

# Become a business volunteer

Your guide to coaching a mini-company



I encourage  
creative minds



I support  
ambitious ideas

# ABOUT JONK ENTREPRENEUREN LUXEMBOURG ASBL

- Provider of entrepreneurship education programs for pupils/students aged between 9 and 25 since 2005.
- Focus on: entrepreneurship, work readiness, sustainability and financial literacy.
- 12 educational programmes based on learning by doing, practical experiences and interaction.
- Funded by business, companies, institutions and government (70% private – 30% public)
- Member of Junior Achievement Worldwide



## OUR MISSION

We inspire and prepare young people to innovate, to create, to take initiatives and to take responsibility.

## More information

[www.jel.lu](http://www.jel.lu)

## The Mini-Company Programme

Jonk Entrepreneuren Luxembourg creates the link between schools and the professional world by enabling young people to develop entrepreneurial knowledge and skills.

The mini-company programme gives students the opportunity to experience and learn about entrepreneurship through a hands-on approach. Over the course of a school year, students are responsible for all decisions regarding their mini-company: from choosing a name and product to creating a business plan, managing the finances of the mini-company and selling to customers.



90%

of students say they  
have learned to be  
autonomous and take  
initiatives

# Key Milestones



## September

### Creativity Camp and searching for ideas

Students enrol in a design thinking workshop (Creativity Camp) and start to form their first ideas. After the camp, the coaches are assigned to the teams to support them in the finding of ideas for their mini-business.

## December - January

### Business model and prototyping

The coaches accompany one or more mini-companies in their first steps: carrying out a market study, drawing up a business plan, possibly seeking capital, launching their products/services etc.

## January - April

### Marketing and sales

As soon as the mini-company starts selling its products or services, the coaches support their teams with advice on marketing, sales strategies, customer service, etc.

## May - June

### National competition

Mini-companies can participate in the national semi-finals and finals to win interesting prizes. Coaches help their teams to prepare for pitches, jury interviews, etc.

## July

### International competition

The best mini-company of the year has the opportunity to represent Luxembourg in the international competition organised by Junior Achievement. Mini-companies can decide to close their activity at the end of the school year or can continue their entrepreneurial journey by creating their own company.

# Your role as a coach is...

- to provide advice and guidance in the students' first entrepreneurial journey
- to encourage creativity and innovation
- to help students prepare for key events such as local sales events and competitions
- to help students understand how a company works



- to mentor and guide students in important decisions for their mini-company
- to share your expertise and knowledge in marketing/finance/management/etc.
- to encourage students to overcome and learn from various challenges
- to ensure that participants build a realistic timetable and meet the required deadlines
- to help students simplify things when they tend to complicate them



# But it is also...



- to inspire them to be the best version of themselves
- to support them in achieving their goals
- to encourage them to make their dreams come true



- to push them to be brave
- to celebrate their achievements and encourage their efforts
- to help them develop key skills for their future

# Coaching a Mini-Company

## The first steps

Establishing a good working relationship with students will help you to learn more about their experience and expectations.



### Timetable and matchmaking

Although we try to assign coaches to teams at the beginning of the school year, some teams may sign up a little later. If you are assigned to a team in September/early October you can support the team in coming up with ideas. If you are assigned to your team after October, the students may already have a business model. You can then support them in the next steps of their business (market research, marketing and sales strategy, etc.).

### First contact

As soon as the assignment has been made, the coordinator will send you the contact details of the teachers and students who are in your team. Contact them as soon as possible to organise a first meeting. Establishing a good working relationship with the teachers and students at the beginning of the mini-company journey will help you to understand each other's experience and expectations. You will find a checklist on the next page to help you prepare for your first meeting.

### Communication

We advise you to keep regular communication with your team(s). Ask your students how they prefer to communicate with you (e-mail, group chat, etc.). Some students may not be used to checking their e-mails regularly, so a group chat may be the better option. Teachers should also be included in the group chat/email to keep them informed. If you have problems getting in touch with your students, please contact the coordinator. All coaches will receive the emails and communications sent to the mini-companies about events, deadlines, etc.

# Coaching a Mini-Company

## Organising meetings with your team(s)

*Monthly check-ins are a great way to keep up to date on the students' progress and support them in possible challenges.*



### Checklist for your first meeting

- ✓ Contact the teacher(s) and exchange contact details.
- ✓ Discuss practicalities and confirm the preferred method of communication (e.g. face-to-face or virtual meetings, emails, etc.).
- ✓ Ask questions about the age and composition of the group(s) of students you will be supporting and discuss any important dates, etc.
- ✓ Confirm the date and time of the first meeting (online or face-to-face).
- ✓ At the end of your first meeting, plan the next three meetings.

### Monthly check-ins

We advise you to have regular interaction with your team(s). Monthly meetings are a great way to keep track of students' progress and to support them when they are struggling.

For a productive meeting, ask students to prepare a very short report in advance, answering 3 questions:

Victory - Name one achievement/progress you have made.

Lesson - Name a lesson you have learned from a particular event/mistake/situation.

Project - What are you currently working on?

Issue - The most important issue you want me to help you with?

At the beginning of the meetings, ask your students to present the above points to you. This will get them into the habit of presenting and is good practice for the day when they have to present to a jury.

### Events

A number of events are organised throughout the year. When you receive information about training and other events, motivate your students to participate.

Coaches can also participate in a number of events.

You can also find all relevant information about the Mini-company programme (events, training courses, etc.) on the website :

[www.minientreprises.lu](http://www.minientreprises.lu)



# YOUR COMMITMENT HAS AN IMPACT



**85%**

of young people say they have learned to overcome difficulties

**80%**

of teachers think that a business coach can make the mini-company more dynamic



In 2021/2022, more than 500 students from 23 schools participated in the Mini-company programme.

# 6 tips for an effective coaching process

1 Remember, this is the participant's company, not yours.

2 Your role as a coach is neither to parent them, nor to be condescending towards them.

3 Let the participants be creative and motivate them to follow through with their ideas.

4 Teach them to be pragmatic and to use their network to find partners and get things done.

5 Make good humour, positive feedback - and fun - part of your toolbox.

6 This programme is not about being the best or winning a price: it's about letting the participants experience self-discovery, purpose and fun.





## Claude Curziatti, Coach 2020-2021

*“When I first met the team that Nelson assigned to me, honestly, I was wondering how on earth their project was going to go anywhere...”*

*A few days of work later, I was impressed how open to dialogue this team was. After a few weeks, creativity, assertiveness and discipline kicked in and we were “in the flow”.*

*Participants gradually became sharper and quicker on their feet. A few months later, the team presented a successful and well rounded business plan, production was rolling, the marketing mix was ready, sales of their products had started well - and everyone had a smile on their face.*

*The best part was, I guess, **I learned as much from them** as they hopefully took away from me”.*

# QUESTIONS?

Contact the programme coordinator!



Myriam Baustert  
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