

JA Track Information Sheet

Why should I participate in the Start-Up Programme?

At **JA Malta**, part of one of the world's largest and most impactful youth-serving organisations, we're here to empower young thinkers and aspiring entrepreneurs like you. This programme is **your opportunity** to turn your ideas into reality in a supportive, creative, and flexible environment.

Got an idea? Want the tools to bring it to life? You're in the right place.

We've designed this programme with students in mind, knowing you're juggling studies, part-time work, and your social life. That's why it's structured to be manageable, rewarding, and well worth your time. You'll gain the skills to develop your idea, pitch it with confidence, and even compete, all while growing personally and professionally.

What will the JA Track involve?

As part of the JA Track, you'll take part in an exciting journey designed to support your growth every step of the way. Here's what's included:

- Attending a 4-day bootcamp to learn directly from experts through interactive sessions that will prepare you to build, refine, and pitch your idea.

Agenda as follows:

| | |
|------------------------------------|---------------------------------------|
| Launch 21/02/2026 | Launch Session |
| Day 1 27/02/2026 | Product Design & Prototyping |
| | Market Research & Competitor Analysis |
| Day 2 28/02/2026 | Business Model Building, Use of AI |
| | Marketing & Branding |
| Day 3 21/03/2026 | Legal & IP |
| | Funding & Business Opportunities |
| Day 4 22/03/2026 | Finance Workshop |
| | Presentation Skills |

- Attendance at 2 compulsory keynote events (dates as listed on page 3).
- Submission of a 10-page pitch deck
- Participation in the Demo Day
- Attendance at the Finals Event

Important Deadlines and dates I should know about:

| Activity | Date/Deadline | Time | Approx. time to complete |
|---|--------------------------------|-------|---|
| Enrolment Start Date | 1 st October 2025 | 09:00 | 30 minutes |
| Last Enrolment | 13 th February 2026 | 12:00 | 30 minutes |
| Keynote Event 1 | 10 th April 2026 | 17:00 | 2 hours |
| Keynote Event 2 | 17 th April 2026 | 17:00 | 2 hours |
| Pitch deck Submission for local judges | 30 th April 2026 | 14:00 | Depends on your level of effort |
| Gen-E Portal & Stand Creation | 3 rd May 2026 | 23:59 | 20 minutes |
| Demo Day & Semi Finals | 8 th May 2026 | TBD | Evening event |
| Finals | 16 th May 2026 | TBD | Day to evening event (including rehearsals) |

How do I enrol?

Enrolment opens on **1st October 2025** and closes on **13th February 2026 for the JA Track**.

No idea yet? No problem.

You don't need to have a fully formed idea to get started, that's what the programme is here to help with! The right idea will come as you explore, learn, and collaborate.

Ready to sign up?

[**Click here to enrol.**](#)

Enrolment Fee is €65 per person.