BE ENTREPRENEURIAL!
A Junior Achievement Romania program in partnership with Citi
BE ENTREPRENEURAL!

challenges students to start an entrepreneurial venture while still in high school. They develop the essential components of a business plan, learn myths and facts about entrepreneurship and learn how to develop a successful product or service idea by analyzing market needs and competitive advantages, and study business ethics in a case-study format.

Locations:


4,582 STUDENTS LEARNED THE ESSENTIALS OF STARTING A BUSINESS AND WROTE 850 BUSINESS PLANS IN TOTAL WHILE DEVELOPING THEIR CREATIVITY, TEAMWORK AND CRITICAL THINKING ABILITIES

Contents

1. Introduction to Entrepreneurship
2. What’s My Business?
3. Who’s My Customer?
4. What’s My Advantage?
5. Competitive Advantages
6. Ethics Are Good For Business
7. The Business Plan

Tibor Pandi, General Manager at Citi Romania

“As globalization redefines the international economic environment and technological changes create new challenges for businesses, entrepreneurship becomes a way to face these economic, social and environmental issues. Through the partnership with Junior Achievement, we aim to offer Romanian students the knowledge, abilities and motivation they need to follow their entrepreneurial aspirations”.

About Citi

Citi, the leading global financial services company, has approximately 200 million customer accounts and does business in more than 160 countries and jurisdictions. Citi provides consumers, corporations, governments and institutions with a broad range of financial products and services, including consumer banking and credit, corporate and investment banking, securities brokerage, transaction services, and wealth management. Citi has been present in Romania since 1996 and provides high-quality financial products and services to national and international companies, small and middle enterprises, the public sector and non-profit organizations.

About Citi Foundation

The Citi Foundation supports the economic empowerment and financial inclusion of low- to moderate-income people in communities where Citi operates. The Citi Foundation works collaboratively with a range of partners to design and test financial inclusion innovations with potential to achieve scale and support leadership and knowledge building activities. Through a “More than Philanthropy” approach, the Foundation puts the strength of Citi’s business resources and people to work to enhance the philanthropic investments and help improve communities.

Junior Achievement® Romania

Helps young people develop essential skills for career and life, through learning by doing programs in schools. Since 1993, more than a million young people participated in JAR programs, projects and competitions supported by a successful public-private partnership and with the involvement of business volunteers. JAR is part of the largest providers of entrepreneurship education, JA-YE Europe and JA® Worldwide.

www.jaromania.org
THE PROGRAM INCLUDED A BUSINESS PLAN COMPETITION WITH 335 BUSINESS PLANS SUBMITTED BY HIGH-SCHOOL STUDENT TEAMS.

32 citi business volunteers invested over 100 hours in supporting young people:

In class:
- by holding introductory lessons in entrepreneurship
- by providing students with feedback, first for their ideas and later for their business plans

Online:
- by consulting finalist student teams on improving their business plans for the final of the competition

Offline:
- by evaluating finalist business plans and selecting the winning team

Winning business plan: YIA Travel Expert

Promotes touristic offers for anyone who wants to visit Romania, both online and offline (through a trilingual website and catalogue - in Romanian, English and Italian - and in twin towns of Piatra Neamț).

Participant to the national competition Company of the Year.

IMPACT

The program shows that students became more determined and developed essential entrepreneurial skills and attitudes (teamwork, willingness to launch a startup, interest in community development, problem-solving).

Conclusions are drawn from pre- (934 respondents) and post- (723 respondents) test evaluation, +/- 2.5% at confidence level 99%.
**TEACHERS’ FEEDBACK**

According to feedback forms filled in by 65 teachers at the end of the program.

**Level of agreement with the fact that the program helps students acquire skills for career and life better and quicker (%)**

- Strong agreement 64.62
- Agreement 30.77
- Neutral 4.62
- Disagreement 0
- Total disagreement 0

“Teaching at an economic college, I know that a part of my students will try to start a business after finishing high-school. I was truly enthusiastic when I saw that my students took their business plans very seriously. They improved and developed them - one of the students actually made 4 or 5 improved versions of the plan!”

Cătălin Epurianu, teacher (Botoșani)