

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.