessons cover varying topics from starting a business, to career pathways, to profit & loss, to savings & budget, and more.

7:45AM - 12:30PM
LOCAL SCHOOL CAMPUS

 FACEBOOK LA EMPLOYEES TEACH 5TH GRADE STUDENTS AT MOFFETT ELEMENTARY SCHOOL ABOUT STEM CAREERS IN JUNE 2018.



SPONSORSHIPS RANGE FROM \$1,000-ONE CLASSROOM | \$10,000-ONE SCHOOL | \$50-100K-ONE NEIGHBORHOOD



JA COMPANY PROGRAM



CRENSHAW HIGH SCHOOL'S "PILLOW TUNES" COMPANY PROGRAM STUDENTS & FAIRFAX HIGH SCHOOL'S "STACK RACK" STUDENTS EXHIBIT THEIR BUSINESS PRODUCTS.



Trained volunteer consultants guide students through this 13-week entrepreneurship program where they learn how to start a business directly on their high school campus.

The top-ten student businesses compete each Spring for JA Company Program of the Year.

2 HOURS/WK - 13 WEEKS
LOCAL SCHOOL CAMPUS



JA STUDENT ENTREPRENEURSHIP CHALLENGE

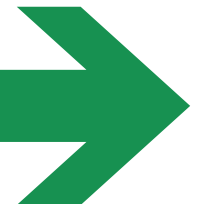
SPONSORSHIPS OPPS INCLUDE::
TITLE SPONSOR - \$25,000
ANGEL INVESTOR - \$15,000
VENTURE CAPITALIST- \$5,000
SEED FUNDER - \$1,000

This inspirational event features our next generation of young entrepreneurs who get the opportunity to pitch their business concepts to a panel of judges, *mini "Shark Tank" style.*

Each year, the top 15 student-led businesses who win "Company of the Year" go on to compete at JA USA's National Competition in Washington D.C.



MAJOR INVESTMENT OPP



SUPPORT OUR JA • ANGEL FUND •

An Emerging Ecosystem Tackling the Tech Employment Diversity Gap



FOUNDING MEMBER
ROBERT LLOYD
CEO



JA Alumni & JA USA
Board Member

OUR GOAL: TO GENERATE CAPITAL FUNDING THAT WILL ENHANCE OUR EXISTING JA STUDENT ENTREPRENEURSHIP PROGRAM AND DO OUR PART TO HELP CLOSE THE DIVERSITY GAP CURRENTLY PRESENT IN THE TECH INDUSTRY.

JA > CONNECT2TECH

"WHY SUPPORT JA?"



WE ARE BREAKING BARRIERS

More than 70% of the students we reach in LA County are classified as low-to-moderate income, and more than 90% are from ethnic minority groups.

INSPIRE YOUTH

1 out of 5
JA Alumni work in the
same field as their JA
volunteer.

BUILD ECONOMY

Former JA students are
2 ½ times more likely to
be involved with
starting a business.

REDUCE POVERTY

60% of JA kids
who grew up low
income shifted to
middle-upper
income later in life.



**Based on 2016 JA USA Alumni study*



JA **THANK YOU**
CONNECT2TECH **FOR YOUR CONSIDERATION**



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