



EDUCATION FOR **WHAT'S NEXT**

WHAT IS 3DE BY JUNIOR ACHIEVEMENT?

3DE by Junior Achievement provides high school students with a unique four-year curriculum that blends essential business and soft skills directly into the classroom experience. Through collaborative learning with peers, students tackle real-world business challenges known as case challenges, gaining practical work experience along the way. In their junior year, students apply these skills by creating their own businesses. By senior year, they engage in professional consulting with business partners, applying their knowledge in a practical setting.

HOW DOES 3DE WORK?

FRESHMAN YEAR

- Solve problems for real-world companies.
- Collaborate to develop innovative solutions.
- Receive feedback from company representatives.
- Refine ideas and present solutions.

JUNIOR YEAR

- Develop a business idea independently or in teams.
- Explore business development, finance, and marketing.
- Create strategies to attract and connect with customers.
- Present and sell products or services.

SOPHOMORE YEAR

- Build on first-year case challenge experience.
- Tackle new real-world business problems.
- Deepen core skills and knowledge.
- Apply new tools to develop effective solution.

SENIOR YEAR

- Consult with a real client to solve a business need.
- Work together to understand the client's needs.
- Meet regularly to share progress and gather feedback.
- Launch a business to sell products or services.



WHY PARTICIPATE?

SOLVE REAL-WORLD BUSINESS CHALLENGES

Apply learning to authentic business cases and develop solutions to challenges faced by leading companies.

CONNECT WITH INDUSTRY PROFESSIONALS

Learn directly from business leaders, entrepreneurs, and community partners who serve as coaches, mentors, and advisors throughout your 3DE experience.

EXPERIENCE LEARNING BEYOND THE CLASSROOM

Participate in field experiences, corporate site visits, college tours, and other off-campus learning opportunities that provide firsthand exposure to industries, careers, and postsecondary pathways.

BE PART OF A COLLABORATIVE LEARNING COMMUNITY

Join a cohort of students and teachers who work together across subject areas, creating a supportive environment built on collaboration and shared success.

EXPLORE COLLEGE AND CAREER PATHWAYS

Gain exposure to a wide range of careers, industries, colleges, and universities to help you make informed decisions about your future.

DEVELOP FUTURE-READY SKILLS

Strengthen the communication, collaboration, critical thinking, creativity, and leadership skills that colleges and employers value most.

EXPERIENCE ENTREPRENEURSHIP IN ACTION

Design, launch, and showcase your own business while learning directly from entrepreneurs and industry experts.

BUILD CONFIDENCE THROUGH AUTHENTIC EXPERIENCES

Present ideas to business professionals, defend your recommendations, and develop the confidence to lead in academic, professional, and community settings.

PREPARE FOR SUCCESS AFTER HIGH SCHOOL

Graduate with meaningful experiences, professional connections, and transferable skills that support success in college, careers, and beyond.

DISCOVER PURPOSE IN YOUR LEARNING

See the connection between what you learn in the classroom and the opportunities that await you after graduation, making high school more relevant, engaging, and impactful.



3DE SCHOOLS IN FULTON COUNTY

Benjamin Banneker High School
Northview High School
Tri-Cities High School