

MADE FOR CANADA



TEACHER GUIDE



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ACKNOWLEDGEMENTS

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SUBJECT MATTER EXPERTS

The Made for Canada module was developed in consultation with Subject Matter Experts. We thank them for their valuable insights and expertise which helped to inform the content.

REFERENCES AND CREDITS

Innovation, Science and Economic Development Canada. (2024, February 2). Key Small Business Statistics 2023. <https://ised-isde.canada.ca/site/sme-research-statistics/en/key-small-business-statistics/key-small-business-statistics-2023#s1>

Character avatars by Vyond.

Artificial Intelligence (AI) tools were used during the development of this learning content to assist with tasks such as idea generation, content structuring, script drafting and audio/video generation. All outputs generated by AI were subject to thorough human review and validation to ensure accuracy, quality, and alignment with instructional standards and organizational guidelines.

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MADE FOR CANADA

How Can You Help Shape Canada's Future?

Teacher Guide

Purpose

Understanding free enterprise and entrepreneurship helps young Canadians think creatively, recognize opportunity, and develop the confidence to shape their communities and the economy. The Made for Canada module introduces students to the principles of free enterprise and highlights how Canadian entrepreneurs turn ideas into businesses that create jobs, drive innovation, and strengthen communities from coast to coast to coast.



Did you know?

About 99.8% of businesses in Canada are small and medium-sized enterprises with fewer than 500 employees. They drive growth and jobs, making their success essential for Canada's economy. (Innovation, Science and Economic Development Canada, 2023).



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Overview

By the end of this module, students will be able to describe how free enterprise principles support entrepreneurship and explain how Canadian entrepreneurs contribute to the economy and their communities.

Learning Objectives

- Describe how free enterprise principles — including competition, supply and demand, and risk-taking — support entrepreneurship in Canada.
- Explain how Canadian entrepreneurs and businesses contribute to the economy and their communities through innovation, job creation, and community impact.



Curriculum Connections

The content in the Made for Canada module aligns with: Business Studies, Entrepreneurship, Social Studies, Career Education, Economics, Transferable Skills / Global Competencies



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Module Structure

The Made for Canada module is a self-directed learning experience designed for students to complete independently online. Alternatively, a teacher can facilitate the module in class using this guide. The module consists of three parts and can be completed in approximately 15–20 minutes, with optional extension activities.

Part 1: Quiz — Think You Know What Makes Canada's Economy Tick?

Students work through 10 scenario-based questions featuring fictional young Canadian entrepreneurs. Each question presents a real-world situation and asks the student to choose the best response. Feedback is provided after every question, so students learn as they go — this is a learning tool, not a formal assessment. At the end, students receive one of three results profiles based on their score: True North Trailblazer, Growing Innovator, or Emerging Eh-ntrepreneur.



Part 2: Video — How Free Enterprise Powers Canada

A short animated video (approximately 3 minutes) explains what free enterprise is, why it matters in Canada, how entrepreneurship connects to the economy, and how students can get involved. The video features Canadian examples and is designed to deepen understanding of the concepts explored in the quiz.





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Module Structure

Part 3: Student Activities — Application and Assessment

Students choose one of three optional activities to apply what they've learned. These activities can also be used as assessment pieces.



- **Activity 1: Design a Canadian Business** — Students identify a problem in their community, design a business to solve it, name it, describe a logo, and explain what makes it "Made for Canada." (~15–20 minutes)



- **Activity 2: Future Entrepreneur Reflection** — Students reflect on problems they care about, skills they already have, and the kind of impact they want to make as future entrepreneurs. (~15 minutes)



- **Activity 3: Made for Canada Innovator Spotlight** — Students choose one of four real Canadian innovators (Shopify, Cheekbone Beauty, Cascadia Seaweed, or Lost Cartridge Creations), read a short profile, and analyze how free enterprise principles support the business's success. (~20 minutes)

All three activities are available as downloadable fillable PDFs. Students can open and fill in the PDFs using their web browser (Google Chrome, Firefox, Microsoft Edge). Ensure they save a copy of their work before exiting the browser to avoid losing work.



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Tips for Facilitating the Module

Before the Module

- Activate prior knowledge by asking students: "Can you name a Canadian business? What do you think it takes to start one?"
- Create a mind map: invite students to brainstorm what they already know about how businesses work or what "free enterprise" might mean.

During the Quiz

- The quiz is designed as a "learn as you go" experience. Students don't need to get every answer right — each question teaches something new through its feedback.
- If facilitating in class, consider using Think-Pair-Share: have students read the scenario individually, discuss with a partner, then share their thinking before selecting an answer.
- The scenarios feature diverse Canadian entrepreneurs across different provinces and industries. Use these as conversation starters about local businesses and community needs.

During the Video

- The video is approximately 3 minutes and covers core concepts. You can pause at key moments to discuss:
 - "What does free enterprise mean in your own words?"
 - "Can you think of a business in our community that creates a ripple effect?"
 - "What would you build if you could build anything?"

After the Module

- Have students choose one of the three activities. All can be completed independently or in pairs/small groups.
- Any of the three activities can be used as an assessment piece. Students can submit their completed PDF digitally (via email, Google Classroom, or online Dropbox) or print it if working in person.



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Wrap Up and Extension Activities

Depending on the time available, you can choose to end the learning after the module or consider one of the following:

- **Written reflection.** Have students write about what they learned and how they might use it. Prompt them with: "What surprised you about how free enterprise works?" or "If you could start a business tomorrow, what would it be?"
- **Use exit tickets.** Have students write down one thing they learned and one question they still have.
- **Research a Canadian entrepreneur.** Ask students to research a local, Canadian, or Indigenous entrepreneur and present how their business contributes to the economy and community.
- **Create a business pitch.** Have students develop a 60-second elevator pitch for a business idea inspired by the module.
- **Discussion: Giving back.** Discuss how businesses can give back to their communities. Ask students to identify a local business that makes a positive impact and explain how.



Assessment Activities

The guided discussions, student activities, and above wrap-up and extension activities can be used to assess student learning of the concepts covered in the module.

- Completion of the module (quiz, video, and activity).
- Collect student activity PDFs (via email, online Dropbox, Google Classroom, or print if in-person).
- Anecdotal observation (via observation and discussion with students).



Share Your Feedback

We value your support in helping us measure the success of our program. Please encourage your students to complete the short Student Survey available on the course page. Their feedback supports us in measuring learning outcomes and improving program effectiveness to ensure we continue delivering meaningful learning experiences.





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Additional Learning Opportunities

Interested in additional learning? The JA Campus has a variety of learning opportunities available! All JA learning experiences are offered free of cost.

For learning related to the concepts covered in this module, you may be interested in:

Open-Access Learning Experiences

Our open-access learning experiences run 30 minutes or less with no login required.

Bizcraft Grades 3-6



[Access the Game](#)



Supported Program Learning Experiences

Our supported program offerings are longer in duration and require a login. Sign up for the JA Campus today to get started!

A Business of Our Own Grades 3-6



[Go to JA Campus](#)



Be Entrepreneurial Grades 9-12



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Visit the [JA Canada Digital Campus](#) for the full menu of open-access learning opportunities and supported programs.

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