

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

Agenda as follows:

|                                    |                                                                       |
|------------------------------------|-----------------------------------------------------------------------|
| <b>Launch</b><br><b>20/02/2027</b> | Launch Session                                                        |
| <b>Day 1</b><br><b>26/02/2027</b>  | Product Design & Prototyping<br>Market Research & Competitor Analysis |
| <b>Day 2</b><br><b>27/02/2027</b>  | Business Model Building, Use of AI<br>Marketing & Branding            |
| <b>Day 3</b><br><b>05/03/2027</b>  | Legal & IP<br>Presentation Skills                                     |
| <b>Day 4</b><br><b>06/03/2027</b>  | Funding & Business Opportunities<br>Finance Workshop                  |

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

## Other Important Deadlines and dates I should know about:

| Activity                      | Date/Deadline                  | Time          | Approx. time to complete        |
|-------------------------------|--------------------------------|---------------|---------------------------------|
| Enrolment Start Date          | 1 <sup>st</sup> October 2026   | 09:00         | 30 minutes                      |
| Last Enrolment (JA Track)     | 14 <sup>th</sup> February 2027 | 23:59         | 30 minutes                      |
| Keynote Event 1               | 9 <sup>th</sup> April 2027     | 17:00         | 2 hours                         |
| EY Business Summary           | 15 <sup>th</sup> April 2027    | 12:00         | Depends on your level of effort |
| Keynote Event 2               | 16 <sup>th</sup> April 2027    | 17:00         | 2 hours                         |
| Demo Day                      | 23 <sup>rd</sup> April 2027    | 17:00         | 3 hours                         |
| Report Submission             | 29 <sup>th</sup> April 2027    | 12:00         | Depends on your level of effort |
| Gen-E Portal & Stand Creation | 2 <sup>nd</sup> May 2027       | 23:59         | 20 minutes                      |
| Semi-Finals Presentation      | 5 <sup>th</sup> May 2027       | 12:00         | Depends on your level of effort |
| Semi Finals                   | 8 <sup>th</sup> May 2027       | Assigned Time | 30 minutes                      |
| Finals & Awards Night         | 22 <sup>nd</sup> May 2027      | 17:30         | Evening event                   |

## How do I enrol?

Enrolment opens on **1<sup>st</sup> October 2026** and closes on **14<sup>th</sup> February 2027 for the JA Track**.

### No idea yet? No problem.

You don't need to have a fully formed idea or team 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. If you are a University of Malta student, please get in touch with us regarding the enrolment fee.**