



# MINI-ENTREPRISES

The **Mini-Company** Programme offers students aged 16 to 19 the opportunity to learn how to take a business idea from concept to realisation. By challenging high school students to solve a **problem** in their community through a commercial enterprise, the programme fosters their **entrepreneurial spirit** and helps them discover their talents, passions, and interests.

While running their own mini-company, students are guided by a teacher who acts as coach. This approach breaks away from the traditional classroom model: instead of passively receiving information, students become active drivers of their project throughout the school year.

In parallel, students engage with volunteers from the **business world** who share their expertise and serve as mentors. This gives them valuable insights into the professional environment and helps them understand which skills are in demand in today's job market.

The programme culminates in a **competition** where the best mini-company of the year is selected. The winning team earns the chance to represent Luxembourg in a European competition organised by **JA Europe** as part of the **Gen-E** Festival.



## Participants

*Students aged 16-19 (3e - 1er and similar levels)*



## Period

*September - July*



Jonk  
Entrepreneuren  
Luxembourg

Member of JA Worldwide

## Key steps

### 1 Choosing the product/ service

- The first and most important step is to identify a strong product or service idea. During a ideation session (Creativity Camp), the mini-entrepreneurs come together to share all their ideas freely. Every suggestion is noted, and an initial review helps to eliminate unrealistic options. The remaining ideas are then examined in greater detail.

### 2 Feasibility Studies, Surveys, and Questionnaires

- The students carry out a feasibility study to help them make the best choice of product/ service. This includes both technical and financial analyses. After reviewing the feasibility studies from each team, the final product selection is made. A business plan is then developed.

### 3 Name & Logo:

- Students select the name and logo of their mini-company. They have to make sure that the logo is memorable, recognisable and not already in use by another company!

### 4 Mini-Company Registration

- Each mini-company must be officially registered with Jonk Entrepreneuren Luxembourg and listed on the website [www.minientreprises.lu](http://www.minientreprises.lu). Students must sign — or have their parents sign — a participation and photo release form. The teacher collects these forms and submits them to JEL.

### 5 Departments and Roles

- The members of the mini-company divide the company into different departments and create an organisational chart. They define the responsibilities of each department and assign positions to the various students.

### 6 Capital, Shares, and Shareholders

- The students determine a minimum capital, and shares are issued. Shareholders are invited to attend the inaugural general meeting of the mini-company. During this meeting, two auditors are appointed.

### 7 Opening a bank account

- Thanks to a partnership with BIL, JEL can offer some mini-companies the opportunity to open a BIL bank account. Teams that require an account, have to follow the provided procedure.



## Key steps

### 8 External Advisors

- Each mini-company must work with an external advisor/ mentor from the business world, who can provide guidance and support in specific situations.

### 9 Production and Marketing of the Product or Service

- The mini-entrepreneurs either produce the product themselves or find a manufacturer or intermediary supplier. They must identify points of sale and seek opportunities to sell through joint sales events, markets, online platforms, and more.
- To promote their product, advertising is essential — with tools such as social media, promotional items, and other marketing strategies. As product sales begin, business transactions follow, and the daily life of the mini-company takes shape.

### 10 Dissolution and Liquidation of the Mini-Company

- At the end of the school year, the general meeting for dissolution takes place. If the mini-enterprise has made a profit, it can be allocated as dividends to the shareholders, bonuses to the young entrepreneurs, or charitable donations.
- In the event of a loss, any shortfall is covered by the mini-company's capital.

## Key learnings

- Developing and Choosing a Product
- Being creative
- Motivating and engaging others
- Making estimates
- Completing necessary formalities
- Writing reports
- Managing and interpreting data
- Conducting research
- Organizing sales
- Working as a team
- Managing accounts
- Developing autonomy
- Interacting with clients and external partners
- Negotiating prices and collaborations
- Fostering a sense of responsibility

## Events

### Sales Opportunities

Mini-companies have the opportunity to sell their products or services at various events organized by JEL. These sales can take place in shopping centers, at fairs or other retail locations across the country. Some sales events in neighboring countries are also available.

### National Competition

The mini-entrepreneurs can participate in a nationwide competition and try to convince the jury and the public of the success of their business. Several awards are given to the best mini-companies and the top mini-company then goes on to represent Luxembourg at **Gen-E**.

**Jonk Entrepreneuren Luxembourg** (JEL), is a non-profit organisation offering **14 programmes** in entrepreneurship education at each level of education meaning from primary school to higher education targeting youngsters between 9 and 25 years. The association strengthens the link between the world of education and the world of business to give young people the opportunity to have practical, concrete and collective experiences that enable them to develop entrepreneurial skills.



In the mini-company programme, an external coach/ mentor from the business world is essential. A pool of entrepreneur-advisors is therefore established. These professionals aim to engage students with their profession and provide targeted guidance as specialists in their respective fields. The external advisors visit several times to offer support at key moments, such as product selection or the inaugural general meeting.

In 2024/25 around 16.000 students and 500 business volunteers participated in the different programmes and activities of JEL.

## Contact

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