PROGRAM OVERVIEW

The participants of the program will form small groups and collaboratively produce a new technical idea or solution to an existing problem. *The Pitch* is a week-long entrepreneurial program that will consist of a series of informative exercises, guest speakers, presentations, and hands on activities. Students will learn to brand, package and market their idea before pitching to industry professionals, decision makers, and community leaders. The program will teach students the fundamentals of entrepreneurship, creative thinking, and develop their professional presentation skills. Students will have a chance to win prizes that include a small startup fund, scholarships, and web design services. Our programming is built around the idea that through creative thinking and collaboration, Doers are made!

**Enrollment Requirements:**

- Students must be between the ages 13 and 17
- Students must be enrolled in school
- Students must have an interest in business and entrepreneurship
- Students must have transportation
Meeting Schedule

July 27th – July 31st @ UMSL College of Education

Curriculum Outline:

Official Program Textbook: Sylvester Chisom’s “The Young Entrepreneur’s Guide to Success 2.0”

Module 1: Introduction/What's the Problem

(Students will develop a 3-5 minute business pitch on an idea to improve an existing product or service, or the creation of a new idea.)

- Identify the problem
- Brand development
- Opportunity circle
- Pitching your story

Guest Lecturer: Sylvester Chisom - What is Entrepreneurship?

Module 2: The Solution

- Solution ideas for your problem
- Understanding your user
- Pitch practice

Guest Lecturer: Antonio Davis & Precious Boyd - Value Proposition
Module 3: The Customer Connection and Money Making

- Customer avatar
- Start-up cost
- Pitch practice

Guest Lecturer: Tina Hyken - Channels of Distribution and Revenue Streams

Module 4: The Keys to Success

- Key Resources, Activities, & Partners
- “Speed Networking” activity

Guest Lecturer: Michael Butler - The Art of Networking

Module 5: Pitch Day

- 3-5 min business presentation
- Judges award top pitches
“The Pitch” Program Directors & Coordinators

“Tony Davis”
Made Moguls Youth Program
Executive Director

“Amber Bell-Christian”
UMSL College of Education Technology Center
Coordinator of Procurement & Logistics

“Precious Boyd”
Stifel Bank & Trust
Marketing Assistant