

Pitch Game™ – 8-Week Entrepreneurship & Pitch Development Program

Blueprint Empire Academy™ | UEI: SM2VWN6B2A34

Prepared for Federal, State, and Local Government Agencies

Program Overview

Pitch Game™ is an 8-week structured entrepreneurship and presentation development program designed to help participants confidently pitch business ideas, nonprofit concepts, or program proposals.

This curriculum strengthens critical thinking, communication, creativity, workforce presentation skills, and self-confidence.

Ideal for:

- Reentry populations
- Workforce development cohorts
- Youth & young adult programs
- Business incubators
- Entrepreneurship training
- Employment readiness programs

Learning Objectives

Participants will learn to:

- Identify and define a viable business idea
- Conduct problem/solution and market analysis
- Build a professional 8-slide pitch deck
- Use effective storytelling and confidence language
- Deliver a polished 3–5 minute pitch
- Understand basic branding and business structure
- Communicate ideas clearly and professionally

Weekly Curriculum Breakdown

Week 1: What is a pitch? Understanding structure & mindset

Week 2: Idea development & value proposition

Week 3: 8-slide pitch deck structure

Week 4: Storytelling & confidence techniques

Week 5: Visual slide creation (Canva)

Week 6: Voice, tone, pace & stage presence

Week 7: Final pitch deck polishing

Week 8: Final pitch presentation + certification

Program Length

- 8 Weeks
- 16–20 instructional hours total
- Delivery: In-person or virtual

Materials Provided

- Student Workbook
- Instructor Guide
- Templates & Worksheets
- Certificate of Completion
- Assessment Forms
- Attendance Sheets

Class Size Capacity

- Standard Cohort: 10–30 participants
- Maximum Capacity: 40 participants

NAICS Codes

- 611430 – Professional & Management Development Training
 - 624310 – Vocational Rehabilitation Services
 - 611699 – Misc. Instruction (Entrepreneurship/Workforce)
 - 541611 – Administrative & Business Support Services
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Agency Contact

Blueprint Empire Academy™

Instructor: Victoria M. Harris

Email: Blueprint@theblueprintempire.co

Location: Houston, TX

UEI: SM2VWN6B2A34

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